

# DRIVING EXCEPTIONAL CUSTOMER EXPERIENCE FOR A TOP RETAIL OUTLET WITH LOGINEXT'S COMPARTMENT PLANNING



# About the Retail Industry

Being a sector that involves the sales of consumer goods to the end customers, the retail industry is highly diverse with its product line. Fulfilling the customer needs in the retail industry requires taking care of various activities, such as the movement of products, inventory management, warehousing, and order fulfillment. While supply chain management, warehouse management, inventory, transportation and last mile delivery are the key components of a retail store, making all of them efficient needs a powerful logistics solution with a blend of technology which ultimately results in satisfied customers.

## About the Client

Being one of the top retail stores delivering through their website and mobile app, the client has been serving customers for years with a variety of products. They differentiate themselves from their competition by offering the best value for money with product line-ups ranging from kitchen essentials to personal use items at their various outlets.

Their customer base includes diverse income groups looking for a one-stop platform for all their requirements. They sustain their product line and value differentiation by channeling their logistics wing in to action with an increased focus on customer satisfaction. Focusing on gaining more customers for their product line, the client is embracing technological revolution for smoother operations.



# Problem Statement

While efficient route planning can help in cost saving for the retail enterprise, there are various other set of challenges that need to be addressed. While we talk about the retail industry, enterprises deal with a plethora of items including multiple properties like specific weight, size, temperature control and more. To ship these items from one destination to another can be a daunting task without a proper planning. The major challenges included:



**Overloading and underloading of trucks due to lack of transparency**



**Confusion in transporting multiple categories of goods at once**



**Manual allocation of orders due to lack of automation**



**Increased time required in processing shipments and risk of human errors**



**Unsatisfied customers mismanagement of time, money and resources**



# LogiNext's Solution: Enhanced Customer Experience with Compartment Planning

Customer is the king for every business. When it comes to retail industry, every business is competing to build a loyal customer base. Ensuring that the customers are satisfied while they place every order, no matter big or small, the retail stores always need to be on their toes to entertain these orders. Making mistakes like delayed deliveries or shipping products that aren't upto the mark in quality can result in the loss of a customer.

Here's when LogiNext's compartment planning offered a helping hand to the retail client with their packing optimization and compartment planning for their trucks. The planning is done on the basis of various major factors like dimensions, weight, temperature control and nature of the product.

## Here's how LogiNext helped the client



**Associating crates to various compartments for transporting a variety of products**



**Smart allocation of orders with specific requirements**



**Prevent overloading and underloading of trucks with automated systems**



**Cost saving by reducing the requirement of multiple trucks for deliveries**



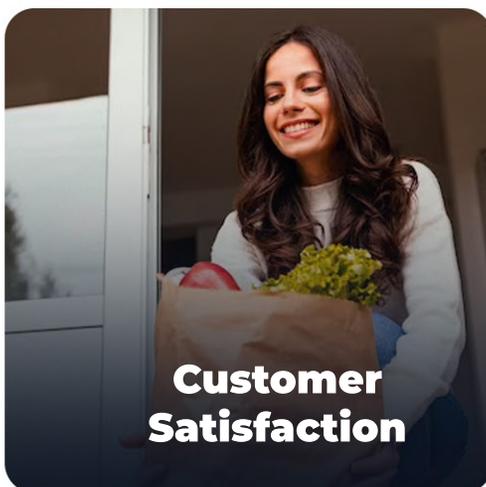
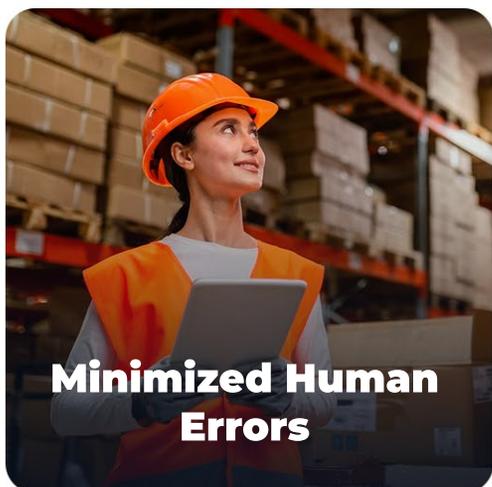
**Faster replenishment of racks at retail outlets**



**Smoother and faster deliveries while eliminating the scope of manual errors**



# Final Outcome



**LOGINEXT** Deliver Smart. Deliver Fast.

## Conclusion

By addressing the challenges faced by the retail client, LogiNext offered a solution that helps streamline operations, reduce costs, and enhance customer satisfaction. Introducing the compartment planning system to the retail client has significantly improved their sales numbers and customer loyalty as people are happy shopping for all their needs and demands under the same roof all at once.

With LogiNext's compartment planning system, the client can conveniently manage their orders smoothly and their customers can order various products like kitchen essentials, frozen food and more together without the worry of them getting spoiled.



# About LogiNext

LogiNext is a global technology firm that offers a SaaS based Delivery Automation Platform. The software helps brands across Food & Beverage, Courier, Express and Parcel, eCommerce & Retail and Transportation (3PLs, 4PLs, etc.) to digitize, optimize and automate deliveries across the supply chain.

Growing at an average rate of 120% YoY, LogiNext has 200+ enterprise clients in 50+ countries with headquarters in New York and regional offices in Mumbai, Jakarta, Delhi and Dubai.

The logistics technology firm is backed with \$49.5 million across three rounds of private equity investments by Tiger Global Management, Steadview Capital and Alibaba Group of companies.

Founded in: 2015

Headquarters: New Jersey, USA

Founder & Chief Executive Officer: Dhruvil Sanghvi

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