

Bigbasket achieved 99.5% on-time delivery for 10mn+ customers.

Bigbasket has operations in 25+ cities and over 15,000+ products on their platform. With a customer base of over 10 million, it sells fresh fruits, vegetables, meat, dairy, groceries, personal care and household items.

99.5%

SLA adherence



Significant increase in vehicle space utilization



Increase in average number of order deliveries per rider

Challenge

With the express delivery, next day delivery and even time-slot specific bookings, customers have various ways in which they can shop for groceries online on bigbasket.

With the growing needs of the customers, it has become important to service the customers in the time that has been promised to them. The nature of the product also adds to bigbasket's delivery complexities especially for the perishable food items. The cost of the dissatisfied customer is huge as this has a direct impact on business and revenue lost. With the emergence of several players in the grocery market, the only key distinguisher is customer happiness and high standards in product quality.

The small window between the order and the delivery time also dictates a very short planning time for shipments that is extremely difficult to manage using manual planning processes.



Solutions Offered

Locus provided a comprehensive route optimization and tracking solution to bigbasket. Locus Dispatcher, the algorithmic route optimization officer generates optimized routes using AI, thereby enabling the riders to deliver more with less time. Thus, resulting in increased rider efficiency and better compliance. Locus MotionTrack, provided real-time tracking, insights & analytics.

Optimal Delivery Route Generation

Locus Dispatcher uses proprietary geocoding engine to provide optimized and dynamic routes based on business parameters. It creates the most comprehensive and optimal route plans that are data-driven and not intuition based. Most orders of bigbasket are routed such that customer SLAs and expectations are met.

Locus creates dynamic clusters ensuring minimum overlap. It suggests the best fleet combination to enhance the capacity utilisation considering historic traffic data, weight & volumes parameters, customer time slot preference & other business constraints. Optimized routes resulted in On-time delivery and 99.5% SLA adherence that lead to the enhanced customer experience.

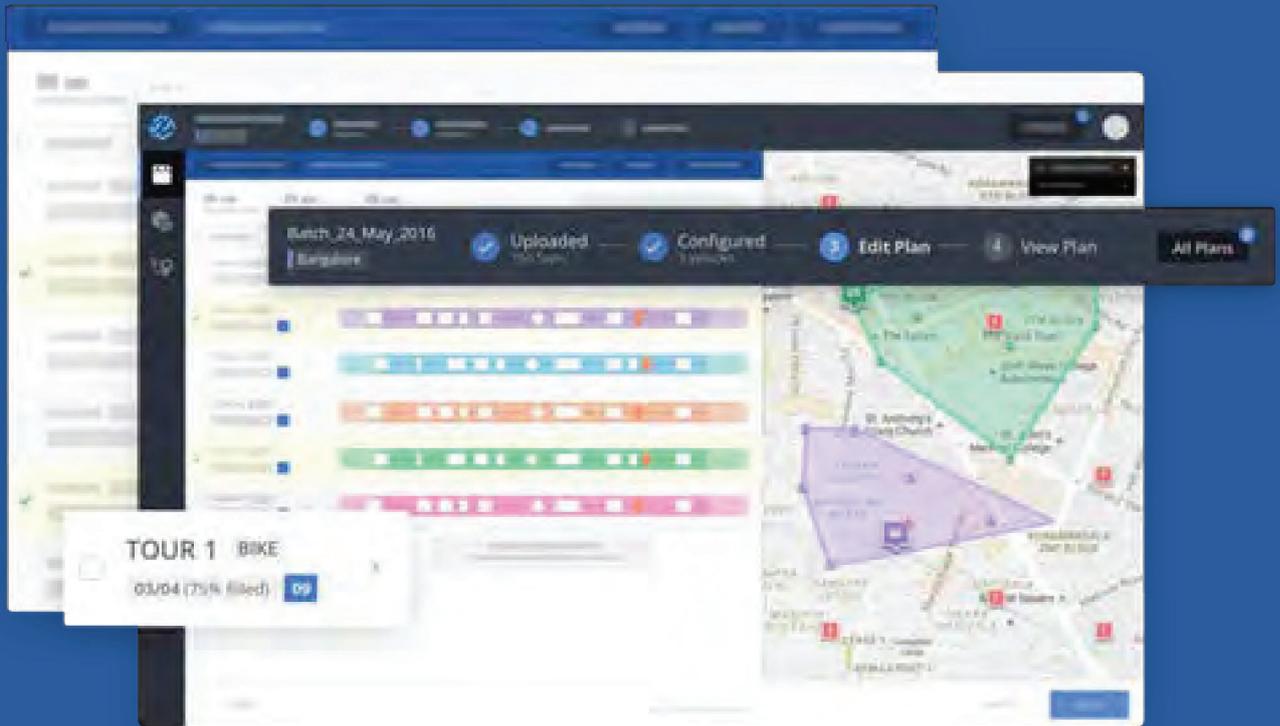
Real-time ETAs

Real-time re-routing and dynamic ETA calculations using the interactive and intuitive dashboard.

Tracking and Analytics

Live monitoring of entire operations helps in comparing planned routes against executed routes and inspecting the compliance rates. Reports for top management are generated based on this data. The reports help identify the top performing and laggard business units and resources. The senior management can look at the performance on various metrics and take further actions.

Bigbasket's transacting customers could now track his orders live on his device. The senior management has a hawk-eye view of on-ground operations for real-time tracking of fleet & workforce management on a custom dashboard.



Locus solutions in use

Impact on Business

Digitization leading to the streamlining of processes. ▲

99.5% SLA Adherence ▲

On-time delivery for 10 million+ customers ▲

Increased vehicle space utilization ▲

Increase in average number of order deliveries per rider ▲

Write to us at contact@locus.sh and schedule a demo