

Wholesaler Speeds Up Orders and Cuts Berry Waste

A berry and leafy greens wholesaler cut order entry from about 8 hours a day to 2, and reduced dumped stock from 6% to 3.5% of purchases, after adding Pak-Bot.

At a glance	Before Pak-Bot	After 6 months
Order entry time (hrs/day)	8	2
Stock dumped (% of purchases)	6.0%	3.5%
Customer credits (% of sales)	1.8%	0.9%
Time to trace a failed QC lot to customers	About 2 hours	Under 1 minute

The client and the challenge

The client is a wholesaler of berries, leafy greens and herbs, with about 45 staff and one warehouse. It buys from around 30 growers and delivers to roughly 300 restaurants, independent grocers and food service customers.

Short shelf life made every hour count, and the old way of working cost them on three fronts:

- **Orders arrived by email and were retyped.** About 120 orders a day came into a shared Gmail inbox. Two staff spent most of their day keying them into Producepak, and typos led to wrong or short deliveries.
- **Stock went off in the cool room.** With berries lasting only days, older lots were often picked after newer ones. About 6% of purchased stock was dumped.
- **Credits ate into margin.** Wrong products, short shipments and quality complaints led to customer credits of about 1.8% of sales. Working out which customers had received a bad lot took a couple of hours of manual searching.

The solution: Pak-Bot inside Producepak

Pak-Bot was connected to the order inbox and made available to sales, warehouse and quality staff.

1. **Orders straight from email.** Pak-Bot checks the Gmail inbox and creates orders in Producepak automatically. Staff can also paste or drop an order into the chat. The office now reviews and approves orders instead of typing them.
2. **Accurate promises to customers.** When a sales rep asks "Can we fill an extra 200 punnets of strawberries tomorrow?", Pak-Bot checks stock on hand and incoming deliveries before answering.
3. **FIFO at the point of picking.** If a picker scans a newer lot while an older lot of the same product is still in the cool room, Pak-Bot flags it before it goes on the truck.
4. **Expiry warnings in time to act.** Pak-Bot warns the sales team which lots are close to expiry, so they can be offered to customers at a discount instead of dumped.
5. **Quality linked to deliveries.** When an incoming inspection fails, staff ask "Which customers got the lot that failed QC this morning?" and get the list in seconds, with the inspection photos.

Results

Less dumped stock was the largest saving, followed by fewer credits and the hours freed from order entry.

Benefit	How it was estimated	Illustrative annual value (AUD)
Less stock dumped	Waste fell from 6.0% to 3.5% of about AU\$6M purchases	AU\$150,000
Fewer customer credits	Credits fell from 1.8% to 0.9% of about AU\$7.5M sales	AU\$67,500
Order entry time saved	6 hrs/day × 260 days × AU\$40/hr	AU\$62,400
Total		AU\$279,900

One of the two order entry staff moved into a customer service role, following up late payers and new accounts. Customers also noticed fewer wrong deliveries and faster answers when they raised a complaint.

Why it worked

- **It removed retyping.** Orders go from the customer's email into Producepak without being keyed in again.
- **It acts on live stock.** Pak-Bot is built into Producepak, so its answers reflect the cool room as it is right now, not after a sync.
- **It joins quality and logistics.** A failed inspection leads straight to the customers and pallets affected.

To see what Pak-Bot could do for your wholesale business, talk to your Producepak solution consultant.

Sources

- [Pak-Bot chatbot for fresh produce, Farmsoft.com](#)
- [Pak-Bot chatbot for fruit and vegetable packers, Producepak.com](#)
- Producepak and Pak-Bot brochures supplied by Producepak