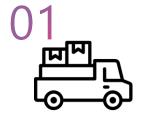magenta
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Retail logistics

Tasks to be solved in the retail industry

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Management of goods delivery across the stores

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Courier delivery management

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Store maintenance staff management

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Management of merchandisers and supervisors

Management of goods delivery across the stores

- Route planning and optimisation with the consideration of delivery slots and transport requirements;

- Optimisation of transportation costs;

- SMS/Email notifications for the store staff about the ETA, which allow to decrease the unloading time;

- ePOD functionality, which confirms the goods were delivered;

- The ability to attach photos, confirming the condition of the delivered goods;

- The control of actual arrival time and the duration of unloading;

- Identification and processing of emergency situations;

- Order items delivery reporting;

- Planned vs actual performance monitoring;

- KPI reporting.

Courier delivery management

- The ability to offer customers convenient delivery time;

- Automatic route planning and optimisation with the consideration of customer requirements and type of the delivery (foot courier, delivery by car);

- Courier mobile app, that navigates during the delivery, allows to attach photos and send them to the dispatcher, ePOD functionality, order item reporting and the ability to accept payments;

- SMS/Email notifications for the customers about the delivery time based on the real-time traffic information;

- Website widget, that allows to track the delivery by the customer and leave a feedback;

- KPI reporting for each courier;

- Customer support workplace, that allows to track the delivery and quickly answer customer requests.

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Assembling and adjustment of delivered goods

- The ability to offer customers convenient time of service;

- Automatic allocation of jobs between engineers based on the type of jobs, qualification of the engineers, their working hours and workload;

- Planning working schedules for the engineers with the consideration of time slots, chosen by the customers, traffic information, duration of jobs;

- Mobile app for the service engineer, that navigates to the site, allows to attach photos of the jobs and send them to the dispatcher, ePOD functionality;

- SMS/Email notifications for the customer about the arrival time of the engineer based on the real-time statuses of the jobs;

- Website widget, that allows to track the arrival of the engineer by the customer and leave feedbacks;

- The control of actual arrival time to the customer and the duration of jobs.

Management of outsourced shipping carriers and couriers

- Estimation of resources, that must be outsourced, depending on the number of the deliveries;

- Estimation of time spending and distances before the jobs are outsourced to the contractors;

- Tracking the delivery from the point the goods were transferred to the contractor and until the delivery is completed;

- Monitoring the timeliness and the quality of the delivery;

- The ability to collect customer feedback about the quality of the delivery, performed by the contractor;

- Analysis of the reasons the jobs were not performed;

- The ability to compare contractors by the customer service levels they provide;

- Special account for the customer support team, that allows to track the delivery and quickly answer customer requests about the status of the delivery;

- Consolidated reports about the performed jobs.

Store maintenance staff management

- Automated allocation of scheduled tasks based on the type of tasks, qualifications of the staff, service time slots for each store;

- Quick assignment of emergency jobs;

- Mobile app for the maintenance staff, that allows to attach photos of the jobs and send them to the dispatcher, ePOD functionality, checklists;

- The ability to send jobs directly to the staff' mobile app;

- Real-time tracking of staff's location;

- Rescheduling of jobs when there is a delay at the previous site;

- The control of actual arrival time to the site and the duration of jobs.

Management of merchandisers and supervisors

- Automated planning of visits with the consideration of time slots, chosen by stores, and the option to start work from home, with no need to visit the office;

- Transferring the assigned jobs to the employee's mobile app;

- Completion of checklists;

- ePOD functionality, which confirms the visit was completed;

- Real-time tracking of staff's location;

- Reports about the performed visits.

About the company and the Magenta platform

Magenta is a platform for customised delivery and field service management solutions. The tools based on the Magenta platform, increase the efficiency of logistics operations in retail, finance, oil & gas and other industries.

The solutions allow effectively plan and control the jobs. The mobile apps for the drivers and field employees allow to run paperless operations and track progress of jobs in real-time.

A range of communication tools allow to keep customers informed about everything what is going on with their orders, which helps to improve customer experience.

We offer SaaS-solutions, which solve the most widespread delivery and field service management tasks and develop custom solutions for the industry leaders.

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LEVL · Quartix · THE LINDE GROUP · TANKERS INTERNATIONAL · wialon · closomat

AVIS We try harder. · NHS · TOMTOM · JCB · SERVICELINE · DECCO Great Service and Quality Products

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20 years of experience

21 patents on scheduling algorithms

170 employees

350 000 routes a day

250+ customers