

33% Faster Deliveries for a Canadian Grocery Brand with Locus Agentic TMS



33%
faster deliveries

15%
lower fulfillment costs

25%
less time on manual shipping tasks

10-20X
faster customer support resolution

Company Profile

A leading Canadian grocery brand delivers fresh, perishable food, from weekly meal kits to grocery essentials, to homes in more than 30 cities. Every order races a freshness clock, moving through a national fulfillment network and into the hands of contracted 3PL carriers. As volumes grew, the manual coordination holding that carrier network together became the ceiling on both speed and cost.



Industry:
Retail, Grocery



Geography:
Canada, 30+ cities



Scale:
Multiple contracted 3PL carriers

THE CHALLENGE

Shipping ran on manual coordination across disconnected carrier portals. Three problems capped speed and inflated cost:

Shipments were created manually, portal by portal.

Warehouse associates spent hours every day logging into each carrier's website to create orders and generate labels, one at a time. For perishable food, every hour of data entry was freshness lost in transit.

Once a shipment left the dock, no one could see it.

Status was scattered across carrier portals, so support hunted for updates ticket by ticket. With no alerting for delays, the first signal of a late order was usually the customer, after the freshness window had closed.

Carrier choice was a manual judgment call.

The team checked each order against carrier serviceability sheets by line, validating addresses manually, then compared rates and ETAs order by order. The logic lived in planners' heads, never in a system.

Net Impact

More orders meant more manual work, so growth pushed costs up and slowed delivery, instead of improving either.

THE SOLUTION

Locus deployed its TMS agents as the decisioning layer. The order systems stay the system of record; Locus TMS runs as the system of execution, with the Orchestrator Agent coordinating end-to-end. Three structural shifts:

Order and label creation runs autonomously.

The Hub Agent runs outbound readiness and carrier handoff as one chain of custody, creating the order and label the moment a shipment is ready, no carrier portal touched.

Carrier selection became an autonomous decision.

For every order, the Carrier Agent compares live rates, SLAs, ETAs, and serviceability, validates the address, and picks the best carrier on the brand's policies, learning from every delivery and drawing on 1,000+ pre-integrated carriers to grow the roster without new integration work.

One screen, with delays that announce themselves.

The Customer Agent tracks every shipment to its delivery promise: live status, audit history, proof of delivery, and a branded tracking page. Real-time SLA alerts fire, and six governance mechanisms keep every decision accountable, including human-in-the-loop.

THE RESULTS

33% faster deliveries

Orchestration replaced manual coordination across the same carrier network, compressing the time from order-ready to delivered.

15% lower fulfillment costs

The best-rate carrier is autonomously selected on every order, instead of manual rate-and-ETA comparison.

25% less time on manual work

Order creation, carrier lookups, and status checks left the team's day, freeing people for exceptions and policy.

10% more frequent orders

Faster, more reliable delivery brought customers back sooner, lifting how often they ordered.