

METRO.digital automates tour planning for faster deliveries

How METRO.digital automates tour planning and wholesale food deliveries with advanced location services

Industry: Logistics, Food & beverage

Region: Germany, Europe

HERE products used: HERE Tour Planning, HERE Routing, HERE Geocoding & Search, HERE Map Rendering

Key results



97-98%

On-time delivery rate



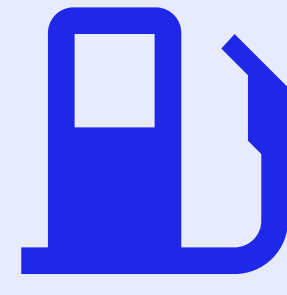
37%

More trips planned using automation



13%

Increase in customer satisfaction



~20%

Cost savings due to automated planning

METRO.digital needed

To improve operational efficiency

Timing is critical with all deliveries, but especially with food. METRO.digital, which develops digital solutions for METRO AG's 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.

Increasing automation and eliminating manual processes is one of the one ways they achieve this. "We try to put a lot more load on our digital systems than on our people," Claudia said.

"It is really important for our customers to trust that their goods will be delivered in the established time window."

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

Why HERE?

Accuracy and precision

800+ map attributes across 200+ countries, our map excels in quality, coverage and freshness.

Smarter routing

Automated tour planning with truck-specific road attributes for professional drivers.

Scalability

HERE products optimize complex routes around the world and expand with business needs.

HERE delivered

Tour planning and highly accurate map data

METRO.digital created M.Transport, a transportation management software, to gain an in-depth understanding of what happens in their fleet of more than 8,000 trucks. By leveraging HERE products, the software delivers actionable insights into business processes and improve operational efficiency. A real-time dashboard informs the 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. Having location data and truck-specific route information that covers a wide international area was essential.

"HERE offers the most comprehensive solution in the market, especially considering how many countries we operate in."

Robert Vilcea,
Product Manager, METRO.digital

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. Even with last minute order changes, METRO's on-time delivery rate is 97-98%.



After implementing HERE Tour Planning, they achieved a 37% increase in the number of fully automated tour suggestions that required no manual intervention. METRO.digital is aiming for 80% of tasks to be completely automated by 2030 and they are using HERE Tour Planning to replace a range of legacy applications for the last mile scenario.

"Overall, the experience with HERE was good and we are happy with HERE Tour Planning's features. The collaboration is great, and we are looking at how we can find new opportunities for HERE services."

Robert Vilcea,
Product Manager, METRO.digital

Want to follow in METRO.digital's footsteps?

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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.

About HERE Technologies

HERE is the global leader in mapping and location technology. For 40 years, we've been powering innovation for the world's most recognizable companies: from launching our first digital map in 1985, to shaping the future of software-defined vehicles today. With the industry's freshest and richest unified map and a portfolio of products, services and solutions that serve the needs of multiple industries, HERE reveals opportunities that drive progress and unlock new possibilities for every moving vehicle. Discover more at [here.com](#).