

it.mx customer portal<sup>ADD</sup>

# Leading distributor Boughey achieves up to 90% increase in customer self-service.



*A 99.9% service level within the 3PL industry sector isn't a USP anymore. Timely and accurate receipt handling and distribution were already being delivered through our robust SAP investment. We wanted something to set us apart from the rest, and give our customers something which offered a tangible, internal value to their Boughey service."*

Danny Earp, IT Manager, Boughey Distribution

When Cheshire-based leading distribution, warehousing and packing specialist Boughey Distribution Ltd. needed a SAP B2B customer portal, it turned to itelligence's experts for help. Boughey takes pride in its growing reputation as the UK's leading ambient grocery distribution, warehousing and packing specialist. The award-winning firm boasts a fleet of more than 106 articulated units, 200 trailers and 500 employees, and a pallet-storage capacity of 115,000, increasing by the day. It has a track record of success in consolidating the total warehousing and logistics solution all under one roof, passing savings on to its growing customer base. Boughey is built on high standards of service and flexibility.

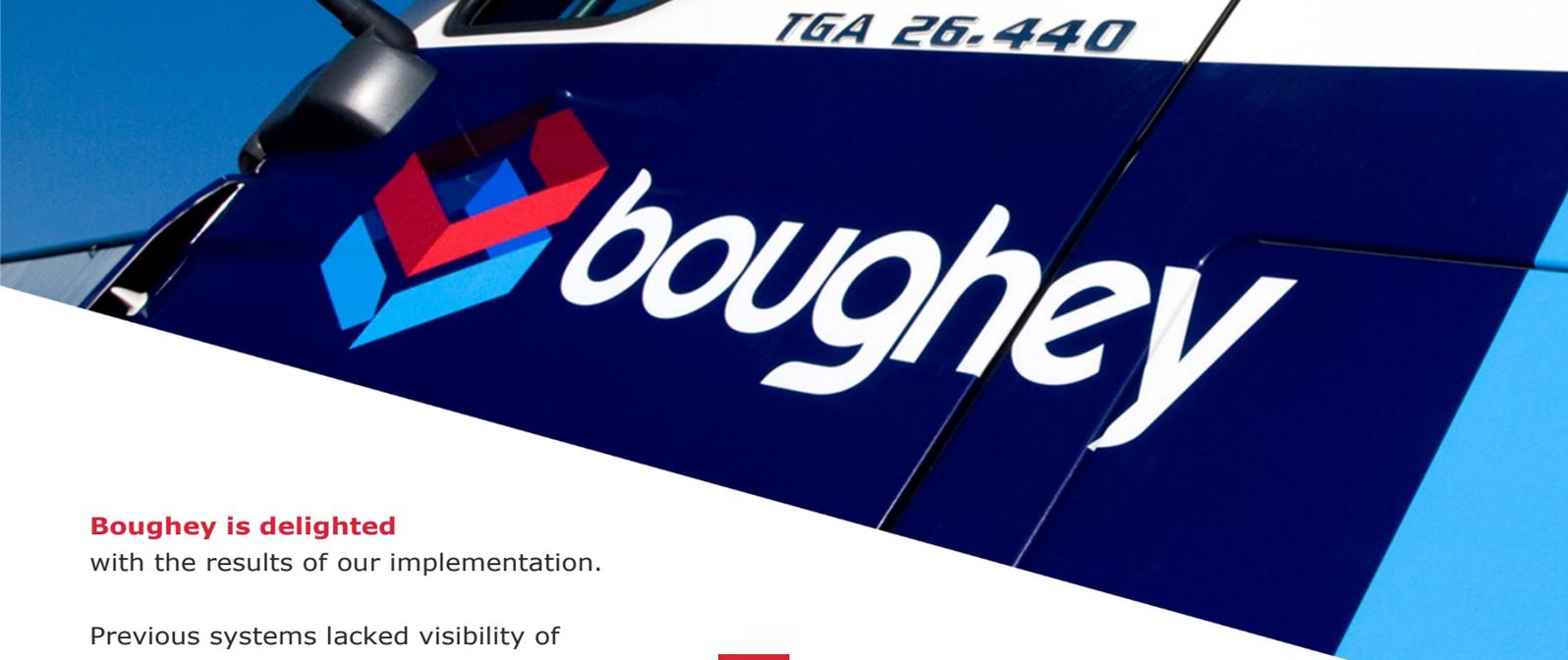
Following a major SAP ERP implementation project, Boughey was realising the benefits of accurate, real-time information in daily resource planning, decision-making and KPI reporting. Customers could contact their customer service advisor but Boughey wanted to make these tools instantly available 24/7, at the click of a button, with no compromise on accuracy or relevance.

Consumer expectations had changed dramatically, too: "Back then, a customer portal was a bonus for our client base, but today it's a must-have," says Boughey's IT manager, Danny Earp. "Our customers use internet banking, they manage their bills online, and they expect the same immediacy and accessibility in their professional lives."

Boughey decided to commission a 'new breed' of customer portal based on a direct relationship with SAP, with no need for interfaces or third-party products.

The design brief was simple: make it aesthetically simple and clean, but ergonomically beautiful. "Our fast-paced environment means that instant access and substance is everything – prioritising these factors was crucial. Without the in-house expertise available, we needed a partner who would understand our requirements, budget from the start and hit the ground running," says Danny Earp.





## Boughey is delighted

with the results of our implementation.

Previous systems lacked visibility of orders and their status, whilst customers were unable to view a POD online. Additionally, Boughey wanted to conform to the very latest security standards and provide an enhanced user experience. Following a raft of recommendations, Boughey chose itelligence for its SAP NetWeaver specialist knowledge and roots within a variety of challenging service industries.

The it.mx customer portal<sup>ADD</sup>'s comprehensive range of functions brings direct benefits, allowing customers to easily process and manage orders, and book in and manage their goods. It makes the process of monitoring, analysing and overseeing stock levels simple, with the ability to produce regular KPIs when needed.

The customer can generate full audit trails of stock movements, keeping them up to date and consumer-oriented. Their most-used SAP reports can be ran using any selection criteria, with results instantly fed to their inbox.

Additionally, all orders and their status are available, day or night. PODs can be downloaded via a simple click, as well latest stock figures by SKU in real-time. Customers have access to their daily goods-in schedule and are able to track deliveries through the gate and into the warehouse.



*We knew what they had achieved with clients who were in a similar market and felt immediately that they understood what we wanted to achieve," adds Earp. "There was no doubt about it; these were very technical people with an extremely grounded and commercially-aware approach."*

Danny Earp, IT Manager,  
Boughey Distribution

Any potential short deliveries, due to stock availability, can be managed more efficiently due to the increased visibility the portal provides.

The standout gain of the project was a 90% increase in self-service POD retrieval.

Other benefits included:

- User-friendly portal with easy registration process
- SAP native platform
- Single enterprise-level system
- One version of the truth
- Real-time data
- Enterprise security
- Future-proofed ROI.



**Organisation:**  
Boughey Distribution

**Industry:**  
Distribution Service

**Products:**  
Grocery distribution  
storage specialist

**Website:**  
<https://www.boughey.co.uk/>