

DR. OETKER

QUALITY IS THE BEST RECIPE

It's the right ingredients that make the difference. Nobody knows that better than Dr. Oetker. So it's no surprise to find that in the field of e-commerce, Dr. Oetker Switzerland relies on Swiss Post as a partner offering all of the ingredients for success in online retail.

With Dr. Oetker, the cake's always a success. That's something that anyone who likes to bake knows. So it's great that in 2015, the traditional German company opened an online shop for Switzerland, with a product mix depth that would not be possible in the retail sector. There are well over a hundred products to choose from – from cake mix to sprinkles to ready-to-eat desserts.

Quality is the best recipe. That's the motto of Dr. Oetker, and an aspiration the company also wanted to remain true to when it entered the Swiss online market, which is why Dr. Oetker Switzerland sought a partner who understands the business from A to Z – and found it in Swiss Post. "Swiss Post makes our lives easier in every respect," says Reto Bleuer, who manages the online shop project for Dr. Oetker. "Thanks to Swiss Post, we're free to concentrate fully on our core business."

In the case of Dr. Oetker, this "makes our lives easier in every respect" is to be taken literally: Swiss Post not only developed the e-commerce solution, it also provides all related services – from warehousing to order processing, and from delivery and returns management to billing and e-payment. A sophisticated IT system ensures streamlined processes. What's more, Swiss Post also takes care of the call center and advises Dr. Oetker on the ongoing development of the shop. "For us, it's the perfect solution," says Reto Bleuer. "We found Swiss Post to be a competent partner throughout the entire development and start-up phase. And we also find the company to be absolutely reliable in day-to-day operations. The quality is right at every level."

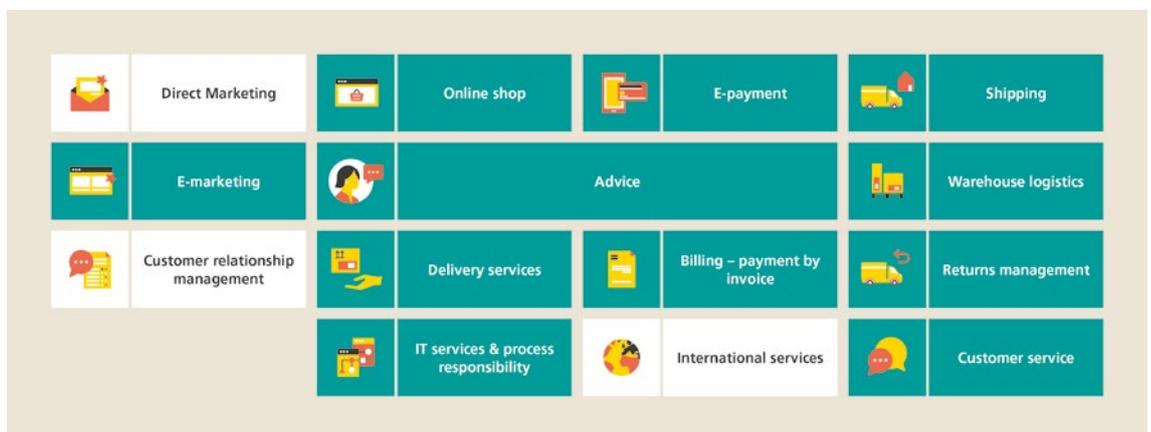


Fig.: Dr. Oetker relies on Swiss Post for all the services highlighted in green.



Process responsibility and IT services

Swiss Post has process responsibility for Dr. Oetker's e-commerce solution and provides all of the necessary IT services. It ensures the smooth flow of data between the webshop and the logistics solution YellowCube, manages the master data and customer data, takes care of invoicing and accounts receivable management, and offers its proven e-payment solution. Swiss Post works with Odoo, cloud-based open-source-software that allows seamless monitoring of all processes and guarantees reliable operating procedures.

In addition to the technical upkeep of the ERP system (maintenance, support) and monitoring of order processing, Swiss Post provides Dr. Oetker Switzerland with general information on open orders, delivery times, questions about payment and so on, allowing Dr. Oetker to concentrate fully on its online shop and the associated sales promotion measures.

YellowCube

Swiss Post takes care of all logistics services for Dr. Oetker. At the heart of the solution is YellowCube – a highly automated storage and picking facility (AutoStore) at the Oftringen location. Swiss Post checks incoming goods for Dr. Oetker and registers the batch number and the best-before date before storing the products in the AutoStore containers. A small percentage of the product range goes into the pallet warehouse.

Every order in Dr. Oetker's online shop is sent automatically to YellowCube, where the goods are picked, packaged and provided with the necessary documents (delivery note, invoice, shipping label). Processing is carried out throughout the day, with the window for next-day delivery closing at 5.30 p.m. Dr. Oetker's customers can use consignment tracking to see where their parcels are at any time. The after-sales process is also managed and controlled using YellowCube.

www.swisspost.ch/yellowcube

Dr. Oetker
 Dr. Oetker is one of the leading brands in the German food industry and enjoys an excellent reputation worldwide. Its comprehensive range of products includes baking supplies and mixes, dessert powders and ready-to-eat desserts, pizzas, snacks and decorative items. Founded in 1891, the family business employs around 10,000 people around the world. In 2015, Dr. Oetker launched an online shop for Switzerland.
www.oetker-shop.ch

