

ADEPT | ERP

A winning recipe for Daily Fresh Food Service

A relationship more than a decade long continues to bear fruit, supporting a fast-growing and competitive food distribution business...

One of the greatest challenges any business faces is coping with fast growth. For food wholesale distributor Daily Fresh Food Service (Daily Fresh), that growth has been a consistent 40 percent for each of the last three years.

With an inventory list of 5000 products, 1000 customers, eighteen trucks a day delivering 100 pallettes of goods, and a footprint that includes metropolitan Sydney northwards to Newcastle, south to Wollongong, and west to Katoomba, great customer service is key to keeping Daily Fresh on track and growing.

As director Manuel Meletis explains, his 25 years with Daily Fresh have taught him that “you have to have a core of staff who are passionate, committed, and who love what they do.” One of the best ways to support that commitment, he says, is with technology that makes their lives easier.

Long relationship

Daily Fresh has been working with Adept ERP Software since 2000, which Meletis said is evidence of how well the relationship has worked. Even so, when it was time for a technology refresh, he evaluated Adept Software against a number of other providers before deciding to implement the current version of Adept ERP for financial accounting and supply chain management. The ERP system is fronted



by a customer-facing Adept e-Order module, which gives customers a web interface to place their orders.

Versatility and ease of use are vital to the Daily Fresh business, Meletis explained.

“Adept ERP is a full solution, but every business needs modifications that suit their own particular circumstances. Adept made that easy to do. I put in a lot of work defining what I wanted, and they built a great system,” he said.

He highlighted Adept’s willingness to listen and take the time to understand why Daily Fresh works the way it does: “It was easy to get them to understand why we work the way we do,” Meletis said.

“In the food industry, more information equals better service to customers. We’ve got too many customers for anybody to remember what they will want or need, so you need systems to help take care of customers.”

“We’ve covered every point of the business with Adept.”

Manuel Meletis, Director
Daily Fresh Food Service

Make no mistake, customers are demanding

That’s what makes ease-of-use important: “All the staff love how easy it is to navigate. That means new staff can learn the system with a minimum of training – by the end of the first week, new employees are comfortable with the software,” he said. “That’s the sign of a good system.”

The biggest source of customer friction, Meletis said, is when errors happen, so he is constantly on the lookout for ways that technology can help to avoid that. “We’ve covered every point of the business with Adept,” he continued, which means that potential errors can be designed-out of the system.





For example, when sales teams capture new orders, pop-ups from the ERP system keep them up-to-date with changes in a customer's preferences or regular purchases. Orders then flow through all the way to Daily Fresh's logistics. The process checks that the right products are packed on the right truck, and an interface to the warehousing system makes sure that the warehouse staff are working in the most efficient way when picking and packing from the warehouse, the chilled section and the freezer to prepare the loads.

Getting the loads right is also important for combating the impact of Sydney's transport congestion on productivity. According to Meletis, twenty years ago a single truck could cover the CBD with 30 deliveries or more. Now, he said, "You can't get more than 18 deliveries out of a truck because of the congestion", which has a huge impact on on-costs and fuel charges. Sequencing technology in Adept ERP helps streamline deliveries, with the result that the trucks make fewer delivery stops.

Adept's built-in CRM is popular with the marketing staff – "they love the ability to market via email or SMS, all direct from the system!" Meletis explained.

Adept ERP now stretches beyond Daily Fresh, reaching out to third parties. A good example, Meletis said, is fresh seafood, which the company sources from other suppliers.

"Seafood orders from our customers are very specific," he said. "A restaurant won't just order 10 kilograms of Barramundi; the chef will ask us for '60 pieces of Barramundi fillet, cut into individual 200-gram serves.'

"Translating that kind of order to the third-party supplier means there's an opportunity for a mistake to happen. And with fresh seafood, there's no option for sale-or-return – if there's a mistake, we have an angry customer."

"Getting it right is important. So now, the system recognises all fresh product orders on the way in, and the sales order is mirrored to a purchase order to our supplier immediately." By eliminating the double-handling of the order, potential opportunity for error is also removed.

Equally vital is the way Adept ERP integrates incoming orders across all the channels that Daily Fresh works with – online, email, telephone and fax. "With those four channels, it's very hectic!

"Another way the system helps our staff is when customers change their regular orders, such as their brand preference in something like tomato sauce. Presenting the customer history to the user is no help if the preference has changed.

"So we can now tag a product so that if it's not wanted by a customer, it doesn't show on their data entry menu. This eliminates reliance on memory, and means that a customer's preference is preserved across different staff, such as the changeover to the night-shift sales staff."

Preparing for an app-driven world

Adept e-Order is also making a big difference to how Daily Fresh operates, Meletis said. For example, it's making it much easier to satisfy chefs – a demanding segment of the company's customer base. "Chefs want to be able to place their orders at 11 o'clock at night, after they've closed and cleaned up – and they want their order to arrive the next morning."

Letting customers take care of the ordering online, from their smartphone or tablet, makes it much easier to provide the customer service chefs demand. "An online operation is vital to efficiently service our restaurant customers," says Meletis.

That demographic is a pointer to where Meletis wants to take the system in the future. "The young chef today is very app-centric," he said.

"We always have to look to improving the customer's experience with us. Within ten years, today's young chefs will be in charge. So I want to start getting ready now, and bring the change through slowly."

For more information:



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