

DYNAMEX CASE STUDY

AVON PRODUCTS



Dynamex Shows That Outsourcing Improves Service And Lowers Cost

Real-Time Delivery Tracking Greatly Improves Customer Service For Avon

ATA GLANCE

Industry:
Personal Care Products

Service:
Fleet Outsourcing & Real-Time Delivery Tracking

Dynamex Advantage:
• Professional IC's
• Scanning & Tracking

Volume:
30 Vehicles, 5 days per week



Famous for the enduring greeting “Avon Calling”, Avon Products, also known as “The Company For Women”, is a world leader in the Personal Care industry. With a network of over 70,000 Sales Representatives in Canada, they are also one of the nation’s largest shippers.

The uniqueness of Avon’s direct selling business strategy means that maintaining an effective distribution system is critical to their success. In addition, making an estimated 1.4 million deliveries per year, consisting of almost 5 million packages to home-based Sales Representatives presents a challenging logistics requirement!

In the early 1990’s, delivery was seen as so important that Avon utilized a company owned fleet of vehicles. Eventually management felt that improvements could be made in both service and cost efficiency by moving to an outside provider. “Avon’s core business is direct selling, not delivery” says Mike Grier, Avon Logistics Manager.

With the only nation-wide same-day delivery network, Dynamex was uniquely positioned to meet this critical requirement. In Grier’s view, “The quality and professionalism of Dynamex drivers is paramount because the orders are being personally delivered by a Dynamex driver, and that individual is in many cases the face of Avon to our customers.”

Another important aspect of the Dynamex solution is the ability to provide shipment visibility tools. On a daily basis Avon needs to conduct a formal assessment of key delivery related metrics.



Dynamex Professional Delivery Contractors

Included in this data is what was received by Dynamex, and what was, or was not delivered that day.

To improve service even further, Dynamex has employed technology solutions to capture this information in real-time. Recently barcode scanning solution were deployed by Dynamex at several locations across North America. All packages are now scanned both when they arrive at the warehouse, and when they are delivered that day to each Sales Representative. All updates are made in real-time to a central database.

Now when an Avon Customer Service Representative receives a call from a Sales Representative, there is no delay in responding. All they need to do is query an on-line system to get real-time delivery information and respond immediately; thus greatly improving customer service.

*“The value-add
Dynamex’s technology
brings will create a step-
change in the service we
provide our customers”*

*Mike Grier
Logistics Manager, Avon*