



Optimizing end-end delivery operations for omnichannel retail conglomerate

Landmark Group is one of the largest omnichannel retailers in the Middle East region with presence across 21 countries. It owns 43 brands in clothing, furniture, accessories & multiple other categories

\$10B
Annual
Revenue

20k+
Deliveries
Per Day

350+
Drivers

Challenges

- **Low delivery productivity** due to **suboptimal route planning**, load balancing & vehicle/ driver selection
- **High last-mile delivery costs** because of low capacity utilization
- High return % caused by delays & improper NDR management
- Poor customer delivery experience lack of real-time visibility & unified communication tools
- Delay in pickups due to **manual first-mile planning** & allocation

Solution

Logistiq implemented end-end system, including first-mile pickup, last mile delivery & hub management solution within 3 months across e-com warehouses & retail stores. Key functionalities provided were:

- **Intelligent vehicle & driver selection** & smart route planning
- Powerful driver app for seamless delivery & pickup execution
- **Hub app & dashboard** to automate operations – dispatch planning, sorting & bagging, in-scan & out-scan, COD reconciliation
- Automated pickup allocation across vendor locations & hubs

Impact Created

20% increase in deliveries per driver

Basis optimized route planning & load balancing

10% increase in on-time deliveries

Due to better dispatch planning & trip scheduling

\$10M+ saving in delivery costs

Due to higher productivity & capacity utilization

25% reduction in effort to run hub operations

Using automated workflows for hub operations

15% decrease in overall delivery time

Because of quicker delivery dispatch & execution