

Maxoptra Helps Pret Deliver 1,000 More Free Meals Every Day



Pret a Manger is using an advanced routing and mobile app solution to boost deliveries of free meals to vulnerable and homeless people across London. Using the software from Maxoptra to schedule and manage deliveries in real-time, the fresh food retailer has been able to deliver an additional 1,000 meals every day.

Pret run charity the Pret Foundation collects surplus and unsold food, which would otherwise go to waste, and delivers it to charities and community groups across the UK. In London, the Pret Foundation operates its own fleet of vehicles collecting from around 200 stores, 365 days a year, delivering to more than 20 frontline organizations.

Before implementing Maxoptra, daily collection, delivery schedules and routes were created using a combination of local knowledge, prior experience and online mapping tools. However, since using the advanced route planning algorithms within Maxoptra, the Pret Foundation has been able to support an increase in the number of stores it makes daily collections from and has added another 23 charitable organizations to its delivery schedule. These increases in capacity have been achieved using exactly the same mobile resource.

“Put simply Maxoptra allows us to do more,” said Juanita Cracchiolo, UK Pret Foundation Manager. “We have the same number of vehicles, the same number of drivers, yet we are able to feed an additional 1,000 people each and every day.”

In addition to the increase in capacity achieved through more intelligent scheduling and smarter route planning, Maxoptra is also helping Pret manage its mobile activities through the use of the Maxoptra Driver App. Changes to the planned activity can be directly communicated to drivers and records of collections completed and deliveries made are automatically logged in the back office system.

Maxoptra also gives fleet managers at Pret the ability to balance driver and vehicle use, control emissions and costs and, with integration with in-cab tracking and dash cams, improve health and safety monitoring.

The Pret Foundation’s aim is to alleviate poverty in the UK by helping to break the cycle of homelessness. In addition to the charity’s food programme, the Pret Foundation’s Rising Stars programme offers homeless people real jobs and gives the support required, including food, travel and accommodation, to succeed and shine.