FETCHH

CABOUTU
Real food, real results

CASE STUDY: CABOUTU

THE NEED

A popular soups, salads, smoothies and probiotic drink supplier pan-India, Caboutu was scouting for practical solutions to tackle both delivery obstacles while keeping delivery expenses low. All prepared, ready to eat/drink food products are expected to be delivered in record time. Customers without exception do not like delayed deliveries, or interminable waits or constant calls to track delivery status. This is the age of the millennials and Gen Z with shrinking attention spans and higher expectations from brands/products.

The challenge was to come up with a solution that is not just efficient but affordable. Very rarely would a customer be willing to spend more for fresh juice or salads which can also be procured elsewhere.

THE PREPARATION

At Fetchh, our analysts compiled data on the rates of the product, and the average cost per delivery of the minimum order value. Reviews were solicited from repeat customers of Caboutu, and care was taken to ensure that mapping was not restricted to one area. The preferences of customers were considered – the time taken for delivery of product from the time it was ordered. The desire of customers regarding notifications were also rated – ETA, special delivery choices and timed deliveries.
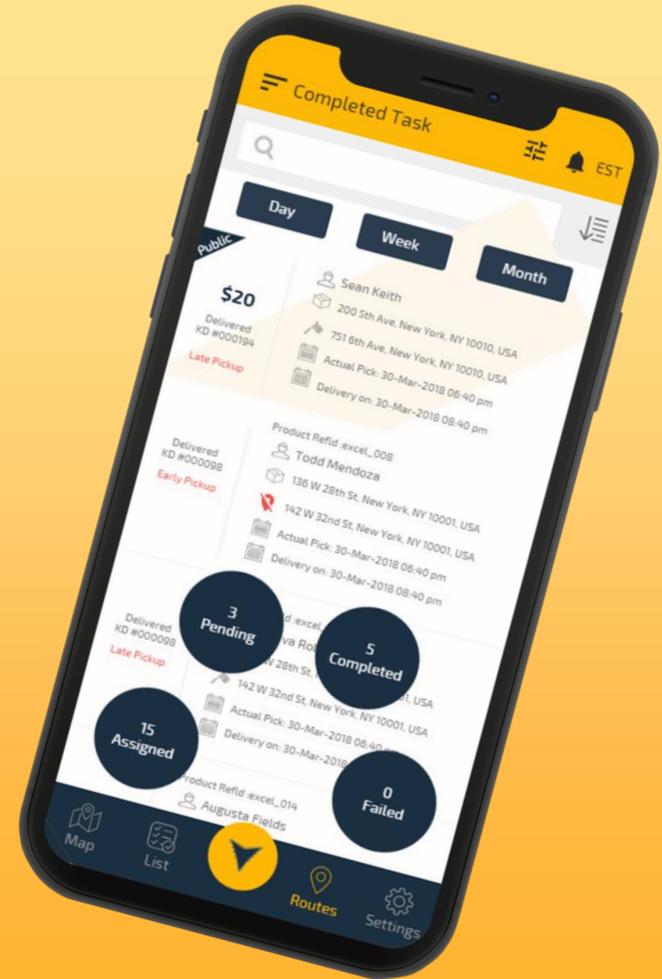
THE OBSERVATIONS

- [x] Minimum order value inclusive of delivery costs needed to be reined in to prevent competitors from gaining a pricing advantage.

- [x] All deliveries were local in nature, restricted to city limits.

- [x] Very limited number of logistics partners were willing to partner at desired costs.

- [x] Freelancer mode of delivery was identified as most suited.

- [x] The timings offered a distinct advantage to freelancers.

- [x] Route planning through intelligent delivery scheduling was necessary to bring down costs. per delivery and time taken to deliver.

- [x] Timed deliveries offered multiple options to automatically plan and schedule routes.

THE SOLUTION

The Fetchh platform was customised to deliver an effective solution. The aim was manifold :

Shorten delivery times for regular orders.

Make full use of timed deliveries to plan routes better and cut costs.

Rely on geo-locations of Freelancers to automatically send notifications.

Keep customer informed, either through on-demand updates, or event driven updates.

Help Caboutu manage Freelancers better with options that eliminated delayed deliveries.

Automated and real time updates of Freelancer availability, post login, to integrate with load planning for the day/session.

Devise a backup plan to meet contingencies.

THE TEST RUN

Our proprietary software, compatible and inter-operable with various hardware interfaces, were integrated with Caboutu's delivery module.

Freelancers were provided with self service login options through a two step password verification process. Here, only those Freelancers who were approved, after a vetting process received passwords at the time of login, in their mobile phones. Installation of GPS tracking software on smart-phones for all successfully logged in Freelancer Associates were embedded in the Login Process.

For the pilot run, a limited number of Freelancers were made to login and await notifications. More than 60 dummy orders, including 14 timed deliveries were placed within a span of 4 minutes to check the automated load planning and task scheduling workflow.
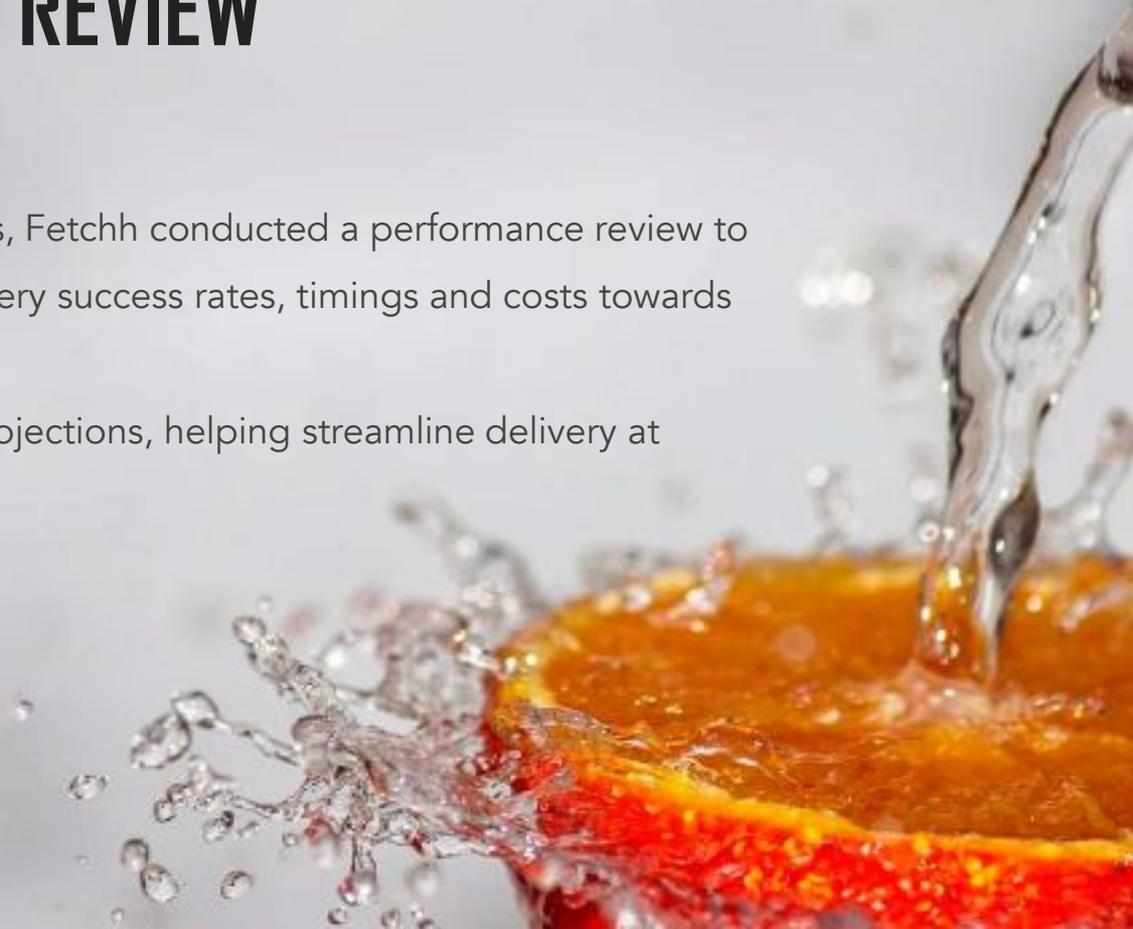
It was a dream run, with loads being assigned and all deliveries concluding as desired.
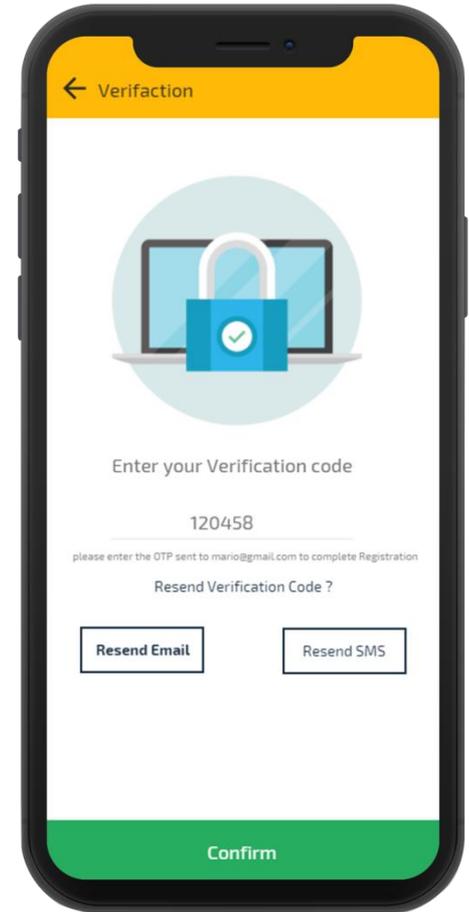
THE RESULTS & REVIEW

On completion of two months, Fetchh conducted a performance review to record the difference in delivery success rates, timings and costs towards delivery.
The results were a rerun of projections, helping streamline delivery at Caboutu.

A FETCHH CASE STUDY

WORK WITH US

FOR ENQUIRIES

No.2, Padmanaban Nagar,1st Street,
Adyar, Chennai- 600 020 India.

+1 202-361-2345

ask@krossark.com

www.fetchh.in

KROSSARK
imagine.inspire.innovate

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