

CASE STUDY: ECOMMERCE TRACKING FOR A NATIONAL POST & PARCEL PROVIDER

Unlike most standard cargo shipments, each ecommerce shipment is highly valued by its customer as it is a unique and one-time purchase. It is therefore crucial for ecommerce merchants to provide their customers with the best possible service, for example by informing the customer, in advance, of potential issues or delays with their shipment.

CUSTOMER QUICK STATS

National post & parcel provider handling 100s of millions of parcels yearly

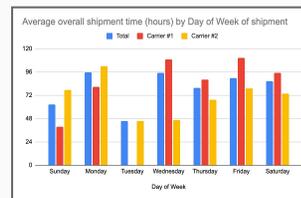
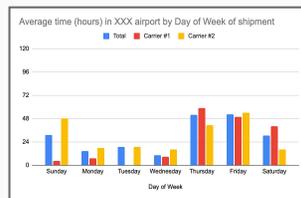
THE ISSUE

This postal operator's ecommerce package delivery is highly challenged by traditional courier companies mainly due to trust issues, lack of visibility throughout the logistical process, and inability to provide a response in cases of errors or delays.

THE SOLUTION

Seeking innovation partners with proven technologies this postal operator selected shipit.to for a pilot for continuous, real-time tracking of bulk ecommerce shipments from international vendors to the local distribution center.

The result? Detecting unusual shipping patterns, identifying bottlenecks, and providing immediate alerts for exceptions enable this customer to improve their bulk ecommerce delivery times and be proactive in handling exceptions in the shipping process.



SHIPIT.TO TECHNOLOGY EMPLOYED

Shipit.to SIT1002 IoT Trackers
Shipit.to White Label Web Portal
Shipit.to White Label Mobile Apps

RESULTS

- ⌋ Out of all shipments tracked:
 - 3.8% were found to be delivered to the wrong terminal at the destination airport which resulted in 2-4 days delay in the final delivery
 - 3.7% were found to be using land transport instead of aerial transport without the carrier notifying the customer, which resulted in longer delivery times
 - 9.5% were found to be out for delivery at unusual times of day, which violates the company's procedures & insurance policies
- ⌋ Delivery bottlenecks at airport identified
- ⌋ 99% alert accuracy

IMPACT

- ⌋ Created a competitive advantage through an innovative service
- ⌋ Created a potential for additional revenues
- ⌋ Improved public image by providing an innovative technological service to customers
- ⌋ Improved operational processes by creating management and control tools
- ⌋ Full real time control of packages internationally or domestically