

## CASE STUDY

### **Doddle.** Powering Click & Collect.

Doddle makes it easy for consumers to collect and return their online shopping, from convenient locations around the UK. As Doddle has grown the size of its network, it has expanded the range of formats it operates from, requiring more flexible connectivity solutions.

#### **“Click and collect with Doddle”**

Doddle is a rapidly growing click and collect company that depends on reliable, resilient connectivity to maintain the consistency of their customer experience which has earned the company a Net Promoter Score (NPS) of 82.

Doddle needed a service that could be deployed efficiently and effectively to meet the demands of a rapid location roll out programme.

#### **Challenges and Key Drivers.**

Doddle’s rapidly expanding network of locations in new, flexible formats created new challenges for Doddle’s Technology team around deploying flexible infrastructure and operations.

The key drivers also entailed the following mission critical factors.

- ✓ Support the “Click and collect as a service” model for efficient deployment
- ✓ Reduce OpEx and CapEx costs.
- ✓ Provide tools to centrally manage devices and connectivity across the whole estate.



With the 2017 Christmas peak rapidly approaching, Doddle had a tight timeframe to roll out more than 200 new locations.

The logistics of deploying Doddle across a range of formats meant the solution had to be flexible, fast, with the option of independent, secure LAN connectivity. A key aspect was allowing the network to be centrally managed while keeping IT costs to a minimum.

The scale of the network expansion made it more efficient for Doddle to outsource the management of telecoms suppliers to ensure the smooth running of necessary operations and services.



**“** Virocom have helped Doddle to quickly establish connectivity across a growing store network in a range of new formats. Their support has enabled the Doddle technology team to focus on growing our business and delivering an amazing customer experience. **”**

Gary O’Connor – CTO



## Solution.

The solution chosen was the Virocom unique service wrap.

By collaborating with the best suppliers who are on the cutting edge of communications and complimentary technologies, Virocom were able to support Doddle in the adoption of IoT services, which is rapidly changing the connectivity landscape and offering new alternatives where flexibility and scalability are a necessity for deployment in multiple locations within aggressive timescales.

Virocom have successfully partnered and collaborated with the likes of Vodafone and Cradlepoint to create a versatile solution that eliminates network setup time so that enterprises can adhere to lean timescales and be up and running within 24 working hours!

Virocom have eliminated the need for Doddle to approach and manage multiple vendors or resellers to create their required solution. By collaborating and bringing vendors together, Virocom offer Doddle a fully wrapped bespoke service ready to plug in, play and manage.

These combined services provide a one stop solution irrespective of a store's location dissolving fixed network boundaries.

The Cradlepoint device, once connected and configured, offers and supports feature rich services helping Doddle stay ahead of the game managing their whole estate centrally, reducing IT resource, time wastage and expenditure. This visibility and remote access to each store allows the Technology team to see the live status of each store, centrally configure and push out updates and resolve any issues efficiently from one location.

## Benefits.

The benefits of this solution have enabled Doddle to:

- ✓ Be operationally efficient and stick to aggressive timescales.
- ✓ Rapidly deploy a large number of concessions pre-Christmas Peak Freeze.
- ✓ Centrally manage the whole estate from a cloud management application.
- ✓ Have reliable resilient connectivity.



Centrally manage click and collect through one application.

## Maintenance and Support.

With Virocom's unique bespoke CRM, we are able to integrate and manage all aspects of ordering, service delivery, and monitoring. Our service teams effectively turn around moves, adds and changes at a performance level of 90% SLA. Our CRM management portal also connects directly to all devices on the Doddle estate, using API methods for visibility of orders, services and devices all from one web based portal.

Virocom have been instrumental in facilitating, project planning and rollout, by creating a cohesion of services, from device to cellular connectivity and collaboratively converging major vendors and technologies seamlessly so that Doddle can do what they do best. Offer a first-class experience and service to their customers.

## Want to know more?