

EFACS E/8: A RECIPE FOR SUCCESS AT THE HAPPY FAMILY BAKERY



The Happy Family Bakery is a mid-sized artisan wholesale Eastern European bakery based in Dublin supplying fresh bread, pastries, cakes, desserts, and confectionery products to supermarkets, cafés, hotels, and convenience stores across Ireland.

CUSTOMER PROFILE

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THE CHALLENGE

The bakery required an integrated solution capable of managing overnight production, next-day delivery logistics, and financial automation. They required a solution that could connect all aspects of the business together.

THE SOLUTION

The bakery picked EFACS as the best solution for them as it provided all the required modules and offered them the flexibility to connect with their existing mobile software.

THE HAPPY FAMILY BAKERY

The business operates 24/7 with overnight production and early morning deliveries using a fleet of vans. Rapid growth created operational challenges in order processing, route planning, production scheduling, and financial administration.

To improve efficiency and scalability, Happy Family Bakery implemented a fully integrated ERP and mobile delivery solution connected to EFACS.

Before automation, the bakery relied heavily on spreadsheets, paper dockets, manual phone orders, and disconnected systems. Key operational issues included: Manual re-entry of customer orders, limited visibility of delivery schedules, inefficient van loading and route planning, paper-based proof of delivery (POD). There was also delays in invoicing and account reconciliation. In regards to production, there was an unnecessary amount of waste caused by inaccurate forecasting. On top of this there was poor communication between drivers, dispatch, production, and finance teams.

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One of the key requirements for the Bakery was to have the flexibility to receive orders both manually and electronically. For manual orders customer service staff can enter orders through phone calls, email requests, sales representative instructions, and standing orders. The system then validates the customer pricing, days for delivery and what products are available on any given day. Orders are then immediately visible for all production, dispatch and finance teams.

The bakery also has major supermarket chains that submit orders electronically through EDI. There are substantial benefits here now which include the elimination of manual re-keying, reduced order errors, faster processing times, and real-time order confirmation.

THE BENEFITS

By integrating order processing, delivery management, production scheduling, mobile applications, and financial automation into a single EFACS-connected platform, Happy Family Bakery successfully transformed its operations.

Another example of how the company is looking to utilise the versatility of EFACS is with deliveries and distribution. Drivers are now equipped with handheld mobile devices integrated with the delivery platform and ONM mobile application. These drivers can now view assigned routes and have the ability to access customer delivery instructions. Using these devices they can now capture digital signatures and record all returns and shortages. Communication between dispatch and delivery has been vastly improved.

The dispatch team at The Happy Family Bakery use an automated scheduling engine to manage deliveries across multiple routes. This system considers delivery windows, vehicle capacity, customer priority and geographic location. With this, dispatchers can make real-time adjustments during peak periods. The automation reduced route planning time by over 75%. This has been hugely beneficial at reducing fuel costs and led to faster loading times.

By integrating order processing, delivery management, production scheduling, mobile applications, and financial automation into a single EFACS-connected platform, Happy Family Bakery successfully transformed its operations. The bakery now operates with real-time visibility across departments, faster order-to-delivery cycles, improved production accuracy, automated financial workflows, enhanced customer service, greater scalability for future growth. The project enabled the business to support increasing customer demand while maintaining product freshness, delivery reliability, and operational efficiency.



The implementation of EFACS has turned the traditional, highly perishable bakery workflow into a synchronised digital operation where waste is minimised and profitability rises before the ovens are switched on.

The team of delivery drivers arrive early each morning, collect their pre-prepared and sequenced loads giving them the time to carry out their deliveries, collections and take next day orders in an efficient manner while giving our customers the time they deserve, all thanks to EFACS.

