

Siam Makro Cuts Dispatch Planning Time by 66% with Locus TMS



72%
 reduction in geocoding drift

66%
 faster planning cycles

24%
 fleet efficiency improvement

6 months
 Nationwide rollout

Company Profile

Siam Makro is one of Thailand's largest wholesale retailers, operating more than 160 stores nationwide. The company serves both B2B and B2C customers with a distribution network that has grown from 500 trucks to over 4,000 in recent years. That growth put enormous pressure on last-mile operations that were not built to scale.



Industry:
 Wholesale & Retail



Geography:
 Thailand



Scale:
 160+ stores, 4,000+ trucks

THE CHALLENGE

Siam Makro's last-mile operation hadn't kept up with its growth. Three problems compounded each other:

Zero visibility into delivery execution

Operations had no real-time tracking or SLA monitoring, so breaches surfaced only through customer complaints

Inaccurate geocoding degraded route quality

Average location drift of 2.25 km meant drivers regularly arrived at the wrong spot, inflating distances and fuel costs.

Manual planning consumed 6 hours per store, per day

Planning 160+ stores manually required a massive headcount and left no room for mid-day re-optimization.

Net Impact

Underutilized fleet, rising costs, and an ops team spending more time planning than running the network.

"We needed a partner who could scale with our growth, and Locus delivered. We grew from 500 to 4,000 trucks, while Locus enabled a nationwide rollout in just six months and boosted fleet efficiency by 24%."

Sarun Pipattanapongsopon

Associate Director,
 Last-Mile Logistics
 & Supply Chain
 Transformation
 Siam Makro



THE SOLUTION

Locus deployed three capabilities mapped directly to Makro's problems:

Track and trace across the full delivery lifecycle

Real-time tracking, SLA monitoring, and exception alerts replaced the reactive "find out when the customer calls" model.

Geocoder with location learning

Locus converted textual addresses into precise coordinates and improved accuracy over time by learning from every delivery.

Automated order management and dispatch planning

Constraint-aware automation replaced manual 6-hour cycles, accounting for vehicle capacity, time windows, and driver availability.

THE RESULTS

100% tracking and visibility into the delivery operation

Every shipment tracked end-to-end, shifting the team from reactive firefighting to proactive exception management.

72% reduction in geocoding drift

Average drift fell from 2.25 km to 0.62 km, making routes shorter and eliminating wasted driver search time.

66% faster planning cycles

Planning dropped from 6 hours to 2 hours per store across all 160+ locations.

24% improvement in fleet efficiency

Better geocoding, tighter routes, and smarter dispatch combined to reduce per-delivery cost by nearly a quarter.

6 months Nationwide rollout

Full deployment scaled across Makro's entire network in half a year, with the platform now live in four more countries.