



BRINGG

Auto Parts Retailer Accelerates Revenues Through Delivery

Impact

70%

faster
delivery time

60%

faster turnaround
in store

40%

surge in
market cap

Background

This global auto parts leader has thousands of retail locations and fulfillment centers, serving mechanics across two continents. In a fast-changing market with rising demand for on-demand, rapid delivery, the auto parts leader recognized the need to optimize logistical efficiency, particularly for their on-demand deliveries to out-of-stock mechanics.

Challenge

Their initial pilot demonstrated the need to synchronize and automate delivery flows, as well as the need for better data and reporting. Leadership recognized that the ideal solution would digitize their flows, improving efficiency and providing the ability to test different fulfillment models in order to make the program viable at scale.

Like many in the auto parts industry, this enterprise had previously relied on a blend of outdated technology and manual reporting and optimization. When considering where and how to improve performance, they found that they lacked the data necessary to make informed decisions.

After initially researching point solutions like dedicated automated routing providers, the steering committee identified the need for an extensible, flexible platform that could meet their digitization, coordination, measurement and optimization needs.



Solution: Intelligent Automation with Bringg's Delivery Orchestration Platform

The auto parts leader engaged Bringg's Delivery Orchestration Platform to better understand, improve and automate their delivery operations. Partnering hand-in-hand with Bringg's logistics specialists, the management also changed their deployment approach from a waterfall cycle to the more rapid agile model. This shift allowed them to accelerate their iteration cycles and expedite their rollout.

By connecting and digitizing their operational flows across teams and platforms, the team was able to stand up their first fully digital delivery operations in just weeks. As the team learned, adapted and improved, they began adding additional functional modules, including automated dispatch, real-time retail reporting, dynamic delivery and payment flows via their driver apps, third party crowdsourced fleets, automated fleet selection, real-time delivery tracking, payment on delivery, middle mile flows, and more.

Across every iteration, real-time reporting provided leadership with the insight they needed to make informed business decisions. Based on these insights, and in partnership with Bringg, the team continued customizing and adapting Bringg's Orchestration Engine to deliver the optimal mix of speed and efficiency, based on their unique requirements and considerations.

Optimizing Delivery Speed, Agility and Efficiency

From the start, digitizing the entire delivery process helped improve efficiency and visibility. For example, manual processes, such as status reports, were eliminated from day one thanks to Bringg's driver apps. Similarly, reports that were previously manually collected and analyzed were replaced by Bringg's automated BI. The impact was fast and clear, across teams and stakeholders.

Delivery Management

From the start, the Bringg Driver App automatically tracked driver location and progress, removing the need to manually update dispatchers and retail associates as part of each delivery flow. Similarly, just a few weeks into deployment the team transitioned from manual dispatch and order routing, to automated solutions tuned to their unique requirements.

By digitizing their dispatch process, the leadership gained the agility to test different dispatch models, from drivers tethered to a store, to regional pooled drivers and eventually, outsourcing some deliveries to crowdsourced fleets.

As they learned and expanded, management continued adding new capabilities to their mobile driver app. Over time, these grew to include hands-free operations while driving, collecting digital proof of delivery, invoicing and payment collection and more. As part of their delivery flows, drivers were dynamically exposed to each new feature, enabling the team to rapidly enhance their delivery offerings and efficiency, without needing to retrain their drivers. This proved especially important as they began to scale and outsource deliveries to crowdsourced fleets. Additionally, all relevant data collected, from driver performance, to payments and proof of delivery was digitally synced to the retailer's backend ERP, thereby automating previously tedious paperwork.

Dispatch & Routing Optimization

Similarly, management were able to test and optimize various components of their automated dispatch and routing.

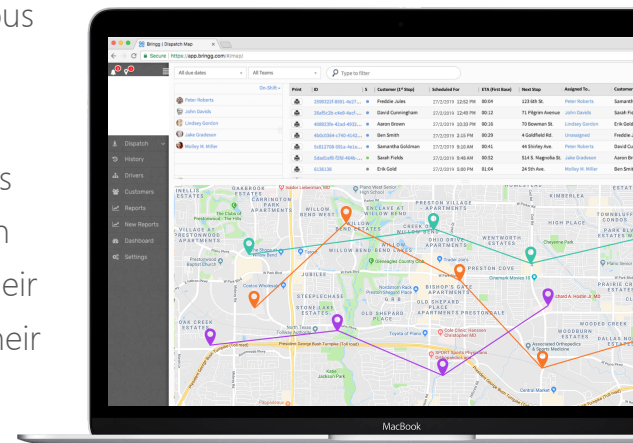
For example, the team ran experiments to determine the optimal batching logic. This algorithm automatically decides when orders should be batched into a single run, and when shorter, dedicated runs are more effective. By optimizing their automated batching logic, the team was able to improve their operational efficiency (more deliveries per run) without sacrificing speed and customer experience.

As the team expanded their use of automated dispatch and routing, they continued testing new and novel ways to measure and optimize their performance.

Within months, they improved their on-demand delivery turnaround time by over 60%. This in turn, drove stronger sales and customer loyalty.

Delivery Preparation & Order Management

In the initial tests, drivers were tasked with picking items from retail, completing paperwork, and managing the deliveries. Over time, the team tested a number of pick and pack from retail models. This soon grew to include delivery from regional hubs (fulfillment centers) as well as middle-mile deliveries from these hubs to retail locations.





By constantly measuring, automating and improving their performance, the team was able to recognize substantial gains in speed, efficiency and sales. For example, a real-time performance dashboard in retail proved to be a key motivator in accelerating retail delivery preparation. This simple tool - providing retail teams with visibility into their performance - motivated retail staff to dramatically improve their performance. This in turn, allowed Bringg's Orchestration Engine to dispatch delivery orders at a faster pace, accelerating their revenues, speed and efficiency.

Expanded Services through Dynamic Fleet Integration

As this digital transformation continued to scale, the data collected proved invaluable. Accurate delivery demand models allowed the team to better quantify and plan for demand in specific regions and even at specific of the day on specific days of the week.

In order to meet rising demand and accelerate their role out, this auto parts retailer introduced a new innovation to their market: crowdsourced, third party delivery. Bringg's Orchestration Engine dynamically engaged third party fleets to meet peak demand, and to help develop new markets. Deliveries through these fleets featured an identical delivery experience, providing loyal mechanics and repair shops with high quality, branded delivery they had come to expect. This flexible outsourcing increased the auto parts retailer's order capacity and delivery revenues, while maintaining their profit margins.

Bottom Line Impact

Over just a few months, Bringg's Delivery Orchestration Platform helped the company digitally transform their logistics, improving their sales, customer loyalty and supply chain efficiency - all in a previously unexplored market. Within months of launching this initiative, they were recognized by leading mainstream business journalists for their industry leadership, driving a 40% growth in their market value. This retailer continues to expand and diversify their supply chain across their middle and last mile, all using their proven, data-driven approach.

"After nearly two years of exploration and failed pilots, we adopted the agile, orchestration model. Bringg has proven transformative to our delivery operations and to our business."

Vice President, Digital Transformation