



# ROUTE OPTIMISER

*Plan. Fulfill. Manage in the cloud.*

**"We have not only speeded up the daily planning process and provided both cost and time savings in the daily operation, we have extended our contract for a further 3 years".**

**Ellis of Richmond's dedicated buying team are always on the lookout for new and innovative wines to add to an ever expanding wine list, currently the portfolio is more than 900 wines from over 40 producers from all over the world.**

**They supply exclusive quality wines to the on trade throughout the UK, and pride themselves on maintaining levels of excellence in service to customers and aim to create long standing relationships built on loyalty, integrity and respect.**

Their current customers include Hotels, Restaurants, Pubs & Clubs, Golf Clubs and Private Customers. To keep these customers happy Ellis are lucky enough not only to have

our own bonded warehouse with our offices, but also a fleet of vans that run directly from it. This means that they are able to deliver 5 days a week Monday to Friday.

Ellis' offices are manned every weekday 08:00-17:30 by our committed Customer Service team. So all you need to do is place your order by phone or email the day before your designated delivery date, and it will be delivered to you by one of our friendly drivers the next day.

Alternatively, they will call for your order on your specified day to make the process even easier!

Paul Willshaw, Operations Manager says,

*"With the drive to deliver ever demanding 'customer service excellence' we took the decision in 2012 to invest in the Route Optimiser web based Route Planning system from DPS. With the benefits of single route to full fleet optimisation, we have not only speeded up the daily planning process and provided both cost and time savings in the daily operation, we have extended our contract for a further 3 years and are linking up with our in-cab workflow and navigation system Webfleet from Tomtom Telematics."*



Ellis of Richmond was founded in 1822 and are a prominent supplier of wines and represent award winning producers from around the world. The Ellis family are still the guardians of this thriving independent business. For more than 190 years their philosophy has been to source and import wines that are exclusive to Ellis where possible in order to give a distinctive and unique range to their on-trade customers.

[www.ellisofrichmond.co.uk](http://www.ellisofrichmond.co.uk)

