

## ALK and NAVTEQ ensure Tesco achieves accurate home deliveries



The UK's leading online retailer, Tesco.com has improved its customers' shopping experience by implementing an **integrated navigation solution that gets home deliveries to them even more quickly and accurately.**

### Challenge

When Tesco.com decided to open a new dotcom store in Croydon, UK to meet its customers' ever-increasing expectations of excellent service, it faced a number of challenges. The store was filled with trained pickers processing online orders for the south London area instead of being based at stores close to the addresses of online customers. Rather than deliveries along a familiar local route, drivers would have to cover a far greater part of London than they were used to, which could impact on delivery schedules. Tesco needed a navigation system with accurate navigable maps to provide support for drivers, so it could keep up the quality of service its customers expect.

### Solution

The solution Tesco chose integrates Microsoft® Windows Mobile's software environment with ALK Technologies' satellite navigational solution – the NAVTEQ-powered CoPilot® Live Professional, and Tesco.com's own Reach application for its drivers' handheld Intermec 700 Series Pocket PC devices.

ALK's CoPilot Live Professional for Pocket PC system is powered by NAVTEQ maps, which are valued for their comprehensive and reliable street-level data. NAVTEQ verifies travel thousands of miles to ensure the data's quality and accuracy is maintained. Its maps include a wide range of attributes allowing navigation systems to generate turn-by-turn instructions and calculate travel times, and the mapping dataset is updated quarterly.

Drivers began using the integrated Reach solution with CoPilot Live Professional for Pocket PC in March 2006 when the new dotcom store opened.

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### THE CHALLENGE

Tesco.com was seeking a navigational device that would ensure its drivers found the most efficient delivery routes from its new dotcom store in South London, UK.

### THE SOLUTION

ALK Technologies and Microsoft teamed up with Tesco.com's developers to implement a satellite navigation system powered by highly accurate digital maps from NAVTEQ.

### THE BENEFITS

- Improves and supports great customer service
- Maximised efficiency of delivery roads
- Accurate delivery times
- Easy guidance for drivers.
- Rapid and seamless integration with existing interface
- Flexibility
- Easy-to-use tool for drivers

## Benefits

For Tesco the biggest gain was being able to give drivers the tools to help them deliver value and improve customer service, and all with minimal training. Among the new system's benefits was its seamless combination with the existing Reach application – so when drivers collect their Pocket PCs before deliveries begin, for example, the navigation system has already synchronised with customers' addresses and planned the most efficient route.

Once in the vehicle, drivers hit the 'go' prompt on-screen and the route to the day's first delivery address is displayed. The navigation software recognises when a delivery is finished and directs the driver to the next address on the schedule.

The delivery of a customised solution was rapid with only two in-house developers needed to work on integrating the satellite navigation system. A smooth integration limited the project's lifecycle, helping to ensure Tesco.com's competitive advantage by giving it flexibility.

Tesco.com also gained efficiencies because it had the best partner for the job in ALK Technologies, which knows how to integrate its navigation solution in order to achieve productivity gains for such companies and like most of the mobile industry, has adopted NAVTEQ maps as standard.

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## About ALK

ALK Technologies – a NAVTEQ partner – is at the forefront of mobile navigation technology. For 27 years, its experts have developed solutions for corporate and consumer customers globally.

ALK's CoPilot® Live mobile navigation solutions are available in Europe, North America and Australia. ALK is a Microsoft Certified gold Partner.

CoPilot Live 6 is a powerful satellite navigation solution for PocketPC PDAs (personal digital assistant), Windows mobile-based and Symbian series 60 phones. Unlike other systems, CoPilot Live provides real-time tracking so others can see where you are on the internet as you drive around. It features turn-by-turn voice guidance, full UK postcode search input and detailed street maps from NAVTEQ.

## About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 2,200 employees located in 144 offices in 27 countries.

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## Further benefits

As a result of Tesco.com's ability to increase shopping convenience by maximising delivery routes and accuracy of delivery times, the further development of its dotcom store model is assured.

*"A single, integrated solution maximises the accuracy of our delivery schedules and, with such a precise system for location, creates an opportunity to extend customer services."*

Jon Higgins, IT Director,  
Tesco.com



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