Shipsy

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Seamless Delivery Orchestration Helps A Leading Retailer To **Boost First Attempt Deliveries By 87% & Pickups Within 24hrs By 30%**

About the Customer

A leading consumer goods & electronics retailer in Middle East.

12M+
Customers

46 Stores across
Middle East

Book a Demo

Key Challenges

Our client leverages two types of fleet—own delivery fleet, and third-party logistics service providers. They, however, faced significant challenges around orchestrating and allocating orders between the two fleet types. Let's glance through the major challenges.

- Inability to efficiently manage deliveries between own fleet and 3PLs

- Inability to track 3PLs' performance and SLA adherence

- Lack of processes to accurately validate NDRs

- Delays in order to ship time due to different 3PL consignment labels

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- Inability to identify fake delivery attempts

- Growing volumes of first-attempt delivery failures

- Prolonged delays in picking up 'returns' orders

Solution

The client deployed Shipsy's multi-courier delivery management platform to tackle the above challenges. Using 90+ API integrations and Shipsy's technology, the solution seamlessly connected with the client's existing IT systems and helped scale delivery capabilities by quickly onboarding multiple 3PLs.

Optimizing Own Rider Management

Shipsy''s Route Planning and Optimization capabilities take into account the driver and the vehicle type present in the client's fleet, and map them to the destination in the most efficient manner taking into account several parameters.

It also has capabilities of mapping EV vehicles, cycles, etc where the delivery SLA requires a sustainable zero emission delivery.

SPL Performance Benchmarking

Shipsy's dashboard provides comprehensive insights on several Important metrics to measure the performance of multiple 3PLs.

With this knowledge, businesses can prioritize specific 3PLs for order allocation, negotiate better rates, and increase their service reliability.

Smart Label Generation

Shipsy generates a single label that can be used to stitch together data from all the different 3PLs at all the legs of the delivery - be it first, mid or last mile.

This standardization makes redundant the process of printing different labels for different carrier partners.

Zero-Conflict Carrier Performance Metrics

Predefined KPIs agreed upon by both our client and their logistics service providers are displayed and tracked using Shipsy's dashboard.

This eliminates any future occurrences of conflicts between the client and 3PLs.

Capacity-Based Allocation

Using Shipsy, the client now seamlessly plans trips days in advance. Shipsy's solution empowers the client to gain visibility of its own fleet's future capacity based on the 'promised date' in the future. This helps the client drastically improve logistics planning.

Auto-Allocating Orders and Prioritizing

With a very intuitive and intelligent auto-allocation engine, businesses can automate the allocation of thousands of orders to different 3PLs based on the 3PL's specialized or regional capabilities with inputs such as payment type, SKU type, invoice value, weight, order volume, vehicle type, and 3PL preference.

Simplifying Non-Delivery Reasons (NDRs)

While different 3PLs cumulatively have 60+ NDRs, Shipsy has consolidated all these into 6 types of NDRs

- this bucketization has made it easy for businesses to gauge which NDR is occurring most in certain regions, or with certain 3PLs, and basis this they can decisions of improving their order allocation.

Arresting Fake Delivery Attempts

An automatic communication is triggered to the end-customers verifying the NDR mentioned by the delivery personnel.

This not only reduces fake delivery attempts, but also increases the visibility of performance of various 3PLs and their fleet.

Other inbuilt smart methods to combat fake delivery include verifying the time and location of the driver against the delivery location.

Automated Returns

Shipsy ensures that a 'return' request is made available in real-time on the platform to auto-assign a pickup driver and process the return logistics using efficient routes and ensuring faster returns completion.

Deep Integration with WMS

Shipsy integrates with the client's warehouse & order management system to enable carrier-based picking and packing.

This eliminates manual interventions and helps to optimize for speed of picking and packing.

Business Value Delivered

Post-Shipsy's implementation, the client now seamlessly auto allocates orders, unifies 3PL statuses and simplifies non-delivery reasons. It also ensures delightful branded experiences and highly efficient order allocation processes. Here are some critical benefits the client is reaping by leveraging Shipsy.

Reduction in engineering bandwidth needed to integrate

Real-time updates on delivery progress to end customers

Efficient management of **5x** surge in delivery demands

Increased first attempt deliveries by **8%**

Surged order pickup within 24hrs by **30%**

Enhanced deliveries completed within 1 to 4 days by **24%**

Net auto order allocation rate increased to more than **90%**