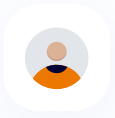


A Better Way to Serve the Last Mile

First-time delivery success rate increased to 91% with messaging



About the Customer

Our client was a last mile delivery company that specialized in delivering perishable items. The company had contracts in multiple cities with a number of local retailers, including small groceries, butchers, and bakeries, to deliver products to their customers.



Challenge

The delivery company needed to carefully coordinate all deliveries with customers. Due to the nature of the products being delivered, they were unable to leave packages on doorstep.

The company had been experimenting with SMS to coordinate deliveries and believed messaging would be an effective solution. However, they needed a platform that could scale as the company expanded into new territories with more drivers.

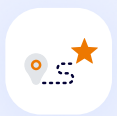




Solution

MessageWhiz proposed using 2-way WhatsApp messaging to help coordinate deliveries with a centralized messaging portal that could be managed from a single location.

The platform enabled drivers to share real-time locations with customers and improve their delivery-time accuracy. When customers were not home, it was easy for the drivers to coordinate delivery for a later time.



Results

The solution worked well for the delivery company. During the first month of the program, the number of customers who were home at the time of the first delivery attempt increased from 67% to 91%.

Through driver-initiated messaging, they were able to reduce the expected time frame for delivery from 3-hour time windows to 1 hour. This significantly improved customer satisfaction.

The company is now looking into using chatbots to take orders, which will increase their value to the retailers they work with and help facilitate company growth.



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.