

# Bigbasket achieved 99.5% on-time delivery for 10mn+ customers



## CONTEXT

Bigbasket has operations in 25+ cities and over 15,000+ products on their platform. With a customer base of over 10 million, it sells fresh fruits, vegetables, meat, dairy, groceries, personal care and household items.

863km

Distance travelled  
(before Locus)

741km

Distance travelled  
(after Locus)

14.28%

Savings in  
distance travelled



### CHALLENGES FACED BY THE CLIENT

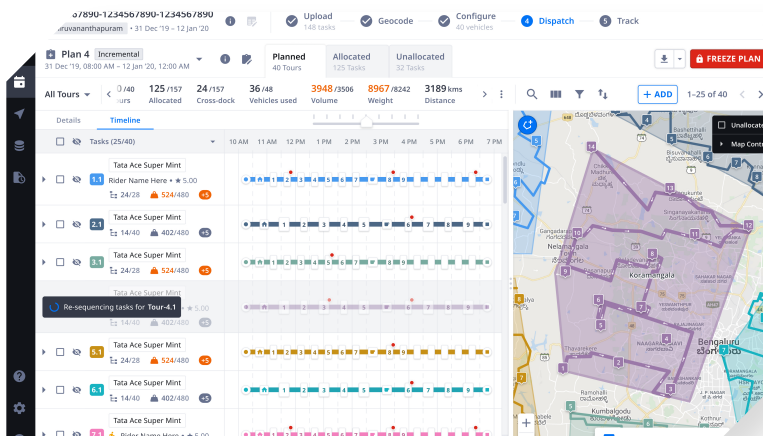
With the express delivery, next day delivery and even time-slot specific bookings, customers have various ways in which they can shop for groceries online on bigbasket.

With the growing needs of the customers, it has become important to service the customers in the time that has been promised to them. The nature of the product also adds to bigbasket’s delivery complexities especially for the

perishable food items. The cost of the dissatisfied customer is huge as this has a direct impact on business and revenue lost. With the emergence of several players in the grocery market, the only key distinguisher is customer happiness and high standards in product quality.

The small window between the order and the delivery time also dictates a very short planning time for shipments that is extremely difficult to manage using manual planning processes.

### LOCUS SOLUTION



Locus provided a comprehensive route optimization and tracking solution to bigbasket. Locus Dispatcher, the algorithmic route optimization officer generates optimized routes using AI, thereby enabling the riders to deliver more with less time. Thus, resulting in increased rider efficiency and better compliance. Locus MotionTrack, provided real-time tracking, insights & analytics.



### **Optimal Delivery Route Generation**

Locus Dispatcher uses proprietary geocoding engine to provide optimized and dynamic routes based on business parameters. It creates the most comprehensive and optimal route plans that are data-driven and not intuition based. Most orders of bigbasket are routed such that customer SLAs and expectations are met.

Locus creates dynamic clusters ensuring minimum overlap. It suggests the best fleet combination to enhance the capacity utilisation considering historic traffic data, weight & volumes parameters, customer time slot preference & other business constraints. Optimized routes resulted in On-time delivery and 99.5% SLA adherence that lead to the enhanced customer experience.



### **Real-time ETAs**

Real-time re - routing and dynamic ETA calculations using the interactive and intuitive dashboard.

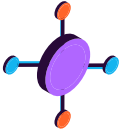


### **Tracking and Analytics**

Live monitoring of entire operations helps in comparing planned routes against executed routes and inspecting the compliance rates. Reports for top management are generated based on this data. The reports help identify the top performing and laggard business units and resources. The senior management can look at the performance on various metrics and take further actions.



Bigbasket's transacting customers could now track his orders live on his device. The senior management has a hawk-eye view of on-ground operations for real-time tracking of fleet & workforce management on a custom dashboard.



**Digitization leading to the streamlining of processes.**



**On-time delivery for 10 million+ customers**

## Impact

**99.5%**

SLA Adherence



Increase in average number of order deliveries per rider



Increased vehicle space utilization