



ICT LOGISTICS CASE

Kréfel optimizes logistics planning with ICT Logistics' Supply Chain Portal

Omnichannel retailer and consumer electronics specialist Kréfel has implemented the Supply Chain Portal from ICT Logistics. At its central DC in Humbeek, the team now knows exactly when a truck will arrive and how long unloading will take. "This allows us to plan more effectively and avoid peak loads in our warehouse," says warehouse manager François-Xavier Dumoulin.

Retail company Kréfel is a market leader in Belgium in electronics, household appliances and white goods. It has a chain of seventy stores where consumers can purchase products and receive high-quality service. Customers can also shop online, choosing either home delivery or in-store pickup (Click & Collect). If desired, they can have their washing machines and TVs installed at home by Kréfel's professional delivery team. "We are known for our extensive service and our wide range of quality products," says François.

Peak load in the warehouse

The logistical heart of the company is located in Humbeek, near Brussels. From there, stores are supplied daily and web orders are shipped. As

warehouse manager, François is responsible for the punctuality and efficiency of warehouse operations. However, the unpredictability of the receiving process made this increasingly difficult. "We always knew when a shipment would arrive, but not how long it would take to unload it. Our estimates often deviated from reality, causing disruptions in planning and peak loads in the warehouse."

More control over planning

By implementing ICT Logistics' Supply Chain Portal, Kréfel has regained control of its planning, François explains. "Suppliers can use the portal to compile their own shipments and reserve the most suitable time slots. They follow a well-structured task list, ensuring that all data is recorded correctly and



consistently. Since the system accurately calculates unloading time, the receiving process becomes predictable, allowing us to distribute the workload more evenly throughout the day."

Receiving shipments has also become more efficient. "The portal is integrated with our ERP system, eliminating the need for employees to manually enter data on delivered goods. This prevents errors and saves a significant amount of time."

Management by exception

Kréfel currently uses the portal for its inbound process, but the solution can also be applied to other logistics operations, emphasizes business consultant Marthe Ronner at ICT Logistics. "The Supply Chain Portal makes collaboration throughout the chain simple and transparent, benefiting all stakeholders at every stage. By centralizing communication within the portal, companies create a clear workflow and avoid misunderstandings. Our solutions are based on the 'management by exception' principle, meaning that users only need to focus on deviations."

Benefits for suppliers

François notes that the Supply Chain Portal at Kréfel offers more than just predictability in the supply process. "Since suppliers and transporters manage their own time slot appointments, they can utilize their transport capacity more efficiently. Drivers are

"The biggest advantage of the Supply Chain Portal is that we can optimize our planning and improve inventory management"

FRANCOIS-XAVIER DUMOULIN
warehouse manager at Kréfel

assisted immediately and no longer have to wait unnecessarily at a dock." A future feature will be the automatic upload of delivery data, which will reduce administrative work on the supplier's side as well.

Another significant benefit is that the portal records all orders, appointments and completed deliveries. This enables retrospective analysis of delivery timeliness, completeness, and quality. Sharing these insights with supply chain partners allows for collaborative improvement plans, continuously enhancing overall supply chain performance.

A smooth and pleasant collaboration

With ICT Logistics' Supply Chain Portal, omnichannel retailer Kréfel has given a positive boost to its entire logistics chain. Warehouse manager François looks back on a successful project. "The collaboration with ICT Logistics was very smooth and transparent," he says. "Everything was well thought out in





"Krëfel currently uses the portal for its inbound process, but the solution can also be applied to other logistics operations"

MARTHE RONNER

Business consultant at ICT Logistics

advance and the follow-up after implementation was excellent. We could always turn to them with any questions, and they responded quickly. All of this makes working with ICT Logistics a particularly pleasant and promising experience for the future."

Meer weten over deze case?



Lisanne Pennards

Business Development Manager

✉ lisanne.pennards@ict.nl