

Case study

# Now we can automate tour planning for faster delivery

How METRO.digital uses data to manage its fleet and deliver for customers

here

METRO digital

METRO.digital needed

**To improve operational efficiency**

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HERE delivered

**Tour planning and highly accurate map data**

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METRO.digital gained

**Greater flexibility, efficiency and continued innovation**

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METRO.digital needed

## To improve operational efficiency



**Timing is critical with all deliveries, but especially with food. METRO.digital, which develops digital solutions for the global METRO AG wholesale business, wanted to optimize its fleet operations and improve customer service.**

With 700,000 deliveries per month, consisting of more than 95,000 individual trips and 10,000 users to satisfy, METRO.digital wanted to increase productivity in a sustainable way.

“Our customers have to be sure they get what they need, in full and on time,” said Claudia Stanescu, Domain Owner for Transport Operations, METRO.digital. “It is really important for them to have that certainty that their goods will be delivered in the established time window.”

Increasing automation and helping employees and customers by eliminating manual processes is one way of achieving this. “We try to put a lot more load on our systems than on our people,” Claudia said.

**METRO** digital

**About METRO.digital**  
METRO.digital develops digital solutions for the global METRO AG wholesale business. METRO AG operates in more than 30 countries and delivers in 18 countries, with 661 wholesale stores and 64 delivery centers. The team builds custom-made IT solutions for its customers, whatever the regulatory landscape or consumer profile of that region.



HERE delivered

## Tour planning and highly accurate map data



METRO.digital created M.Transport, a solution that provides an in-depth understanding of what happens in METRO's fleet.

They used HERE Tour Planning, HERE Routing API, HERE Geocoding & Search, and HERE Map Rendering.

Through the M.Transport app, a real-time dashboard informs dispatchers of everything they need to know. The operations team can track orders, handle returns and get the proof of delivery signature they need, and drivers get the best route. Most importantly, customers know when to expect their order.

**“HERE offers the most comprehensive solution in the market, especially considering how many countries we operate in,”** said Robert Vilcea, Product Manager at METRO.digital. Having location data and truck-specific route information that covers a wide international area was essential.



METRO.digital gained

## Greater flexibility, efficiency and continued innovation



**“What HERE brings us is we rarely miss the delivery window we promise customers when it is within our control,”** said Vilcea, Product Manager at METRO.digital. This only occasionally happens when customers change their plans at the last minute, meaning the punctuality rate is 97-98%.

After implementing HERE Tour Planning, they eventually achieved a 37% increase in the number of fully automated tour suggestions that required no manual intervention. This is evidence of the trust the dispatchers and planners have in the solution.

METRO.digital is aiming for 80% of tasks to be completely automated by 2030 and they are also working to ensure that the HERE Tour Planning solution replaces a range of legacy applications for the last mile scenario.

**“Overall, the experience with HERE was good and we are happy with the new features that have been released. The collaboration was great, and we are looking at how we can find new opportunities for HERE services.”**

Robert Vilcea, Product Manager, METRO.digital

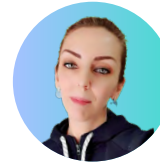


# Future forward

METRO.digital is also testing a feature that will allow the same truck to take multiple trips, returning to the depot if necessary, to accommodate late orders. Return trips previously had to be done manually.

**“I think it will be a huge success,” Robert said.**

The team plans to triple its sales in the next few years, and being able to take planners away from the manual task of planning routes for drivers has already freed up their time to focus on analyzing data and implementing process improvements. What’s more, customers are happier. A measurement of customer satisfaction went from 55% before the M.Transport application leveraging HERE Tour Planning was implemented in August 2021 to 68% in April 2023.



**“The logistics industry in general is far behind on digitalization and automation. At METRO.digital, we are really heading towards that paperless approach. We have a data-driven mindset, data-driven decision making and we have a lot of data to work with.”**

Claudia Stanescu, Domain Owner for Transport Operations, METRO.digital

## The results



**13% happier customers**  
Customer satisfaction increased by 13%



**37% increased automation**  
METRO.digital has increased fleet planning automation by 37%



**Greater flexibility**  
Ability to accommodate late orders



# Ready to revolutionize fleet operations and improve customer experience?



You probably have some questions first. Is my organization ready for location-based applications? What types of data and services does HERE provide? Are they easy to integrate?

Get answers

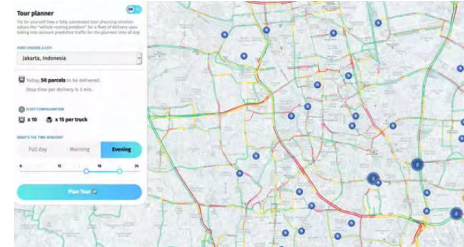
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### About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at [here.com](https://here.com).

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