

CASE STUDY

# How to create value for customers

through transparency and  
improved communication



# About the customer

**Amica is the number one supplier of household appliances in Western Europe. Founded in Wronki, Poland in 1957, the company has transformed from a local manufacturer to an international brand, with a presence in nearly 70 countries, over 500 million customers and a portfolio of more than 2,000 products.**

Over the years, Amica incorporated the brands Hansa, CDA, Gram and Fagor to its business, who also specialize in kitchen appliances. While the international brand is almost unrecognizable from its humble beginnings, the company has held onto its core values and a commitment to providing innovative, stylish, energy-efficient solutions to household challenges.

Key to their commitment to quality is their people, who they heavily invest in. Amica recruits the best specialists in their trade and cultivates their full potential. Amica collaborates with secondary schools in the region, implementing educational programmes with a view to desirable professions in the labour market, as well as with universities with which it conducts joint development research and student programmes. In 2021, in cooperation with the Foundation for the Creation of Shared Value by Students, Amica created a student pre-incubator with nearly 40 male and female students from Poznań universities.



# The challenge

Each year, two million household appliances leave their factory in Poland and travel hundreds of kilometres to their final destination. This equates to around 25,000 full truck loads per year, or nearly 500 truck loads per week. Orders to carriers were via email, phone call or fax, which was not only time-consuming, it meant there was no management of loading time or tracking transports. Additional hours were wasted on tenders, which were collected and entered using manual data processing.

**This lack of efficiency, transparency and historical data was exacerbated during volume fluctuations and seasonality, when Amica had to deal with large accumulations of shipments in a short space of time, leading to a lack of available trucks.**



## The solution

Amica needed a tool that would eliminate these time-consuming and inefficient processes and provide reliable, real-time transport data. In 2008 they found this solution when a Transporeon representative gave a presentation of their system, called TISYS at the time. One year later, the company implemented Transporeon Transport Execution Hub with Transport Assignment and Time Slot Management, in three locations.

Since then, Amica has added and updated its Transporeon services to include:

- »»» Freight Procurement
- »»» Automatic Price Allocation
- »»» Rate Management in 2022



# The results

By improving Amica's logistics processes, Transporeon has eliminated queues for loading and unloading and helped Amica achieve its company goals. Our Time Slot Management empowers its warehouse to plan its work and resources, which enables the company to evenly distribute operations throughout the day. As a result, Amica has increased loading capacity by 20%, reduced the occupation of the loading area to 50% and reduced overtime for its warehouse staff.

In addition, the company has reaped the rewards of:

- »»» Improved customer service and communication, by monitoring transport in real time
- »»» Reliable data synchronization between the inhouse system SAP and Transporeon
- »»» Access to up-to-date data
- »»» Reduced handling time of individual operations (data entry, editing, replacement)
- »»» Simplified management of personnel and warehouse infrastructure
- »»» The creation of a carrier rating system
- »»» Transparent processes
- »»» Decreased time required for transport to be carried out



We chose Transporeon because it is the undisputed market leader, thanks to its years of experience and continuous development. Transporeon helped us indirectly achieve our company goals by improving our logistics processes. We save time on unnecessary phone calls and emails, and we can act faster when looking for trucks, especially after integrating with SAP. In addition, we have all the necessary information about our transport in one place, which we can share both internally and with external customers. All of Transporeon's solutions have gone above and beyond our expectations.

**Iwona Kowala**  
Logistics Manager  
Amica Group

## The future

Following 13 years of successful collaboration, Amica is looking at new ways to make full use of Transporeon's range of services. The company is aiming to move away from manual document handling altogether with our Attachment Service, which stores documents centrally and links them directly to the relevant transports.

In addition, Amica plans on using Transporeon to issue carrier invoices, manage parking spaces on factory premises, obtain data on its carbon footprint, and introduce Time Slot Management to its German and UK subsidiaries.





**Amica**  
*for living*

# TRANSPOREON

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Transport Execution Hub, please visit

 [Transport Execution Hub](#)