

E-Commerce Paris 2014: Viapost innovates with a new extended logistics service offering

Published 25/09/2014 by Christelle Magaud

The rise of click and collect illustrates the evolution of retail which brings together virtual and physical points of sale. Logistics must connect all possible despatch points: this is the objective of Viapost's solution.

Have you heard of 'Direct logistics'? It is the new service which has been developed by Viapost, the newly-created subsidiary of the La Poste group, specialising in supply chain solutions. Clearly put, this means logistics which takes place outside of the warehouse, meaning stock in stores or with a supplier which is sent directly to the customer.

The reasoning behind this extended logistics approach can be explained in two ways, according to Olivier Moreau, Research and Development Director at Viapost: "on the one hand the explosion of SKUs per site as they aim to increasingly extend the product range, and



on the other hand the extension of new delivery services (click and collect, lockers...) which mean that retailers are required to orchestrate more and more complex flows. At the same time, customers are becoming increasingly demanding in terms of availability and quick delivery, this forces retailers to optimise their supply chain management".

Practically speaking, the Viapost's Direct service, unveiled at the E-Commerce trade show, allows retailers to supervise their non-warehouse based logistics via an online and mobile application. This gives a real time view of orders and thus guarantees quality control during the whole delivery process.

There are many benefits.

Firstly the Direct service optimises stock management “This way we avoid unnecessary journeys and rationalise stock quantities eliminate break bulking” observes Olivier Moreau. Secondly with the flexibility of this supply chain organisation, the retailer



improves the buying process of the customer and therefore his customer satisfaction overall. Thirdly this service promotes e-tailers' development by offering them the must-have 'market places'. Following the trial phases which are currently taking place with several clients in the large retail and cosmetics sectors, the benefits of this solution will be available on the market from Q2 2015.