

Case Study

A premier American cabinet manufacturer improves its **delivery success rate to 73%** with FarEye

Introduction

Having been a premier manufacturer in North America for **over 70 years**, this company specializes in a diverse array of high-quality cabinetry products for kitchens, bathrooms, and beyond. With an exclusive product range featuring chic-styled designs backed by innovation and sustainable practices, they have positioned themselves at the forefront of North America's residential cabinet industry.



Impact

73% Increase in Delivery Success Rate

+34 Increase in Customer NPS Points

16% Rise in OTIF Performance

Challenges

This well-renowned manufacturer in the American region was facing multiple operational and customer-facing challenges that needed to be resolved to position itself as a leader.



Lack of Shipment Visibility

Customers had to contact the support desk for shipment status updates as there was no information to track shipments.

Missing Delivery Slot Preference

Customers did not have the option to book their preferred delivery slots for their orders at checkout.

High Partial Deliveries

The majority of customer orders were not fulfilled on the first attempt due to a high rate of partial deliveries caused by a poor order dispatching process.

Low NPS

There was no customer survey or feedback option to capture the delivery experience.

The FarEye Solution

With the help of FarEye, MasterBrand could commit to delivering great customer experiences by acknowledging its operational issues and providing a solution that improved customer satisfaction and achieved higher operational efficiency.

- Reduction in WISMO**
86% orders had successful status updates and real-time order visibility to customers which directly reduced WISMO inquiries.
- Customer Controlled Scheduling**
 More than **55% of orders** have been successfully scheduled by customers according to their preferred time slots.
- Higher OTIF**
16% rise in OTIF percentage by using optimized routing and dynamic delivery scheduling options.
- Improved NPS**
34 Points Increase in Customer NPS by acting on feedback captured through the survey link.
- Exception Management**
 By integrating with carriers, FarEye's automatic scheduling and visibility system has enabled an exception management framework in the operational workflow, **reducing manual intervention by 50%**.



First Choice for Last Mile

About FarEye

We are a last-mile technology partner for companies obsessed with delivery experience for their customers. Our vision is to ensure every delivery in the world reaches its destination every time, on time, accurately, efficiently, and as sustainably as possible.

FarEye's AI-powered platform turns deliveries into a competitive advantage. Carriers & Shippers use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies, sustainably. FarEye has 150+ customers across 30 countries and six offices globally.