

# How Locus helped a leading fashion e-commerce retailer channel growth with superior customer experience in last mile fulfillment



## IMPACT

**>60%**

less  
time spent in sorting

**99%**

address  
accuracy achieved

**100%**

digitization  
of POD Process

**100%**

visibility of order  
fulfillment from start to finish



## CHALLENGES FACED BY THE CLIENT

In the increasingly competitive apparel space, customer experience has become a key differentiator. A leading Indian fashion e-commerce brand partnered with Locus to enhance last-mile operational efficiencies and provide superior customer experiences by addressing these challenges:

Poor SLA adherence due to lack of visibility of on-ground activity

Longer fulfillment cycles due to dependence on human intelligence and manual sorting methods

High overheads and delivery re-attempts due to manual, error-prone planning with poor resource utilization

## LOCUS SOLUTION



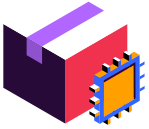
### Route Optimization

The Locus Route Planning module manages and schedules orders based on 180+ real-world and business constraints. The Locus Dispatch Management Platform helped the e-commerce brand generate optimal routes that account for transit time, route restrictions & transaction time for every vendor visit resulting in on-time visits & high SLA adherence.



### Geocoding

Locus' proprietary geocoding engine provides precise coordinates for even the fuzziest addresses. The dispatchers were able to map the address geocodes to optimal delivery routes, reducing the dependency on driver know-how. It resulted in faster deliveries & higher first attempt completion rates.



**Automated Sorting**

Using the Locus Parcel Sorting module, dispatchers could seamlessly print route information on shipping labels of parcels, simplifying the sorting process and resulting in more efficient deliveries.



**Tracking and Insights**

Locus Control Tower provides customers end-to-end visibility of fleet operations at all times while tracking dispatch and routing data for insights and analytics. Dispatchers used Locus' intuitive, live dashboard to monitor deliveries and proactively intervene in case of ETA delays & route deviations through real-time notifications and predictive alerts.

**Impact**



End-to-end visibility of order fulfillment with automated decision-making for pick-up and returns



Higher task completion rate with drivers spending more time on the field, leading to less cancellations and minimal SLA breaches



address accuracy achieved



less time spent in sorting at each delivery center



Enhanced customer experience provided by Digitized Proof of Delivery (POD) at the pick-up/return locations