

Africa's leading retailer achieves phenomenal growth in volume & reduces time to deliver by 15% with FarEye

Introduction

Africa's second-largest retail group with leading shares in the general merchandise, liquor, home improvement, and wholesale food markets. The leading retailer operates on key foundations of high volume, low cost, and operational excellence.



Impact

15% Reduction in time to Deliver

+15 Increase in Customer NPS Points

5% Increase in FADR

Challenges

Before using FarEye, the retailer needed to streamline its carrier management process due to a lack of order tracking visibility and faced challenges integrating with third-party network partners.



Unorganized Carrier Orchestration

Poor integration with multiple carriers increased the cost, disrupted services, and hampered visibility, causing inefficiencies.

Integration Issues with Networking Partners

Undefined integration timelines and carrier onboarding led to scalability issues and prolonged onboarding processes.

Lack of Shipment Visibility

Lack of timely updates and missing track & trace options led to increased customer dissatisfaction and an increase in WISMO inquiries.

Low NPS score

Lack of timely updates led to limited shipment awareness, poor customer experience, and declining brand loyalty.

The FarEye Solution

FarEye successfully implemented a streamlined carrier integration methodology, which helped to optimize the retailer's shipping processes. An improvement in first-attempt delivery rate (FADR), enhanced shipment and tracking visibility, reduction in WISMO calls, and accurate load distribution yielded a cost reduction of approx—3% per delivery during a 100% growth in shipment volumes Year-on-Year.



Multi-carrier parcel management solution

Seamless and quick carrier onboarding, automated rate shopping, and carrier performance monitoring ensured optimal delivery selection and performance for every shipment.



Advanced KPI insights

Achieved industry-leading first-time delivery rates within the region with exception management alerts for timely corrective actions and deeper insights into shipment events and KPI metrics.

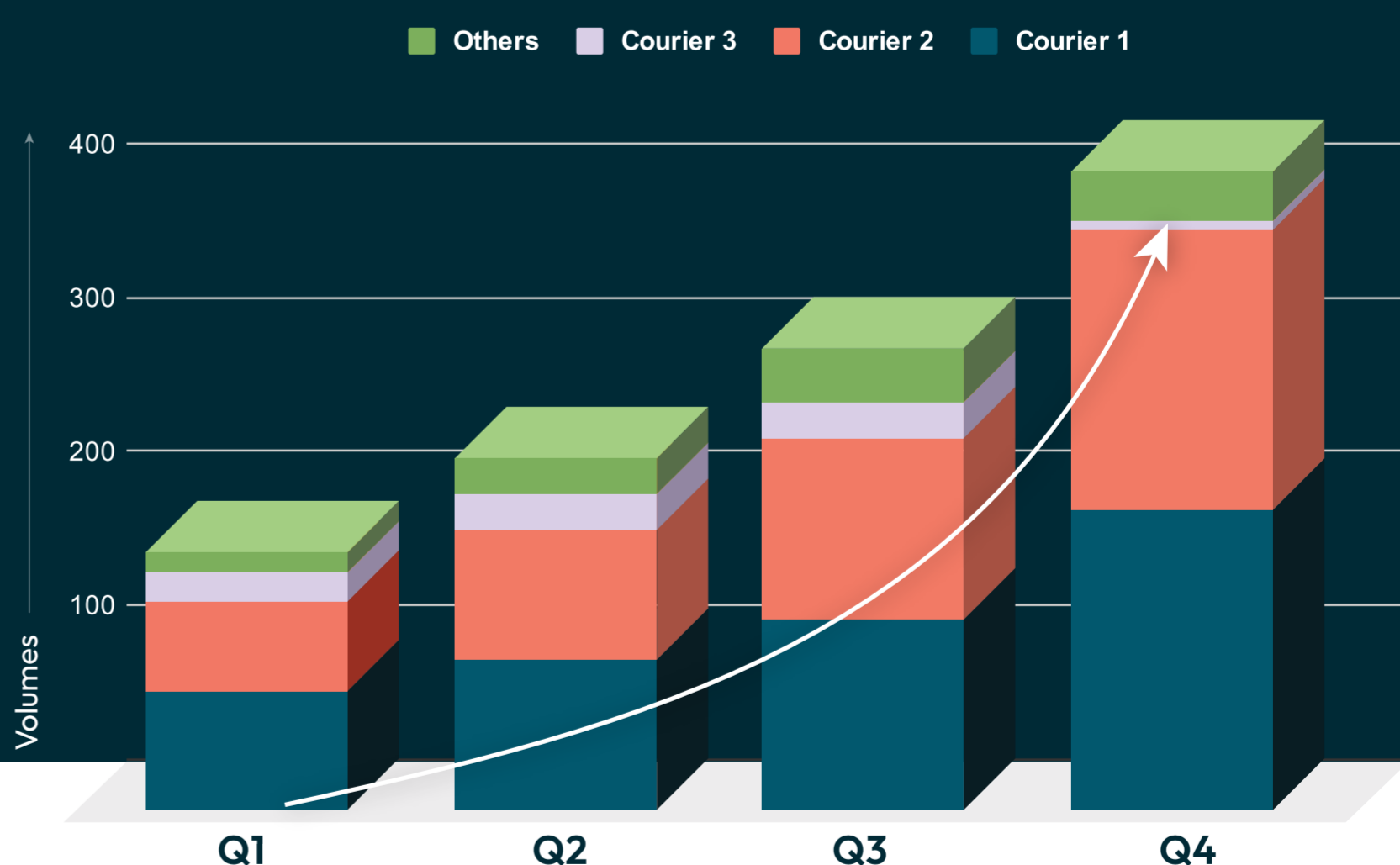


Order-to-door parcel visibility

Delivered a fully branded tracking experience with milestone-based events, and optimized carrier load balancing for cost savings.

While the delivery volume doubled, FarEye enabled the retail giant to reduce its per-delivery cost while **improving its customer NPS by 15 points**. FarEye's MCPMS solution helped the retailer to **identify its top courier partners** and managed to **distribute its increasing order volumes** effectively between those who were delivering the largest loads for the company.

Total Volumes vs Courier Distribution



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.