

CASE STUDY

eCommerce Brand Dispatches 30% Faster & Saves Big on Costs by Centralizing **Warehouse & Transportation Management**

About the Customer

Our customer is a leading eCommerce provider headquartered in India. It manages and executes over 1 million shipments daily, supported by 6 strategically located warehouses and works with 10+ third-party logistics providers (3PLs) nationwide.

Key Challenges

- Lack of visibility into incoming receipts was hindering stock replenishments and resulted in delays
- Disconnected workflows between order fulfillment and dispatching slowed down shipments
- Absence of real-time order visibility post-dispatch caused inaccurate benchmarking of last-mile KPIs and weighed down customer experience
- Lack of AI and automation driven route planning and optimization surged operating costs
- Inefficient order prioritization was impacting omni-channel fulfillment workflows

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The Solution

- A unified TMS-WMS platform enhanced incoming goods receipts visibility optimizing inbound operations
- Improved decision making and reporting by using a single dashboard for tracking inventory and shipments
- Shipy's route optimization solution fully automated routing based on 200+ constraint parameters to deliver on critical
- Multiple picking strategies, like single, batch and island picking, was deployed to boost warehouse productivity and streamlined order execution.
- Access to real-time data on shipment status and seamless integration of exceptions from customers, like alternative recipients or specific delivery instructions into existing workflows
- Seamless integration with TMS drastically reduced fulfillment delays
- Automated data entry processes eliminated manual errors and enhanced workforce productivity
- Real-time inventory visibility drastically reduced stockout instances
- Providing customers with 'Uber-like' live tracking, the ability to chat with riders and send feedback in real-time improved delivery experience

Key Benefits

30% reduction in order-to-dispatch cycle time

25% reduction in overall transportation costs

25% reduction in dock-to-stock cycle time