



Biscuits Leclerc Case Study

Biscuits Leclerc and palmOne - A Winning Mix In the Food Services Industry

Biscuits Leclerc Ltd began in Quebec City in 1905 with François Leclerc baking and selling cookies from the kitchen of the family home. When his bakery was moved to a more spacious building in 1931, homemade quality was already a long-standing tradition with Biscuits Leclerc, and so was family involvement. The company is still run by the Leclerc family – and has been for over four generations.

Biscuits Leclerc has experienced sustained growth over the last 10 years and now operates five state-of-the-art production facilities in Quebec, Ontario and the United States. As one of the leading names in the North American food industry, the company employs more than 450 people and sells a wide range of products to various customers all over the world.

The Challenge:

For almost 100 years, Biscuits Leclerc has been known for its professional service and delivering superior quality products to market. To ensure that grocery store shelves were always stocked with their products, sales representatives have traditionally been assigned to a number of stores to check on inventory and process orders when product was running low. As the company grew, it became more difficult to both keep track of orders and deliver product in a timely manner. Until recently, sales reps used an outdated method for order processing that included spending hours writing orders on paper with the grocery manager, keying in data, and then relaying the information by phone to the warehouse.

Biscuits Leclerc searched for an affordable solution that would allow for a reliable transmission of orders quickly and accurately. After testing different mobile devices, Biscuits Leclerc chose to work with CyberCat, an application developer in Quebec City, to develop a wireless handheld solution.

The Solution:

CyberCat developed an application on the palmOne™ Tungsten™ W, a wireless handheld with voice and data connectivity, supported by the Rogers™ AT&T® Wireless GSM/GPRS network. After a one month solution trial, the company ordered 30 units. Today, with 30 sales representatives servicing hundreds of stores across Quebec and Eastern Ontario, Biscuits Leclerc relies on palmOne Tungsten W handhelds for quick and accurate order processing.

Biscuits Leclerc sales reps use the Tungsten W handhelds directly in the grocery stores to manage product inventory and to monitor the order quantity for each product. Since each store has between 30 and 50 different Biscuits Leclerc products (from granola bars and cookies, to cereals and crackers), the wireless handhelds allow staff an easy way to keep track of store inventory for each individual product. Via their wireless handhelds, sales reps can now key in critical data and monitor items such as the quantity of product available in each store, the amount that needs to be ordered, and the delivery date shelves needs to be refilled, among others.

According to Levac, on any given week, more than 25,000 cases of products need to be delivered across Quebec and eastern Ontario. With Tungsten W handhelds, order processing has been completely optimized as turnaround time from order status to delivery is now less than 24 hours, improving by as much as 25 percent. And it's estimated that order processing errors have been reduced by as much as 80 percent.

The CyberCat application also provides a three month history of product inventory on the palmOne Tungsten W screen to allow sales reps to see the history of the product flow charts – such as inventory status and information on which product sells the fastest. In addition, information that was once written on Post-It notes is now stored on the Tungsten W – such as store manager birthdays, delivery times for individual stores, and to-do lists.

"Since using palmOne Tungsten W handhelds, our order processing has improved significantly," said Levac. "With its robust data management and its GPRS connectivity, the Tungsten W is the device we were looking for. Now, thanks to palmOne and application developer CyberCat, our data synchronization and order transmission can be completed directly from any store location -- saving us a significant amount time."

"All data had to be manually entered twice, which was very time consuming and many times inaccurate," explained Francois Levac, vice president of information technology, Biscuits Leclerc Ltd. "We were spending hours inputting and correcting orders received which became a very big problem for us. We knew it was time to modernize our order processing method."

Benefits

- ▶ Reduced errors in order processing by an impressive 80 percent.
- ▶ Turnaround time for product delivery has improved by 25 percent.
- ▶ Streamlined information sharing at any time, from any store - simply click on send and you can track where the order was sent, received, and acknowledged.
- ▶ Ease of use of Tungsten W, as sales reps were up and running on the wireless device in under 30 minutes.

Contact Information:

- ▶ palmOne, Inc.
www.palmOne.com/enterprise
- ▶ CyberCat
www.cybercat.ca
- ▶ Biscuits Leclerc
www.leclerc.ca
- ▶ Rogers AT&T Wireless
www.rogers.com