

PhD Winter School 2025 – by KBC



Contact person

Name: Gregory Pinte

Role: Innovation manager

Autonomous transport (Case 1) and Digitalization (Case 2)

Colruyt Group aims to provide the best customer experience for the lowest possible price.

Our pursuit of optimized processes and effective use of technology results in operational efficiency for the benefit of customers and employees. Colruyt Group applies this approach to all parts of the logistics chain and technologies. In our introductory meeting, we will therefore present two challenges. One challenge is related to autonomous transport while the other to digitalization. There are many opportunities for autonomous transport throughout the whole CG supply chain from the suppliers through warehouses and stores to our clients at home. How would our supply chain change, taking into account operational efficiency, environmental impact, and customer satisfaction?

Second, digital and automation solutions are increasingly being applied in our supply chain and stores, which undoubtedly has a positive impact on efficiency and effectiveness. On the other hand, digitalization and automation require additional skills from both employees and customers. How far could digitalization go for both customers and employees, and what support and training are needed to find the right balance between experience and efficiency?



Approach (opening meeting, important dates, guidance, etc):

Beginning of December we start with a Kick-off. There we will explain the approach

Expected interests of the participant or group composition:

We are open for all disciplines. Interest in digitalization, societal impact analyses, economical feasibilities and creativity are preferable.

