



TESTIMONIAL : SLUSH PUPPIE

Market : Soft Drink Industry - UK
Usage : Route planning optimization
Product : TourSolver for Microsoft MapPoint

An interview with Mark Peters, Slush Puppie's Managing Director Europe



THE COMPANY

SLUSH PUPPIE is the world's number 1 selling ice crystal drink. As part of the Cadbury Schweppes portfolio, it is now available in over 46 countries around the globe.

Slush Puppie install and maintain freezers at their customers'. Engineers are permanently on the road.

THE NEED

Major questions were: how many vans do we need to do the job and maintain customer satisfaction? Who is going to visit which customers? Consequently, where should the best location for our spare parts warehouses be?

THE RESULTS

« TourSolver help us reduced our overall operations costs by approximately 20 % », says Mark Peters, Managing Director-Europe

THE INTEREST OF THE SOLUTION

« We checked many different products to answer our needs. We picked TourSolver because we believe it is efficient, fairly affordable and very easy to use into MapPoint. In less than 2 days, without any specific training, we managed to output very good results. », Mark Peters



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