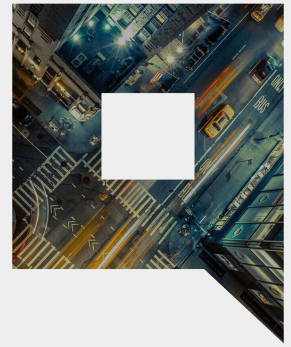


# Consumer-Centric Last-mile Logistics Management



Automated | Personalized | Profitable



## Executive Summary

With the Package.ai automation, Stella Home delivery **slashed by half their staff, while providing a higher-level of experience to their retailers and the retailers customers.** By providing retailers full visibility into consumer interactions, retailers can take **control of their post-purchase experience.** As a result, Stella has been able to **double their business and improve their profitability.**

## Challenges

- Order management, manual planning, and confirmation required 10 people and a full business day to set the routes.
- The warehouse was constantly running behind schedule leading to extra employee hours and extra headcount.
- Frustrated retailers had poor visibility to their orders causing them to seek alternative logistics companies.

## How Package.ai Helped

- Automated coordination and 2-way communications with consumers saved massive time for the staff and helped significantly reduce failed deliveries.
- The automated order entry portal with chatbot at the center of the retailers delivery process gave Stella the ability to reverse the tide of defecting retailers and rapidly grow their business.
- Established order to the warehouse by increasing efficiency and reducing time and labor to prep the lines.

## Results (after 180 days)

**-10%** failed deliveries      **+60%** confirmation rates  
**-50%** labor costs      **+100%** increase in business

*“With Package.ai, we were able to reduce costs and measurably improve customer satisfaction by providing visibility and control. Most importantly, package.ai helped us **double our business**”*  
(Andrew Lysandrou, Owner)

Andrew Lysandrou | Owner  
Stella Home Delivery

Website:  
Stelladelivery.com

Vertical: 3PL | Appliance  
Delivery & Installation

Vehicles: 55

Daily Stops: 300+

Warehouses: 2

Retail customers: 40+

*Stella Home Delivery is the primary logistics company for dozens of appliance retailers in the New York Tri State area. For over 30 years Stella Delivery has continuously offered premium white glove service for their retailers.*