

SAVOYEcoop

# CUSTOMER STORY

Coop Liguria, which enables its members and customers to order their shopping online, for delivery to their home or to the dock sides of Ligurian marinas. Shopping can also be collected free of charge on the car parks of certain stores or from 24-hour distributors installed by Coop.

## TARGETS

- 01 Process and prepare the shopping carts of all COOPSHOP site users
- 02 Increase production capacity exponentially
- 03 A project in a warehouse previously dedicated to stock and miscellaneous articles

## RESULTS



**CUSTOMER SATISFACTION**



**SIGNIFICANT IMPROVEMENT IN WORKING CONDITIONS FOR EMPLOYEES**



**IMPROVED DELIVERY LEAD TIMES**

## WHY SAVOYE?

- Our capacity to adapt to existing spaces
- We work hand in hand with Coop teams
- We deliver an extremely compact solution



**Giovanni CLAVARINO**  
E-commerce manager

The extremely compact solution deployed by SAVOYE maximizes the space inside our warehouse and enables us to manage both traditional and online shopping. Our primary objective is to offer our members an ever better service to satisfy all their needs.



The MFC system, which can be described as a small logistics platform, will soon be operational in the existing warehouse of the Bolzaneto hypermarket in Genoa. The new facility will be able to handle and prepare the orders of all coopshop.it customers, Coop Liguria's e-commerce platform, that allows members and customers to do their shopping online and then receive their goods at home or at the docks of the Ligurian marinas. Groceries can also be picked up free of charge in the parking lot of some stores or in dispensers installed by Coop and open 24 hours a day.



Thanks to the proven technology of the goods-to-person shuttle system, X-PTS®, the SAVOYE MFC system chosen by Coop Liguria will manage the most popular products of the internet users, and therefore with high turnover. The system, composed of temperature-controlled and ambient modules, will manage the different types of products thanks to high-performance picking stations. In addition to significantly increasing production capacity, the system will also bring about a meaningful improvement in the working conditions of the teams. A separate station will be dedicated to the order receiving, which will continue to be prepared in a traditional way. Operations will be managed by SAVOYE's WES software, which will control the buffering of all orders and synchronize deliveries.

Grocery delivery management will undergo a major change, allowing Coop to deliver at different times of the day and thus increase customer satisfaction. Other benefits will be to improve order picking, increase delivery times and manage box storage in the warehouse transit aisles to effectively address space constraints.

***"The pandemic has changed the shopping habits of our members, and in recent months we have consistently seen a substantial increase in online purchases. We realized it was time to invest in new technology. The extremely compact solution implemented by SAVOYE will maximize our warehouse space, allowing us to manage both traditional and online purchases. For us, this operation is very important and relevant and goes beyond the simple desire to achieve better performance: our primary objective is to offer our members an even better service, capable of satisfying all their needs"*** concludes Giovanni Clavarino, manager of e-commerce at Coop Liguria.

THE MOUNTAINSIDE, SPACES TO BE REARRANGED AND CONSTRAINTS IMPOSED BY AN EXISTING STRUCTURE ARE SOME OF THE CHALLENGES FACED BY THE SAVOYE TEAM IN DEVELOPING THE MFC PROJECT, MICRO FULFILLMENT CENTER, ORDERED BY COOP LIGURIA FOR THE GENOA BOLZANETO STORE.