



FIDELITONE™

LAST MILE SUCCESS STORY

FROM LAST MILE TO VICTORY LAP

A friendly, flawless last mile delivery experience is a win-win where both manufacturer and customers have cause to celebrate.

AT A GLANCE

Company: Fitness equipment manufacturer

Industry: Recreation & Fitness

Key Challenge: Poor in-home delivery experience; long waits

Solution: Partnering with an expert who cares about customers

Outcomes:

- Upgraded the in-home customer experience
- Reduced delivery cycle times
- Improved visibility into the delivery journey

"We were struggling with delivery performance in multiple markets and needed a partner to come in and help us quickly. FIDELITONE was integrated, trained, and successfully delivering products within a few weeks, not months. Their on-site teams do whatever it takes to ensure customer satisfaction."

Background

When fitness-minded customers turn to a brand for help, they are chomping at the bit to get fit. This company saw eager customers ordering in-home fitness equipment, only to be disappointed with long delays and the flawed set-up characteristic of unskilled and untrained teams. Topping it off, delivery staff spent too much time in the home and lacked attention to the courtesies customers expect. And the company had to devote staff time to resolving a host of exceptions and complaints.

KEY CHALLENGE

Reputation and customer loyalty were at stake. This manufacturer found itself with disgruntled customers who were frustrated throughout the delivery process and wondering, "Why did I order from this company?" Some were canceling orders.

Annual deliveries of 15,000 units, heavy goods (up to 300 lbs.), complex assembly and installation, and high-value goods called for so much more than a transport service.

SOLUTION

Time to pull out the white gloves and craft an inspiring customer experience: The manufacturer selected FIDELITONE as an expert partner who could implement a white-glove, in-home delivery solution tailored to the brand's products and customers' expectations.

The FIDELITONE team delved into SOPs for product assembly and configuration. Then they developed a robust training program, supported with training videos for delivery teams so they could execute the process efficiently and flawlessly.

Fit—and Fast

The focus was making everything happen faster to align with customers' expectations while saving costs.

Supported by FIDELITONE processes and technology, inventory management and delivery scheduling took a new turn. Products dispatch from the warehouse 3 days faster as they are promptly scheduled for white glove delivery. Full visibility into the delivery process is available in real time through the private FIDELITONE partner portal, and customer communications create a new level of courtesy and convenience.

Inventory is turning faster, generating space efficiency, and inventory obsolescence has dropped. Freight optimization through expertly-planned processes reduces costs, too.

Upselling=Revenue

Through new-found efficiencies and capabilities, FIDELITONE teams routinely offer assembly services to customers who did not originally order them. This upselling process has led to a jump from 20% to 35% of customers ordering assembly.

As the company builds loyalty, reputation, repeat business, and word-of-mouth referrals have risen. With a reliable last mile delivery partner committed to its success, this manufacturer can confidently scale up sales in a sustainable fashion.



**TIME IN HOME
FOR SET-UP:
30 minute reduction**

OUTCOMES

A superior delivery experience with little to no additional cost is allowing the manufacturer to develop new strategic business plans—including adding new markets and launching dedicated solutions in various markets. Together, the teams are also evaluating a forward-stocking program to further advance service and optimize costs.

Time from product arrival to the facility until home delivery was reduced from 7 days to 4 days, so customers could begin enjoy their purchases sooner. Set-up time in the home dropped from 90 minutes to 60 minutes—with five-star success rates. Customer satisfaction is soaring, as the company now enjoys the customer loyalty that drives business.



**REDUCTION IN
WAIT TIME FOR DELIVERY**

How can we help you meet your service and performance objectives? **Call 800.475.0917**



FIDELITONE™

EARNING CUSTOMER LOYALTY

FIDELITONE, a supply chain management firm, helps you earn your customers' loyalty through specialized services in inbound logistics, order fulfillment, last mile delivery, and service parts management.

We manage resources, create right-fit solutions, and optimize supply chain processes to advance your business performance and profitability. At every step and in every service, FIDELITONE employees focus on the touchpoints that safeguard your brand and keep your customers coming back.

We're paying attention to what matters to you in your business. We're paying attention to what matters to your customers when you entrust your brand promise to us. We're building high-performing answers to your toughest supply chain challenges.

Call 800.475.0917 or visit fidelitone.com