



CASE STUDY

Peter's gute Backstube

The company



The German bakery chain Peter's gute Backstube has been selling bread and baked goods for more than 150 years and currently operates around 50 stores. Every day, the approximately 600 employees take care of providing their customers with high-quality and natural baked goods from their region, always with the aim of offering the best customer service at the same time.

The challenge

- Offer customers a COVID-friendly purchase option
- Convert already recognized advantages of digital services into a viable concept
- Find innovative solution partner with process expertise in handling perishable and fresh products



"It was important for us to have a competent partner with many years of expertise at our side when introducing online processes in combination with an online shop as well as a digital checkout system, who could provide us with fulfillment solutions tailored to our individual needs."

*Bruno Ketterer, Managing Director
Peter's gute Backstube*



The fulfillmenttools solution

- Consulting for setting up and connecting digital processes for ideal omnichannel customer service
- 55 stores connected via the fulfillmenttools platform
- Solution connected to desired online shop provider "Shopify" as well as digital cash register system
- In-store fulfillment solution with order overview, picking module and handover app introduced
- Intuitive solution implemented with modern, intuitive user interfaces to ensure minimal training requirements

The result

- ✓ Transformation from offline bakery to online bakery store
- ✓ "Pioneer" position as a bakery with a click & collect service
- ✓ Thanks to rapid project set-up and roll-out, go-live of the click & collect solution was possible during the pandemic

You would like to learn more? Get in touch with us!

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