

Case Study

**Casa Mas
automates
proof-of-delivery
process with
Capture OnTheGo[®]**



INDUSTRY

Manufacturing and distribution

COMPANY

Casa Mas
Castellterçol (Barcelona), Spain
www.casamas.com

Casa Mas is a Catalan company with more than 25 years of experience producing freshly prepared dishes and is renowned in the Spanish market for its cannelloni. The company has grown and evolved to provide consumers with more than 50 of their most traditional recipes.



Casa Mas used Objectif Lune's Capture OnTheGo® solution, powered by OL® Connect technology, to implement a fully digitized and automated proof-of-delivery process integrated with their Document Management System.

The transition to digital streamlines the overall delivery process, from creating paperwork to monitoring and executing deliveries, providing an optimal experience for customers and employees.

How can manufacturers improve product delivery for a better customer experience?

Casa Mas struggled with inefficient and inflexible processes.

As a food production and distribution specialist, Casa Mas' daily operations include efficiently delivering goods to its customers nationwide while maintaining the cold chain. However, with delivery processes heavily relying on paper documentation, the organization faced numerous challenges such as lost or damaged delivery notes, error-prone manual handling, and an inability to react quickly to unforeseen events. Changes in ordered quantities and exceptions were slowing down their operations. To overcome these delays, Casa Mas sought a solution to improve the reliability and processing of delivery notes while enhancing customer and employee experiences.

OL Connect transforms delivery operations from paper to digital.

Casa Mas implemented OL Connect and its mobile forms solution to transition to digital processes. The Capture OnTheGo mobile application enabled the company to eliminate costly and ineffective paper-based and manual procedures. Delivery operations have been boosted thanks to various features, including digital data capture, real-time monitoring and communications, an intuitive control panel, and seamless integration with their existing ERP using automated data exchange.

"We like that the solution is simple, intuitive, and really easy to use for our carriers."

– Marc Molas
CIO, Casa Mas
Spain



Casa Mas enables digital transformation and achieves operational efficiency.

OL Connect accelerated the adoption of digital and automated workflows.

Thanks to Capture OnTheGo and OL Connect, delivery notes are created, printed, and automatically converted to web format for mobile devices. Once assigned, the interactive forms allow drivers to accurately capture a wide range of data and information on the field, including GPS locations, digital signatures, photos, and more. Exceptions such as missing or damaged goods are annotated, and a notification is sent to the central office as soon as the connection is available to trigger immediate follow-up.

Customers can leverage an online customer portal throughout the delivery process to monitor delivery status in real time while receiving automated updates.

Once acceptance is captured, each signed proof of delivery is sent back to the system workflow to trigger additional processes such as invoicing or document storage.

The results

- Drivers can conveniently access digital documents from anywhere and at any time, which results in faster completion of deliveries and improved accuracy.
- Real-time monitoring of delivery activities and exception alerts allowed office-based employees to address service issues promptly by accessing information directly from the field.
- OL Connect smoothly integrated with third-party systems, which enhanced document management. The middleware technology can automatically extract data from Sage 200 ERP and input documents into their Document Management System for archiving and easy retrieval.
- Greater responsiveness and transparency throughout the delivery process improved customer service levels and satisfaction.
- Records are more accurate, data loss has been eliminated, and communications are improved between field and office workers.

Upland Objectif Lune helps companies automate business communications processes with its digital transformation solutions. With OL Connect technology, customers can create, manage, distribute, and automate transactional and promotional documents while keeping their existing business systems.

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