

Case study

Automated tour planning creates significant operational gains & productivity improvements

Active Smart Tour
– a web-based tour planning service from active logistics



Active Smart Tour leverages HERE Tour Planning to:

- Solve same- or next-day last mile delivery planning for commercial fleets
- Plan and optimize tours for time, cost or both
- Manage in-transit tour optimization as conditions change

Additional HERE products in use:

- HERE Geocoding & Search
- HERE Routing
- HERE Map Rendering

Customer



Koch International is a versatile logistics company with 800+ employees; one large and several smaller distribution centers in northern Germany. Their modern fleet consists of over 100 vehicles used to dispatch up to 2,000 daily orders, predominantly large consumer goods, within their operating area

Partner



Active Logistics, a member of the ProLogistik Group, focuses on automating and digitizing logistics processes to improve supply chain and business operations. The company developed the active smart tour application using location data and solutions from HERE

Business challenges

- Legacy-based manual process
- Fleet planning complexity linked to customer prioritization, meeting delivery SLAs, driver retention, and matching vehicle types to delivery requirements (e.g., tail-lift trucks, hazardous materials etc.)
- Cost pressures and increasing the number of deliveries per vehicle
- Minimizing tour distance, reducing fuel consumption, and decreasing CO2 emissions

Business impact



Improved operational efficiency

- **80%** faster tour planning
- Tour planning is now done 4 hours and 45 min faster



Enhanced fleet utilization & productivity

- Fleet utilization increased from 14 to 16 stops per tour (on average)
- **14%** increase in productivity per vehicle



Improved on-time delivery & customer satisfaction

- **6%** increase in on-time delivery performance
- Improved customer satisfaction with fewer returned shipments

