



TOUPARGEL

Toupargel is the French leader for grocery deliveries, bringing fresh, chilled and frozen food to your door.

Its extensive network of regional branches means it can offer free delivery throughout mainland France, within 48 hours.

Since 1947, Toupargel has offered a customer-focused service, with simple ordering by phone or on its website www.toupargel.fr as well as via its mobile apps.

<http://www.toupargel.fr/>



TRANSPORT



**“DELIVERY STAFF ARE OUR PUBLIC FACE!
THEY ARE OUR ONLY DIRECT CONTACT WITH
CUSTOMERS. THEY NEED TO BE PROPERLY
EQUIPPED”**

600,00

CUSTOMER HOUSEHOLDS

700

DELIVERY STAFF EQUIPPED
WITH CROSSCALL
SOLUTIONS

THE CHALLENGE

You are in charge of IT projects. What was your role here?

I worked on the renewal of our delivery staff's equipment, which involved 700 people working in our 113 delivery branches. It was a two-year project.

The idea was to replace obsolete devices in order to comply with regulations and professional use.

How is your fleet of mobile devices organised?

Previously, delivery staff worked on an unconnected system using a hand-held computer that allowed them to check orders, products, manage deliveries and receive payment from customers. The multitude of payment methods made the system complicated to manage and we needed to comply with the NF525 standard on accounting traceability.

Then there was the GPS, which had a less-than-perfect map updating system. You can imagine what a nightmare it was for delivery staff when they couldn't find their customers' address! It's important to remember that our delivery staff are our public face. They are our only direct contact with customers. So it was very important to make sure our teams were supplied with the right equipment.



CORE-X3

“By replacing our delivery staff’s equipment with Crosscall products, we are compliant with regulations and professional use”



X-GLASS



X-CAR

THE CROSSCALL SOLUTION

What solution did you choose in the end?

We thoroughly investigated the different needs in the field and came up with a fairly simple solution: a smartphone as the main work tool (for contacting the driver, handling orders, using the GPS) and a terminal to receive customer payments.

And why did you opt for a smartphone?

We wanted to have a fairly open and scalable solution that was compatible with existing systems on the market. We therefore opted for an Android solution.

The tablet option was quickly eliminated as we wanted a system that was relatively compact. Drivers have to get in and out of their vehicle all the time, so they need a compact device.

How did you hear about Crosscall ?

Through our operator. They started by suggesting systems referred to as “semi-toughened”: a classic smartphone with a reinforced case. We quickly realised that this device would not be suited to the demands of the job and we needed a fully resistant solution. So they presented us with your solutions.

And why a “fully resistant” product?

It was clearly set out in the specifications. We needed a smartphone that was robust enough for everyday use. This meant: a tough screen, a long-life battery and resistance to temperature fluctuations. Delivery staff have been known to leave their smartphone in the vehicle’s cold chamber during deliveries. The technician’s main tool is their phone, so they will be using them all the time.

What convinced you?

Without a doubt, the robustness. And the fact that you offer products designed for “professional use”.

So who has been equipped with Crosscall solutions?

Our delivery staff, which represents about 700 people.

What were the potential negatives?

We have never had any concerns. We trusted our partner and had no reason to call anything into question.

Would you recommend this solution?

Yes, no problem. Our delivery staff were quick to get on board with the solution. The Crosscall solution is far more ergonomic than the one it replaced, and much more suited to their daily work.

*Testimonial of Jean-Christophe MAGNOULOUX,
IT project manager*