

HOW THIS NORTH AMERICAN SUPERMARKET CHAIN REDUCED GHG EMISSIONS BY AUTOMATING OPERATIONS



About The Customer

The customer is an American supermarket chain headquartered in Pennsylvania with more than 450 stores in different formats (supermarkets and smaller/express store formats). The company charges a \$9.95 fee for home deliveries and also offers free curbside pickups. To improve on the unit economics for home deliveries, the company was exploring automating logistics to reduce operations costs and improve customer experience.

Problem Statement:

Same day delivery is a challenge - Being completely manual in their operations, it was difficult to ensure a fast turnaround on orders and also find drivers to deliver orders on the same day.

Hot and cold items to be delivered together - Handling and delivering goods with varying temperature requirements meant increasing the number of trips to carry goods separately, resulting in capacity wastage and high fuel bills impacting the company's bottom line.

Delivery driver management - Being a manual process, there was no proper analytics and reporting system to track driver availability and performance. As such this often resulted in delays in delivery



Manual Processes



Multiple Trips For Single Delivery



High Carbon Footprint



Lack of Visibility



Solution

The customer realized the above problems posed major challenges to their growth, and they were losing market share rapidly. They started exploring solutions to automate their processes while focusing on bettering the overall customer experience.

Below were their top priorities:

1. Automating order to delivery process
2. Improve customer experience by providing them flexible delivery schedule
3. Automated Driver Management
4. Reporting & Analytics

After extensive evaluation, they chose LogiNext as their preferred platform to achieve their goals. With LogiNext, they could:



Easy Integration



**Auto Allocation
of Orders**



**Multi compartment
Vehicle Configurability**



**Advanced Route
Optimization**



22%↓

**Reduction in
GHG emissions**



13%

**Less Fuel
Utilization**



4.7

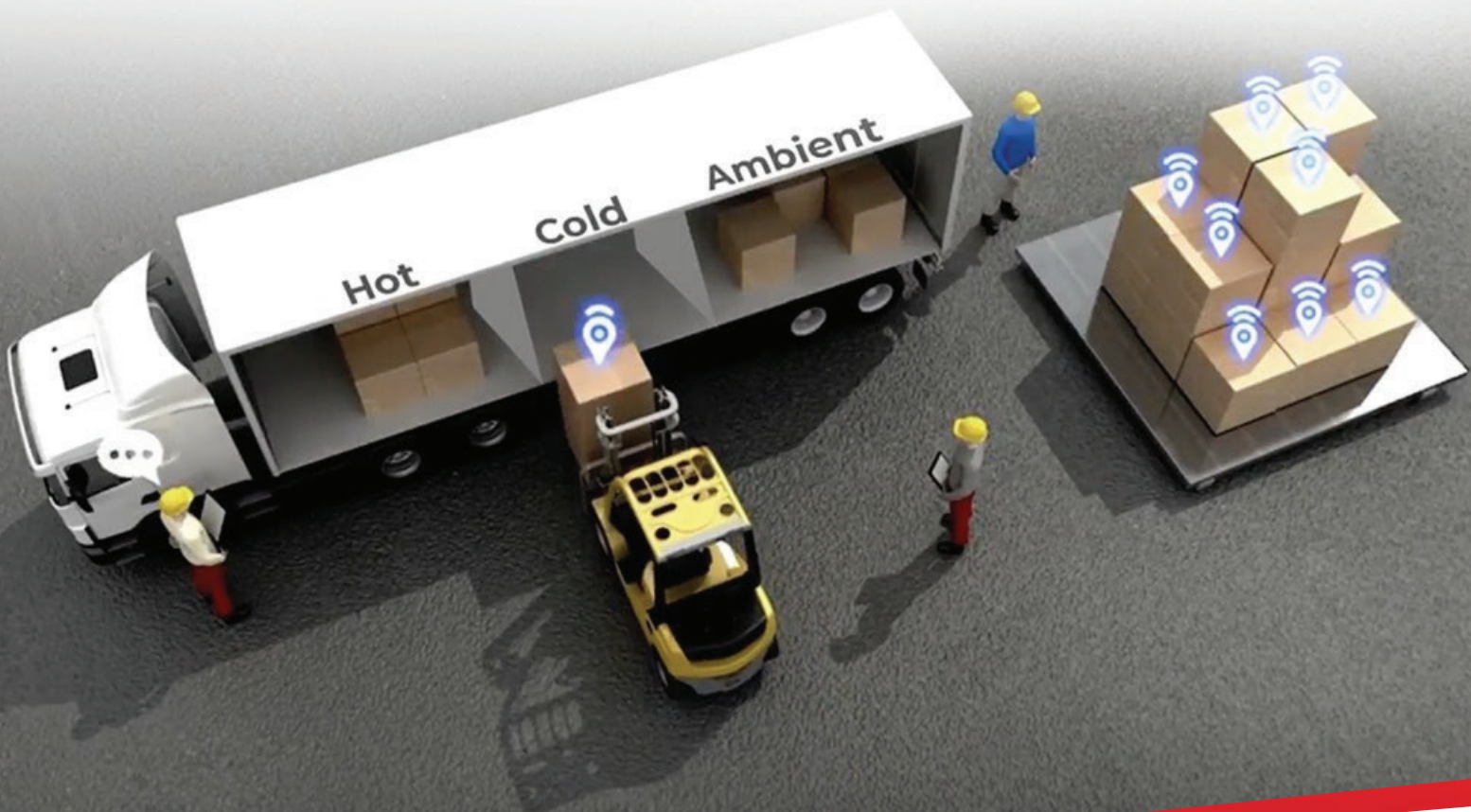
**Star End
customer**

“

We've always believed in the power of technology and after a lot of looking around, we decided to go with LogiNext because of some of its unique offerings. Advanced route optimization along with features like compartment configuration suited our use case perfectly to improve our home deliveries. A great byproduct was the fact that we were significantly able to cut down our GHG emissions as well

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CSCO at the Supermarket Chain



Feature Deep Dive

Driver Tracking- The drivers with help of a driver app, were offered “eco-driving” routes for getting the best fuel efficiency. These routes helped drivers to drive with smooth acceleration and “safe driving” practices that helped reduce road mishaps and help improve driver health. The AI-enabled order auto allocation feature allowed drivers closer to the pick-up points to be assigned the orders bolstering its same-day deliveries.

Compartment Configuration- We helped our client with the loading and unloading of products that were required to be stored at different temperatures. This allowed the client to have an efficient route plan for their multi-compartment vehicle and reduce the logistics costs for deliveries since it reduced the number of trips per day.

Carrier Integration- As more carriers are available for deliveries, the greater the potential for reduced carbon emissions. This also helped the company with same-day and instant deliveries, which serviced an entire neighborhood, reducing the number of vehicles per route and hence reducing carbon emissions by 22%.

Route Optimization- We offered the client an all mile solution, which also helped improve the efficiency of secondary distribution routes. Geocoding further helped ensure consistent deliveries and improve delivery time. As the wait time was minimized, which helped optimize fuel consumption and reduce the GHG emission.

Batching of Orders- One of the biggest results of optimization and planning is that there is a possibility for orders to get batched together while delivering. Where two delivery drivers would deliver, if an order gets batched/clubbed, only one driver would be required. This is a straight 100% reduction in carbon footprint.

Crate Optimization- One of the unique features we had crafted to ensure maximum utilization of vehicle capacity was crate optimization. This helped the company to organize bottles, cans, and other carrying items in a specific-sized pallet. This helped in maximum space utilization, leading to fewer trips per day.

Efficient Returns: Programming the system in such a way that drivers can collect return orders on their journey back to the warehouse can lead to better returns. The entire reverse logistics has to be designed into the process and it's a big piece when it comes to making operations more sustainable.

LogiNext's GHG Emissions Calculator For Enterprises

To get a sense of the potential savings in GHG emissions, the LogiNext sustainability calculator is a simple tool. An enterprise can put in the number of vehicles that'd be using the LogiNext solution and the average distance traveled by a vehicle in a day as input. And the output will give the potential savings in GHG emissions due to the efficiency brought in by the delivery operations.

GHG Emission Calculator for Enterprises (by LogiNext)

Fleet Size (Number of vehicles) ⓘ

Enter your number:

Average Daily Distance Travelled Per Vehicle (miles) ⓘ

Enter your number:

Annual Distance Travelled Per Year (in miles)

7665000

Reduction in GHG emissions (in tons)





210000

 [TRY THE INTERACTIVE SUSTAINABILITY CALCULATOR](#)



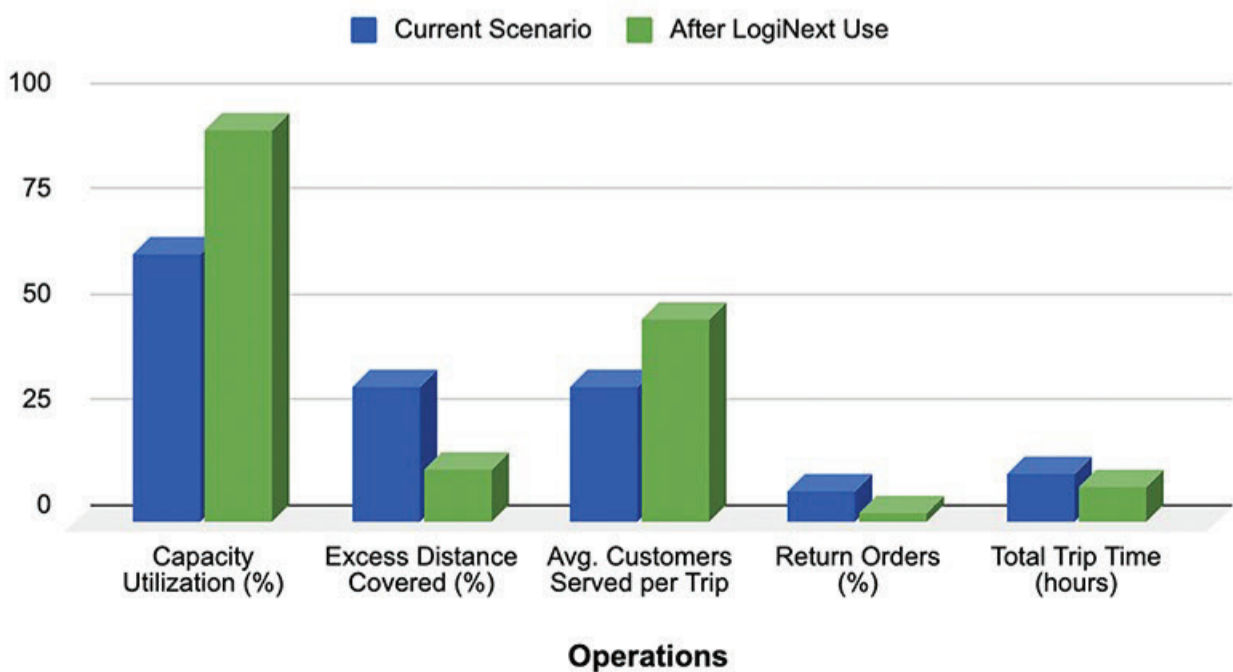
Conclusion

Implementing LogiNext's SaaS platform, this North American Supermarket chain was able to create a positive impact on the environment by reducing 2.1 million tons of GHG emissions and in the process, also delivering a superior end-customer experience.

-  **300 vehicles operational in 20+ pilot stores**
-  **70 miles: Daily distance traveled by a vehicle**
-  **2.1 million GHG emissions were reduced annually**
-  **Near 5 star rating for customer experience**

OPERATIONS	CURRENT SCENARIO	AFTER LOGINEXT USE	IMPROVEMENT (%)
Capacity Utilization (%)	63.8	92.9	45.7
Excess Distance Covered (%)	32.4	12.4	61.7
Avg. Customers Served per Trip	32	48	50
Return Orders (%)	7.3	2.4	67.1
Total Trip Time (hours)	11.8	8.7	26.3

Sustainable Operations



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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