

How Locus helped Blue Dart reduce order cycle times with sorting automation



BLUE DART

CONTEXT

Blue Dart Express is South Asia's premier courier and integrated express package distribution company with an extensive network covering 35,000+ locations and 220+ countries.



CHALLENGES FACED BY THE CLIENT

As Blue Dart expanded services, their conventionally accepted and implemented manual shipment sorting and processing became error-prone and time-consuming. It resulted in inefficiencies in on-ground operations, leaving no buffers for seasonal volume variations.

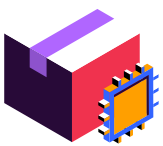
Blue Dart partnered with Locus to address challenges at last mile delivery hubs through automated shipment sorting –

Increased human dependence during shipment processing

Increasing overhead costs due to overutilization of resources

Negative impact on delivery efficiencies and SLA compliance

LOCUS SOLUTION



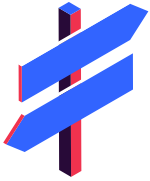
Parcel Sorting

Locus’ automated parcel sorting module uses intelligent algorithms to minimize human dependency in shipment sorting. With Locus, Blue Dart automated their entire sorting process, resulting in increased operational efficiencies and reduced sorting time.



Geocoding

Locus’ proprietary geocoding engine enabled dispatchers at Blue Dart to convert even the most poorly written addresses into precise coordinates. This improved delivery accuracy & reduced hours spent on manual address verification.



Automated Route Allocation

The Parcel Sorting module also prints routes on every shipment and intelligently allocates each shipment to the most optimal route and best-suited driver.

Blue Dart's delivery executives quickly adapted to automated pre-sorted packages, improving on-ground resource efficiency, reducing sorting time & increased on-time dispatch rates.

Impact

60%

of sorting time saved

70%

decrease in the number of sorting personnel

95%

route mapping accuracy achieved



Accurate detection of misrouted shipments for proactive escalation management