

Leading ASEAN Apparel Retailer Cuts Carrier Onboarding Time by 97% with Locus Agentic TMS



3 months to 3 days

New-carrier activation

40%+

Drop in WISMO and returns queries

99%+

Delivery SLA

<500ms

Carrier label generation

Company Profile

A leading ASEAN apparel retailer runs a large store network alongside a global e-commerce business. Its last-mile delivery runs almost entirely through carriers, each with its own systems, rates, and service areas. As the retailer moved market by market onto its own warehouse management system, it needed one transportation layer that could go live alongside it.



Industry:
Retail, Apparel and fashion



Geography:
ASEAN, with a network spanning worldwide.



Scale:
Multi-market, multi-carrier last mile.

THE CHALLENGE

Four constraints capped how fast the business could move:

Carrier onboarding took over three months.

Each new carrier was a full engineering project. A new market had to wait out the build before the business could serve it.

No delivery date customers could trust.

Without a date computed across the carrier mix, the storefront showed only a rough lead time, driving hundreds of thousands of delivery and returns complaints in a single half-year.

Brand-grade delivery could not be enforced.

Across dozens of carriers and many markets, the experience a customer received depended on which carrier handled the parcel and where.

No single source of truth for shipments.

Every carrier reported delivery events in its own status codes, so operations tracked shipments carrier by carrier and internal systems never saw a common status.

THE SOLUTION

Four structural shifts, built market by market with the retailer's team:



New carriers go live in days, with no engineering project behind them.

Locus allocates every shipment on serviceability and the retailer's hard rules, then selects on the mix the retailer sets: cost, speed, or performance. Labels and shipments are created at packing.



One source of truth across every carrier.

Every carrier's status is harmonised into one standard set and synced back to the retailer's OMS and WMS, giving the operations team control tower visibility across every last-mile shipment.



An accurate delivery date at checkout.

A network-aware delivery date is computed across the carrier mix, so the storefront shows a date the operation can hold. Owned-fleet drivers run sequenced routes through the Locus mobile app.



One delivery experience in every market.

Every shipment and return is tracked to its promise on the retailer's website, with real-time alerts when an SLA slips. Six governance mechanisms hold every autonomous decision, from explainability to human-in-the-loop override.

THE RESULTS

97%

Faster carrier onboarding

Adding a carrier left the engineering queue entirely. The business makes the call, and the carrier runs without a development cycle behind it, on a network of 1,000+ pre-integrated carriers.

40%+

Fewer WISMO and returns queries

An accurate date at checkout and a single tracking view across every carrier removed most of the reasons a customer had to contact support at all.

99%+

Delivery SLA

Carrier selection runs on live serviceability, cost, and performance rules. Every parcel routes to the partner most likely to hold the promise the customer was given.

<500ms

Carrier label generation

Labels generate in the retailer's unified global format at packing, so warehouse throughput no longer waits on a carrier portal or a manual step.