



Indesit Company

A 97% service ratio

Indesit Company is the third European manufacturer of household electrical goods and is present in 21 countries, from the south of Portugal to the north of Russia. The group distributes its products in hypermarkets, specialised superstores, kitchen designers and wholesalers. The Norbert Dentressangle Group delivers 300,000 items per year all over France for all of its brands. *“One of our specific features is the diversity of our network”,* explains Anne Lechevallier, logistics manager. *“We have a lot of small customers, both in cities and in rural areas.”* *“Furthermore, our products are fragile, and have high added value – 1,500 euros for an oven – they are bulky and heavy – 100 kilograms for a washing machine”,* rounds off Frédéric Thominot, Supply Chain manager.

Since 2000, the Norbert Dentressangle Group has been fulfilling the requirements of the Indesit Company at all levels. In the warehouse, products are loaded with a hand truck, thus enabling them to be handled without breakages. The vehicle fleet is adapted for town or rural access. The 13 Group platforms make it possible to deliver to the whole of France at least twice a week. And to handle seasonal peaks the transport partner is capable of organising extra rounds. Better still, optimal scheduling of rounds make it possible to guarantee the date and time of delivery to the customer. *“Every day, before 11 a.m, a single contact relays information from the 13 platforms,”* stresses Frédéric Thominot. *“In this way, we stay abreast of events to inform our customer of any changes.”* The delivery lead-times for white goods are very short: 100% of products are delivered within 48 hours, thanks to immediate dispatching. Anne Le Chevalier underlines the complexity of the administrative processing behind the deliveries: *“Our activity requires proofs of delivery. With Norbert Dentressangle, we can obtain a scanned image of all delivery dockets within 48 hours and produce the trace of the signature. This is a virtuous circle as it means we can give an answer to the customer within the hour.”* Result: the service ratio is 97% !

Transport research department

Organisation stars

Affiliated to the Transport Division’s Sales Department, members of the transport research department have three main goals.

First, to assist the Group’s sales force with transport solution requirements. Within the framework of tenders, the research department analyses the customer’s material flows, his operating process and information flows and on the basis of this it comes up with relevant solutions in economic and organisational terms.

The second mission involves setting up customer portals. As project manager, the research department draws up operational specifications with the customer and organises test, user training and start-up phases.

The third mission is to pilot new transport solutions projects.

The research department makes sure that, for each new project, the start-up preparation process is in place: mobilisation of resources and means, definition of operating processes. “Defining the ideal operating process is the result of successful co-operation between the research department, customers, sales staff and operational staff”, concludes Jérôme Burtin, Transport Division sales manager.

Indesit Company

- Annual sales: 1,385,000 items
- 18 factories in 7 countries.
- Distribution in 21 countries.
- Leader in Great Britain, the top household electrical goods market in Europe.
- Ariston, Indesit, Scholtès in France, HotPoint in Great Britain.
- Norbert Dentressangle makes 54,000 deliveries each year in the whole of France.