Transforming 3PL operations for leading e-com retailer

Styli is a leading e-commerce retailer in KSA & UAE offering over 25,000 styles in clothing, footwear, accessories & multiple other categories.

$30M
Annual Revenue

5000+
Deliveries Per Day

10+
3PL couriers

Challenges

- ➤ **High last mile delivery costs** basis sub-optimal order 3PL allocation
- ➤ High RTO% because of inefficient NDR management by couriers
- ➤ **Low delivery NPS** rates due lack of unified customer communication
- ➤ High bandwidth spent on managing shipments across carriers
- ➤ Resource-crunch to integrate with more carriers for service expansion

Solution

Logistiq's courier aggregation platform implemented within 15 days to provide:

- ➤ Quick **access to multiple couriers** basis pre-built integrations
- ➤ **Intelligent courier allocation** basis cost, speed, performance & multiple other parameters
- ➤ Automated end-end shipping workflows to avoid manual dispatch
- ➤ Integrated control tower for SLA & performance monitoring
- ➤ API based order booking with OMS & WMS integration

Impact Created

53% reduction in RTO rate

Due to tech-driven NDR management & unified customer communication

15% Saving in last mile delivery costs

Through multi courier access & intelligent allocation

70% reduction in manual effort to ship & track

Basis shipping automation & integrated status visibility

27% improvement in 1st attempt delivery success rate

Basis better delivery performance management

3x reduction in time to market

Because of quick scale-up of serviceable areas

Nirmal Jain
Chief Executive Officer, Styli

*Logistiq is a key partner in our growth journey. They have simplified and automated our logistics workflow and helped us focus more on our core business. Their **on-time delivery, lower costs, improved visibility**, advanced analytical reports have been instrumental in **significantly improving customer experience***