

KPS supports Brakes in its mission to help feed the nation





The COVID-19 pandemic has affected organisations from many sectors including retail, travel, and hospitality, but it has also presented opportunities as brands change their business model to meet this unprecedented challenge.

[KPS](#), one of the UK's most trusted e-commerce agencies, has seen a number of clients doing exactly that and, using e-commerce solutions, launching services in days that previously may have taken months.

This is especially true of KPS's client, [Brakes](#), the UK's leading foodservice wholesaler. With the sudden closure of pubs and restaurants, Brakes was able to step in alongside fellow wholesaler Bidfood, to support the Government in providing food and other essentials to the clinically vulnerable, who were required to 'shield' themselves for at least 12 weeks. From planning to execution in less than nine days, Brakes is now delivering more than 200,000 care packages each week across Great Britain.

Pivoting to meet demand

Brakes has also been supporting supermarket's efforts to get food into stores, working with several retailers to help them meet the surge in demand for a number of different products.

Brakes began to supply its restaurant-quality products directly to consumers who were not able to secure a delivery or did not want to visit a supermarket, and launched click and collect and delivery options for consumers, from a number of its depots.

Within two days, supported by e-commerce specialists KPS, Brakes opened its [B2B site](#) to the public, accepting phone orders for collection from a select few distribution centres (DCs). Brakes recognised that in order to support its communities, it would also have to launch a complementary Direct to Consumer (D2C) e-commerce site, which would support the click and collect option.

Historically, Brakes has been supported by a series of digital transformation projects delivered by KPS; working together to launch a new e-commerce platform for restaurants, hospitals, care homes and schools in 2019.

KPS was the obvious partner of choice for the D2C site. As one of the world's top six SAP partners for customer experience, with extensive expertise in implementing SAP solutions, KPS also had an in-depth understanding of Brakes' business and its tech stack. Brakes recognised the value that KPS could add in achieving this transformation in a limited timeframe.

Pulling out all the stops to deliver

With new registration, location, payments and customer service processes needing designing, testing and implementing at pace, the project to supplement Brakes' traditional business was challenging.

However, the KPS / Brakes teams worked around the clock to plan, create, test and deliver the implementation of Brakes' [D2C channel](#) on the SAP Commerce Cloud platform in just nine days. Something that might normally take a number of months.

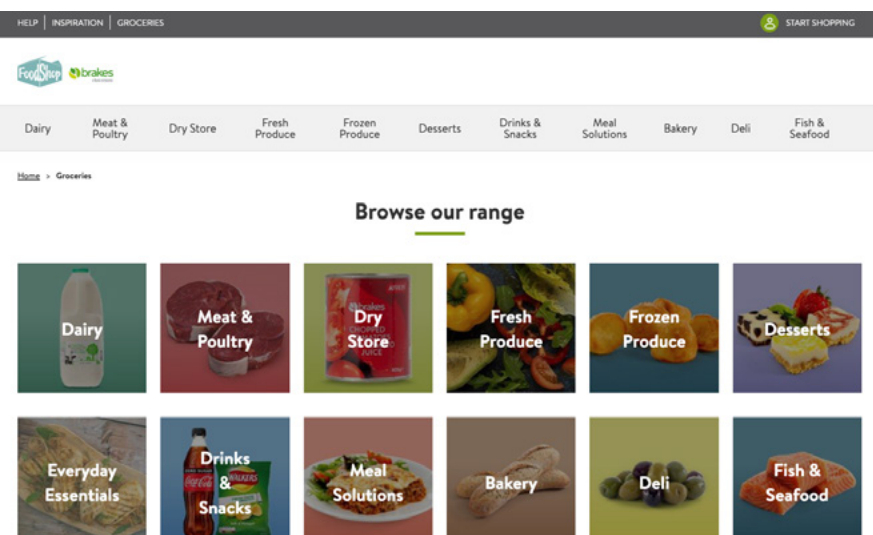
Not only were the partners working collaboratively to implement the D2C platform, it was delivered with no impact on Brakes' vital food-delivery and supply chain work.

The new consumer site includes a postcode check, allowing shoppers to see whether they live within the 35-40 mile radius delivery zone. Brakes can provide groceries to a radius that includes 6.8 million households in the UK and growing weekly. Consumers have access to more than 6,000 Brakes products - including fruit and veg, meat and poultry, bread, milk and much more. The site allows shoppers to select a delivery day, build their basket, and complete the checkout process - including credit card payment, using a newly integrated payments solution supplied by [ITS](#).

Alex Protasiuk, Business Relations Manager at Brakes, commented:

"As a business, we knew we had to respond quickly – which we knew would be challenging, but we have innovative and resilient colleagues at Brakes, so we were able to launch a really great service, in record time. What also made it possible was the support of a trusted partner, and one we felt could deliver exceptional results at pace. The support we received from KPS was nothing short of exceptional, with fast turnaround, and best practice at every stage of the implementation.

As a result, we were able to launch the B2C site in just a week."



Barnaby Moffat, Commercial Director at KPS, said:

“Helping Brakes launch a completely new service, while ensuring the business can still provide essential food supplies to the trade, has been a rewarding project for all the KPS team involved. We understood the importance of delivering this digital transformation project at pace, so we doubled our team and worked around the clock to do all we could to achieve fast and effective results. We look forward to working closely with the team at Brakes as it evolves its D2C offering further, adding further capabilities to deliver ongoing improvements to CX and UX on site.”

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NOTES TO EDITORS

About Brakes

With a business built on quality, reliability, innovation and trust, Brakes has been serving chefs across the food industry for 60 years. Every product in Brakes extensive range has been developed or chosen with chefs and their customers in mind, making sure there's quality and taste in every bite. Brakes care about where their food comes from and how it's been produced, which is why they offer complete traceability on all products, from supplier to plate. They are proud to have one of the biggest ranges of responsibly sourced products in foodservice. From Red Tractor accredited meat, poultry, fruit and vegetables to MSC certified fish and seafood, our food production standards match the toughest requirements of the foodservice sector and meet the highest technical and food safety standards. Brakes have won multiple awards for its food, service, and its environmental efforts. These include Foodservice Operator of the Year 2019 at the Quality Food Awards (Q Awards), the Sustainable Supplier Award at the 2019 Footprint Awards and 16 awards at the Chefs' Choice Awards 2020. Brakes is part of Sysco group.

About KPS

KPS (previously Envoy Digital) is an e-commerce specialist and one of the most trusted agencies in the UK.

It is a leading SAP Commerce consulting and implementation partner, with over two decades of experience and recently awarded top 6 in the world for customer experience at the SAP Pinnacle Awards.

Working with high profile brands across B2B and B2C sectors including retail, pharmaceutical and sports and manufacturing; KPS leads its customers to success in the digital era, through driving best practice, digital transformation, and great customer experience across each channel.

KPS's end goal for all their customers is simple - delivering growth and maximum return on investment.

For more information, visit uk.kps.com