



RETIMING: HOW TO GUIDE

Changing your delivery times
– a guide for CBD businesses

Changing the time your goods and services are delivered can have a positive effect for both you and your service provider. The essential components are collaborating and developing an understanding of each other's strengths and limitations. Here are some points to help you start the conversation.



Transport
for NSW

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RETIMING BENEFITS

Transport for NSW has conducted trials involving changing the times of some deliveries and collections. The benefits of scheduling some activities to occur at night instead during the day included saving time, reducing distances travelled and improving productivity.

Up to **50%**
Reduction in
overnight travel time
to reach the CBD

Between
15 & 40%
Reduction in kilometres
travelled and travel
time in the CBD

Between
30 & 50%
Reduction in building
servicing time

Between
30 & 40%
Improvement in
operator productivity

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DELIVERY RELIABILITY

Does getting deliveries during peak times disrupt your business, especially if there is less certainty about the arrival time?

Opportunities

- › Start a conversation with the person in your organisation who makes the decisions about when deliveries are made, asking whether the timing could be changed?
- › Identify and understand any issues or decisions that may impact your or your suppliers' ability to change delivery times.
- › Work collaboratively with your deliverer to develop solutions. This could include providing them with secure, after hours access to your premises.

How to get started

- › Who selects the delivery time to your business? The shipper, the deliverer or you?
- › How many deliveries do you receive each day?
- › How reliable are your deliveries?
- › If delivery reliability was higher would your sales increase?
- › Determine when the most efficient and ideal time for deliveries is (e.g. afternoon or overnight, so goods are ready for customers the following day).
- › Ask suppliers how they can work with you to change ordering and delivery times to support your on shelf availability.
- › Keep a log of delivery times – planned and actual.

2 TRUSTED SUPPLIER DELIVERY ACCESS

Do you have a long standing or trusted relationship with your suppliers? How, when and where could access be provided so deliveries can be made securely when your business is not staffed?

Opportunities

- › Did you know that many businesses in the CBD are already providing after hours access to their suppliers and deliverers?
- › This allows reliable delivery of goods to the business after-hours - so that when the business opens up, the goods they require are already there available for them to use.
- › Benefits for businesses may include more time spent serving customers rather than taking deliveries, customers may have a better experience as deliverers won't be on site during operating hours as well as double digit productivity savings.

How to get started

- › Do you have regular suppliers and deliverers to your business?
- › How long have they been supplying your business?
- › Would you consider giving your trusted suppliers secure access to your business to make deliveries outside your operating hours?
- › Is there an alternative delivery point that could be used after hours deliveries, e.g. a secure goods cage in a nearby loading dock?

3 FOCUS ON CUSTOMER SERVICE

Could having staff available to receive deliveries outside your usual opening hours be more productive and have less impact on customer service?

Opportunities

- › Activities such as taking receipt of deliveries or restocking shelves are essential activities that keep your business operating. They can, however, interrupt your ability to provide great customer service.
- › Some businesses have benefitted from changing times for delivery to when customer numbers are relatively low, e.g. after lunch or overnight. This can free up staff to accept and store the delivery in preparation for the next day's trade.
- › This requires a little effort but retiming your deliveries is one of the keys to improving service levels, gaining productivity benefits and improving customer service.

How to get started

- › How long does each delivery take out of your 'customer service' time?
- › Is there opportunity to improve productivity by shifting deliveries to quieter periods?

4 BUSY TIMES FOR YOUR BUSINESS

Could deliveries be made at times when your business is less busy, e.g. late in the morning or early in the afternoon?

Opportunities

- › Identifying the busy periods is a critical component in ensuring your business has sufficient staff to service customers.
- › Less busy periods can be a prime opportunity to receive deliveries or restock shelves when there are fewer customers to serve.
- › By working collaboratively with your deliverers and suppliers you could potentially retime the deliveries to occur at the most optimal time - it all starts with a conversation.
- › TfNSW has published data on the use and availability of CBD loading zones which can be used by your suppliers and deliverers to better plan their deliveries to your business, improving their productivity and delivery reliability.

How to get started

- › Do deliveries during busy periods negatively impact staff productivity and your customers' experience?
- › Does the delivery of bulky goods tie up lifts and delay staff access to them?
- › Does waiting for lifts extend the time it takes to make deliveries?
- › Identify which time windows during the day are less busy.
- › Work with your suppliers to make delivery and service calls during the less busy times (e.g. after hours or later afternoon).

5 ALTERNATIVE DELIVERY POINTS

Could some of your goods be delivered to a neighbouring business or secure drop location that's open outside your operating hours? Your staff could collect the goods after they arrive at work.

Opportunities

- › Partnering with a neighbouring business is a collaborative way to gain efficiencies and competitive advantage.
- › If a neighbouring business is operating outside your operating hours there may be an opportunity to jointly gain efficiencies and help each other prosper by becoming recommending customers to each other.
- › Some businesses have secure off-street access and goods delivery cages or areas that may be underutilised at different points throughout the day and night.

How to get started

- › Is there a loading dock or mail room in your building? Talk to your building manager.
- › Do you have any neighbouring businesses that are open outside your operating hours?
- › Is there opportunity to develop a collaborative relationship with those businesses?
- › Approach the business to see if they would consider becoming an after hours delivery point for your business.
- › Identify in advance any benefits you can bring to your neighbouring partner to facilitate a positive outcome.
- › Do any of your neighbours have secure off street access or goods delivery cages?
- › Is there opportunity to share these facilities - especially if underutilised.

6 TIME SENSITIVE PRODUCTS AND SERVICES

Consider the nature of the various products and services you receive. Is it essential that you receive all types of items during the morning peak period?

Opportunities

- › If your products are perishable or time relevant then it may be necessary for you to receive them by mid-morning at the latest.
- › Other products can be delivered outside peak times.
- › Service levels are often geared by suppliers to something they perceive you required. Discuss with them what is actually efficient for your business and their supply chain

How to get started

- › Do you receive products and services from different suppliers?
- › Who decides what time you receive various deliveries? Can this be changed to find a better and easier option for you and your supplier?
- › Does your supplier deliver non-perishable items to you several times a week? Can you physically receive fewer deliveries and benefit commercially by reducing the number of deliveries, ideally out of peak hours?

RECEIVER

SUPPLIER

 Retiming opportunity identified

OR

 Retiming opportunity identified

Collaborative win-win discussion

Internal preparation

Openly communicate

Internal preparation

Retiming trial completed

Review results and continue retiming

Expand retiming opportunity to other suppliers

Expand retiming opportunity to other customers

NEED A HAND?

Changing the way you operate your business can be challenging. Transport for NSW's Urban Freight team offers a "matchmaking" service to assist CBD businesses and their service providers to assess, trial and implement retimed activities. Email us at freight@transport.nsw.gov.au and we will be in touch to help you get the ball rolling.

"It's essential we receive the stock, put it on the shelves as early as possible and be ready to serve our customers."

Ching Ching

Store Manager, Sunlite Mitre 10

"If we were to provide these services during the day we would need to double the number of trucks we send into the city."

Paul Spolder

Operations Manager, Cleanaway

"Delivering overnight significantly reduces the impact on our community."

Chris Brooks

Head of Transport, Woolworths

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