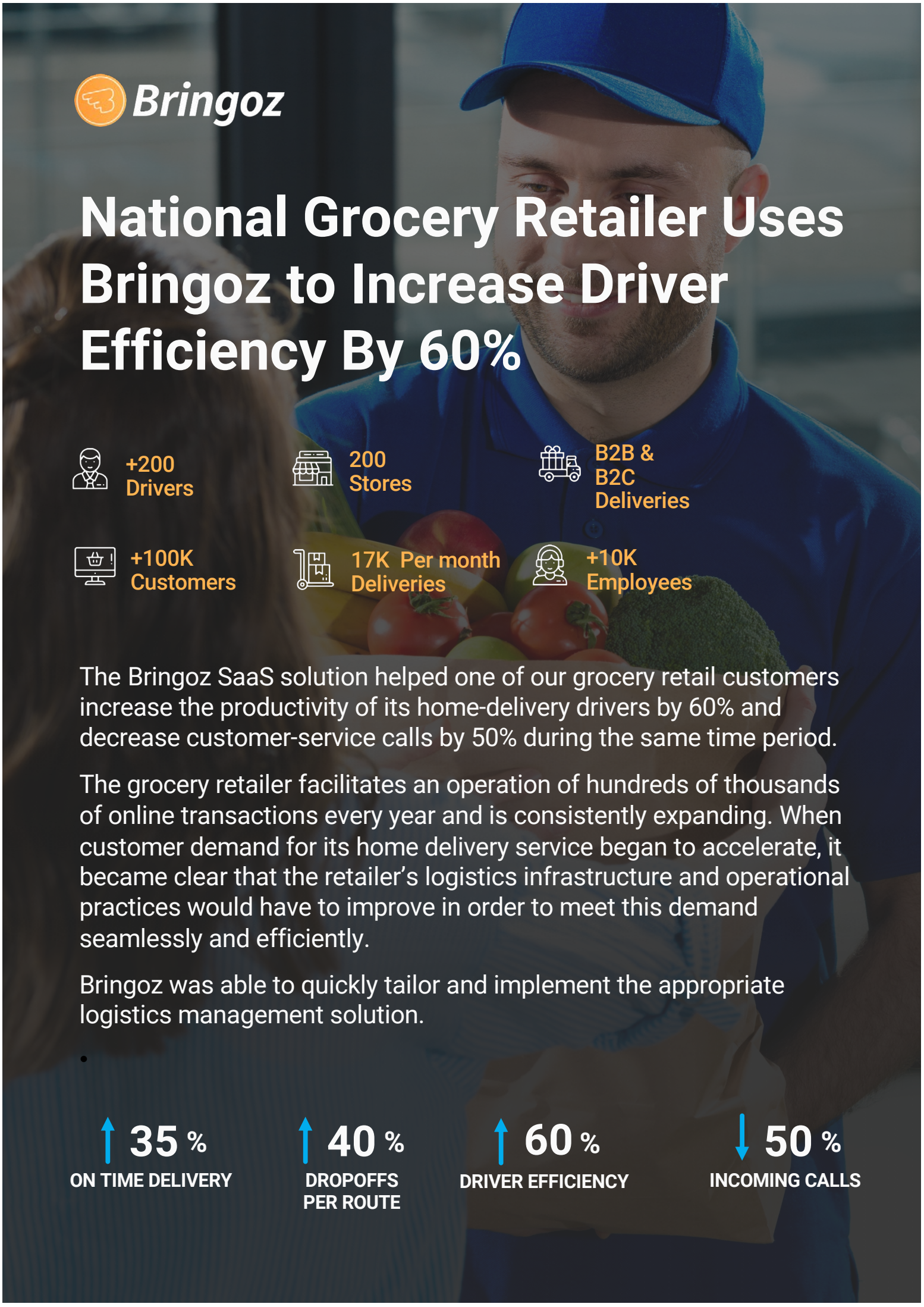

Bringoz

# National Grocery Retailer Uses Bringoz to Increase Driver Efficiency By 60%

+200 Drivers

200 Stores

B2B & B2C Deliveries

+100K Customers

17K Per month Deliveries

+10K Employees

The Bringoz SaaS solution helped one of our grocery retail customers increase the productivity of its home-delivery drivers by 60% and decrease customer-service calls by 50% during the same time period.

The grocery retailer facilitates an operation of hundreds of thousands of online transactions every year and is consistently expanding. When customer demand for its home delivery service began to accelerate, it became clear that the retailer's logistics infrastructure and operational practices would have to improve in order to meet this demand seamlessly and efficiently.

Bringoz was able to quickly tailor and implement the appropriate logistics management solution.

- ↑ 35 % ON TIME DELIVERY
- ↑ 40 % DROPOFFS PER ROUTE
- ↑ 60 % DRIVER EFFICIENCY
- ↓ 50 % INCOMING CALLS

# Challenges

## Manual Processes

Prior to implementing Bringoz, the home-delivery operation was based on manual processes that couldn't effectively manage the rapidly growing business. These manual processes lacked a central dashboard through which the retailer could easily manage different locations across the chain and various third-party delivery vendors. There was very limited visibility into ongoing operations and no real-time customer support. Without the ability to efficiently monitor all deliveries, the grocer could not proactively offer their customers order tracking or insights into when their orders would arrive.

Overall, these manual processes made business operations opaque, inefficient, time-consuming and labor-intensive. The retailer needed to improve efficiency and automate the logistics infrastructure, all while reducing costs, as well.

## Inefficient Resources Management

Prior to using Bringoz, the grocery retailer lacked the ability to efficiently manage its hundreds of delivery drivers. It couldn't allocate and utilize vehicles properly, assign routes automatically or answer customers' questions fast enough. These inefficiencies restricted drivers' availability to specific hours and locations, making it difficult to keep up with consumer demands for more flexible delivery windows.

The grocery retailer desperately needed tools to help quickly respond to customers, properly manage requests, and even ensure the right deliveries were sent to the right person. Real-time customer support wasn't provided as staff couldn't handle the growing volume of orders, leading to increased operational expenses and customer dissatisfaction with the service. Looking to increase loyalty & engagement, the retailer wanted to create a reliable, frictionless experience of convenience for their customers, while slowing operating expenses.

# Results

To improve visibility into its delivery operations and to allow their business to scale further, the retailer decided to implement Bringoz's robust software solution. Operations underwent a massive transformation nearly overnight, turning an outdated manual process into an advanced digital delivery machine. The integration and onboarding process were quick and seamless, lasting only 3 days in total before going live. This was followed by a successful rollout and implementation process to other retail locations within the next 10 1⁄2 weeks. The company has implemented the Bringoz SaaS mobility logistics solution in 28 of its stores to date and could now easily expand to new markets and reach new customers. It has simultaneously reduced third-party vendor and shopper complaints by 70% and has cut support call times by more than 50%.

By using the Bringoz platform, the retailer is now able to offer excellent real-time support and automated features such as delivery tracking and real-time alerts. Delivery windows have narrowed from four to two hours, a 50% improvement in service levels. Consumers use Bringoz Observer to track deliveries as they happen, without wondering where and when will they receive their groceries. Bringoz enables flexible asset-sharing between stores and automated real-time driver allocation, giving the retailer the flexibility to meet growing eCommerce demand efficiently.

↑ **35 %**
**ON TIME DELIVERY**

↑ **40 %**
**DROPOFFS PER ROUTE**

↑ **60 %**
**DRIVER EFFICIENCY**

↓ **50 %**
**INCOMING CALLS**