



FIDELITONE™

LAST MILE DELIVERY SUCCESS STORY

U-TURN IN CUSTOMER EXPERIENCE WINS MARKET SHARE

People, processes, and technology turned around a threatened retail business.

AT A GLANCE

Company: regional furniture retailer

Industry: home furniture

Key Challenge: shrinking market share due to customer discontent

Solution: dedicated, data-driven last mile delivery solution

Outcomes:

- Customer survey rankings surged to **4.9 out of 5**
- New efficiencies, visibility in the delivery operation
- Stabilized market share

"FIDELITONE totally transformed the customer experience, and we're getting rave reviews. They really tackled this with high-level expertise and professionalism. Everything hums smoothly now. Stunning results!"

- Director of Operations

Background

This regional retailer started from one, small location and grew to three retail stores and one clearance store. The company partnered with a local independent carrier to provide delivery but was quickly outgrowing the partner's capabilities.

KEY CHALLENGE

Inability to meet customers' expectations for timeliness and professionalism led to dissatisfaction and loss of the customer base. The company began using a reputation management service to try to ward off bad reviews but was not able to address the core of the problem.

Competitors began capturing market share. Alarm bells rang, too, as company leadership realized they had no delivery metrics or management tools, and they suspected their delivery staffing was off kilter. Trucks were staffed with 3 team members, with the third person supporting assembly. The retailer's impression was that they were making 8-9 stops per day and that this metric should be about 11.

In addition, the company lacked the desired visibility for managing inventory and tracking sales and deliveries. They were exploring a delivery management application but hit a brick wall because it would not integrate with their ERP.

SOLUTION

The FIDELITONE team applied The Path to Loyalty™, its proven process: Understand > Design > Implement > Perform > Review. As a first step, the team analyzed timing and staffing needs. They found that the operating assumptions were incorrect. Compared with the retailer's understanding, the current status was fewer stops per day, more pieces per delivery, and longer time per stop than thought.

FIDELITONE designed and implemented a dedicated delivery solution with 5-6 driver teams of 2 each, supported by a delivery management system, an onsite dispatcher, and centralized scheduling. They added 1.5 warehouse FTEs on the dock to help with assembly and decrease time spent in homes. Upon review, the team also adjusted allocations and routing to optimize performance—all part of continuous improvement in The Path to Loyalty™.

FIDELITONE successfully integrated with the company's ERP and created real-time visibility through the FIDELITONE Partner Portal. FIDELITONE also implemented customer surveys and a weekly scorecard to keep a pulse on performance and satisfaction. This turnkey solution addressed every aspect of the retailer's last mile delivery.

OUTCOMES

With integrated technology, visibility opened up all along the chain. This new solution was not only cost-conscious, it proved to be a true game-changer for customer experience—a winner for earning customer loyalty!

Number of delivery trucks:	Stops per truck:	Days from order to delivery:	Customer satisfaction rating:	On-time delivery:
				

Applying best-in-class last mile experience, the FIDELITONE team was able to help this company pivot at a challenging time. The retailer is now positioned for sustainable growth. In fact, it quickly recruited the FIDELITONE team to begin a similar process with its kitchen cabinet business as well. In the end, every move is about applying the right people, processes, and technology to earn customer loyalty.



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.

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