

# Gary's Wine & Marketplace

## Home Delivery Case Study

Industry  
Wine & Spirits



Founded  
1987



5  
Stores



\$60M  
Revenue



10,000+  
SKUs



175  
Employees



B2C Delivery  
Service

### Challenges

Manual processes

No centralized dashboard for delivery management

Improve customer experience

Lack of visibility

No efficient system to implement on-demand & scheduled deliveries

### Benefits

Streamlined operations

One access point to oversee the entire chain

Real-time route optimization

Real-time vehicle and resource allocation

### Results

On-time deliveries

Vehicles in fleet

Miles traveled

Improved staff productivity



# Landscape

The growth of eCommerce and on-demand delivery services have made it easier than ever for customers to get what they want, wherever and whenever they want it. The wine and spirits sector is the latest to experience the effects of the evolving retail industry. With the growth of alcohol delivery apps and supermarkets offering same-day alcohol delivery, brick-and-mortar retailers face new competition and changing consumer expectations. This new landscape was only underscored further by the 2020 COVID-19 crisis that brought home-delivery to the forefront of nearly every retailer.

Gary's Wine & Marketplace started as a small wine shop in Madison, New Jersey in 1987 and has grown to be one of the largest, fine-wine businesses in the New York metropolitan area. Committed to providing an exceptional experience, Gary's Wine & Marketplace started to invest in technology to facilitate a seamless and convenient customer experience that shoppers have come to expect.

Although Gary's Wine always focused on the customer experience, including online purchasing and home delivery, they were looking to provide their customers with a more immediate timeframe and challenged themselves to meet deliveries within only 1 hour. They decided to bring the Prime experience to their loyal customers. In order to be able to do so, they needed a technology solution that would enable operational improvement and support its efforts to scale efficiently and meet growing consumer demand. Bringoz was able to quickly provide and implement a logistics management solution to meet the retailer's growing needs and overcome operational challenges.

May 15, 2020

# Challenges

## Challenge #1

### Manual Processes

Prior to implementing Bringoz, Gary's Wine & Marketplace used manual processes to manage its delivery operations. These processes weren't sufficient to effectively manage its growing business. The process was largely labor intensive, inefficient and time-consuming. Gary's team was looking to automate its delivery process with a technology solution that would improve efficiency and reduce costs. The manual process provided very limited information into the operation in real-time, leading to slower customer support as store representatives had to manually search for answers to inquiries.

## Challenge #2

### Improve Customer Experience

Gary's Wine & Marketplace has always taken pride in providing friendly, attentive in-store customer service and wanted to transfer that same level of service to its delivery operations. However, the lack of ability to efficiently monitor its deliveries in real-time prevented the retailer from offering customers insights into where their orders were and when they would be delivered. In addition, it couldn't provide quick responses to customers' information requests.

May 15, 2020



# Challenges

## Challenge #3

### Meet Shorter Time-Windows

Manual processes did not allow for quick fulfillment of on-demand deliveries in short timeframes. To meet growing consumer demands for fast delivery service and offer customers shorter time-windows, Gary's had to better manage its own fleet of in-house drivers and enable flexible real-time vehicle and resource allocation. In order to reduce time-windows and operate more efficiently, it needed a technology solution that could facilitate real-time management over its entire delivery operation.

## Challenge #4

### Lack of Visibility & Unified Dashboard

Gary's manual processes didn't provide one access point to easily manage the different stores across the chain, limiting visibility into ongoing and planned deliveries. This lack of visibility limited its flexibility and real-time transportation management. With no ability to efficiently monitor all deliveries, Gary's team could not effectively manage unexpected demand, eliminate risks, manage delays or gain immediate insights into the operation.

May 15, 2020

# Results

To streamline its operations and provide faster service to its customers, Gary's Wine decided to implement Bringoz' robust software solution. Prior to Bringoz, Gary's was unable to guarantee a delivery time for its orders as it had limited scheduling ability. Gary's also did not have the ability to monitor whether deliveries were dropped off within the appropriate time-window.

Bringoz provides reporting to Gary's on a weekly basis to assist with monitoring driver and store metrics that indicate whether delivery windows were successfully met. The retailer has implemented the Bringoz' SaaS mobility logistics solution in all four of its New Jersey stores. With bicoastal expansion in the works, Bringoz' scalable solution allows Gary's to easily expand to new delivery markets and reach new customers.

Using Bringoz, Gary's Wine & Marketplace is now managing all deliveries from one access point, increasing operational efficiency, while reducing costs. Gary's has also gained the tools to keep up with on-demand and same-day delivery expectations from customers. Bringoz' elastic mobility infrastructure gives Gary's the flexibility to seamlessly adapt its daily delivery operations to manage real-time constraints and unexpected demand.

Real-time automated planning, scheduling, and route optimization capabilities enable Gary's to efficiently schedule deliveries according to specific needs and quickly manage urgencies and delays. These capabilities help Gary's staff be more productive and meet delivery time window requirements more efficiently. By using Bringoz' platform, the retailer is able to offer customers improved support with real-time alerts, flexible scheduling and predictive ETAs maximizing convenience for customers.

May 15, 2020



# Results

With real-time delivery management capabilities, increased visibility and an elastic mobility infrastructure, Bringoz' customer-centric solution provides Gary's Wine & Marketplace with the tools to efficiently manage its delivery operations and scale easily, while keeping its commitment to service excellence.

*We compared several logistics management solutions but only Bringoz could provide what we needed: a scalable, customer-centric solution that could improve our delivery optimization and increase operational efficiencies."*

**Mike Fisch - Director of Business Development, Gary's Wine**

↑ 20 %

DRIVER EFFICIENCY

7

DAYS ONBOARDING  
ACROSS THE CHAIN (E2E)

↓ 30 %

MILES TRAVELED  
PER FLEET

↑ 30 %

DROPOFFS  
PER ROUTE

↓ 20 %

SUPPORT OVERHEAD

↑ 400 %

DELIVERIES  
PER MONTH

May 15, 2020