

CASE STUDY: HOUGHTON'S OF LONDON TRANSFORMING DELIVERY OPERATIONS WITH TOUCHSTAR'S ELECTRONIC PROOF OF DELIVERY (EPOD) SYSTEM



A FRESH-PRODUCE LEADER MODERNISING WITH EPOD TECHNOLOGY

Houghton's of London is a family-run fresh produce supplier delivering nationwide from a 7,000 sq ft refrigerated hub and a 25-vehicle fleet. With a strong commitment to service quality, efficiency and sustainability, the business continually looks for ways to modernise its

delivery operations. To eliminate paper-based workflows and gain real-time visibility across its fleet, Houghton's partnered with Touchstar to implement a powerful ePOD system that digitises and streamlines every stage of the delivery process.

THE HIDDEN COSTS OF PAPER-BASED DELIVERIES

Before adopting an electronic proof of delivery solution, Houghton's relied heavily on paper documents for driver routes, customer sign-off and administrative tasks. This slowed processes down and created operational blind spots, as the team had no immediate way to confirm delivery status or provide accurate ETAs. The business needed a reliable, tamper-proof, real-time record of each delivery — a system that could strengthen customer confidence while reducing administrative workload.



HOW PODSTAR'S EPOD SYSTEM DIGITISED EVERY DELIVERY STEP

To solve these challenges, Houghton's implemented Touchstar's PODStar system, a cloud-based digital proof-of-delivery platform fully integrated with their existing IT infrastructure via Touchstar's EvoLink tool.

The system enables seamless digital signature capture, real-time driver and vehicle tracking, photo-based delivery validation and automatic

data flow between the in-cab mobile app and back-office systems. Designed with simplicity in mind, the app allowed drivers to adapt quickly and consistently, with minimal training required.

The shift to a unified digital workflow created an end-to-end delivery process that is faster, more accurate and far more transparent.

A SMOOTH ROLLOUT DESIGNED AROUND DRIVERS



The transition to electronic proof of delivery was carefully managed through a phased rollout. A pilot group of drivers were introduced to the system first, allowing workflows to be tested and refined before deployment across the full fleet.

Because PODStar is intuitive and easy to use, adoption was rapid and disruption was minimal. Touchstar supported Houghton's throughout the process, ensuring a seamless switch from paper to digital across the business.

FROM PAPER TO PRECISION: THE IMPACT OF PODSTAR

Since going live with PODStar, Houghton's has experienced a significant improvement in operational efficiency. Paper usage has fallen by around 80%, delivering substantial administrative time savings and supporting the company's sustainability goals.

Real-time delivery visibility has improved communication both internally and with customers, enabling instant access to accurate delivery confirmations and ETAs.

The introduction of digital signatures and photographic evidence provides irrefutable proof of delivery, reducing queries and strengthening customer trust. Additionally, since the rollout of PODStar, the number of credit notes has reduced significantly, further streamlining financial reconciliation and improving cash flow management. Overall, the business has benefited from smoother workflows, enhanced accuracy and a more reliable and transparent delivery process.



Touchstar's PODStar system has already transformed our operations in multiple ways. We've reduced paper by around 80%, improved transparency across deliveries, and elevated our service levels. The app is very easy to use, and our drivers picked it up quickly, so we were able to roll it out with minimal disruption. Perhaps most importantly, we now have an irrefutable, real-time record of what we deliver — and that gives us, and our customers, peace of mind. Since the rollout of PODStar, our credit notes have reduced significantly, which has had a real impact on both operational efficiency and customer satisfaction

Lucie Houghton, Sales Director and Financial Controller for Houghton's of London

WHY EPOD SYSTEMS ARE NOW ESSENTIAL FOR MODERN LOGISTICS

By moving to a digital electronic proof of delivery system, Houghton's of London has strengthened operational accuracy, reduced its environmental impact and improved the overall customer experience. Real-time visibility, secure delivery validation and a completely paperless workflow have made the business more efficient and more competitive. The success of PODStar demonstrates Houghton's commitment to continuous improvement and aligns with Touchstar's mission to deliver long-term technology solutions that make a measurable difference to logistics-intensive operations.

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Securing the Logistics of People and Product