



## CASE STUDY: Marleen Kookt

**Industry:** Meal Delivery

**Founded:** 2011

**Areas Served:** Amsterdam

**Why WorkWave® Route Manager:**  
“The APIs unleash a lot of functionality for our business.”

**Number of Daily Stops:** 500+

### Marleen kookt helps customers in Amsterdam rethink “Fast Food” with on-demand gourmet food delivery by bike

Marleen kookt delivers fresh, quality meals to busy families and professionals in one of the most challenging cities to navigate. Amsterdam has over 1,000 kilometers of canals and 1,500 bridges which make same-night food delivery by van nearly impossible. How does an on-demand food service succeed? By delivering gourmet food on porcelain dishes in a 30 minute delivery window by electric bike.



Our drivers are getting there on time and they are getting done faster!”



## The Challenge:

“When you are route planning for a few resources it might be manageable to do it with pen and paper - but with 20+ resources it becomes a real headache.” Joris Keijzer, Co-Founder, Marleen kookt.

Marleen kookt offers customers same-night delivery between 4-8pm and wanted to provide customers with a 30-minute time window (instead of the more common 2 hour delivery window). They deliver by electric cargo bicycle as it's the most practical way to get around Amsterdam, and they can fit 18 food orders per driver. Their focus was on quality food and quality service that's good for the environment, but the logistics of planning between 20-25 drivers on the road every night was becoming increasingly hard to do.



## The Solution:

Marleen kookt uses Route Manager's custom bike profile giving them visibility into pathways and routes that only a bike can travel. Now plans are optimized in minutes and bikes can be loaded and out for delivery faster. Route Manager's APIs unlock the ability to share more information so they can see how each route is progressing, how many bikes are on deliveries, and where the last stop was in order to plan for late shifts.



## The Results:

Marleen kookt is a fast-growing company in a fast-growing city. As more families and businesses move into the city, Marleen kookt anticipates greater demand for its high quality, fresh meal delivery service. Route Manager helps Marleen kookt serve more customers, plan efficiently, and identify faster routes in the shortest time. Everything they do is driven by quality - from food to service, and Route Manager helps keep them in touch with customers if there's an unexpected delay: "If a bicycle gets a flat tire or a gear breaks we can bring them a new bike and react in real-time to respond. We have an early warning system if our drivers are behind."

Route Manager takes away the friction and smoothes both the execution and the planning process. Customers and drivers are both happy with the flexibility and reliability. "We are flexible, and people like working with a company that is focused on quality."

Marleen kookt has seen growth of nearly 100% year over year for the last 4 years, delivering over 500 meals a day now.



### Before WorkWave:

- 👎 Waste hours planning
- 👎 Late arrivals
- 👎 No visibility on driver status



### After WorkWave:

- 👍 Automate route plans in minutes
- 👍 Accepting orders up until "last-call"
- 👍 Real-time updates with GPS tracking via smartphone



# Route Manager Feature: Custom Profiles

Whether you are delivering on electric cargo bike or on foot, your business requires a route planning solution that can account for special characteristics like speed, load capacities, and mileage without exceeding limitations. WorkWave Route Manager is flexible for your business and allows for this level of detail to be built right into your route plans, always providing you the most optimal route based on your settings!



## WorkWave Route Manager Vehicle Profiles Include:

### Bike

We'll build routes that consider bike limitations and take you on pathways that only a bike could travel. This profile obeys laws for bikes and accounts for average speeds.

### Heavy Truck

Your route plans will be adjusted by speed, height, weight, and width. With this profile you will never be directed towards a bridge that your truck can't fit under.

### Walking

Delivering on foot requires a downgraded speed. Route Manager will also account for traveling through pedestrian pathways, like a park, but only if it's quicker!

### Custom

Do you have special measurements or requirements? You can tell Route Manager and set-up a custom profile based on your needs.

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