

# LogiMove drives revenue through Logistical Efficiency

Industry: Omni-channel Logistics

Company: Media-Saturn

**Context:** A multi-billion-dollar consumer electronics retailer is looking to utilize state of the art technologies to transform its order fulfilment platform. The core problem they faced was the one-dimensional logistics model which was insufficient to match up with increased growth and hence meet revenue expectations.

**Challenge:** With 1,000 retail store locations across 15 countries Media-Saturn implemented multi-channel logistics processes to increase customer satisfaction and revenue. This involved innovating on every step of the logistical process as a standalone function which were not integrated with one another.

**Business Benefits:**

**↑ 55%**  
**Online orders fulfillment rate in stores**

A flexible online order fulfillment from nearest neighbor store instead of a centralized location. This resulted in direct reduction of operational expenses and delivery times. Our last mile delivery mobile solution covered documentation, invoice printing, etc., enabling a seamless integration between e-commerce and offline store fulfillment. This Omni-channel strategy resulted in 55% of online orders being fulfilled by stores.

**↑ 50%**  
**Average Online Turnover**

A 50% increase in turnover correlates directly with revenue growth due to increased customer satisfaction and retention. The LogiMove solution creates an easy 5-step process integration that leads to faster delivery. These interconnected steps allow the customer service team to keep clients updated on the progress of their order fulfillment in real time.

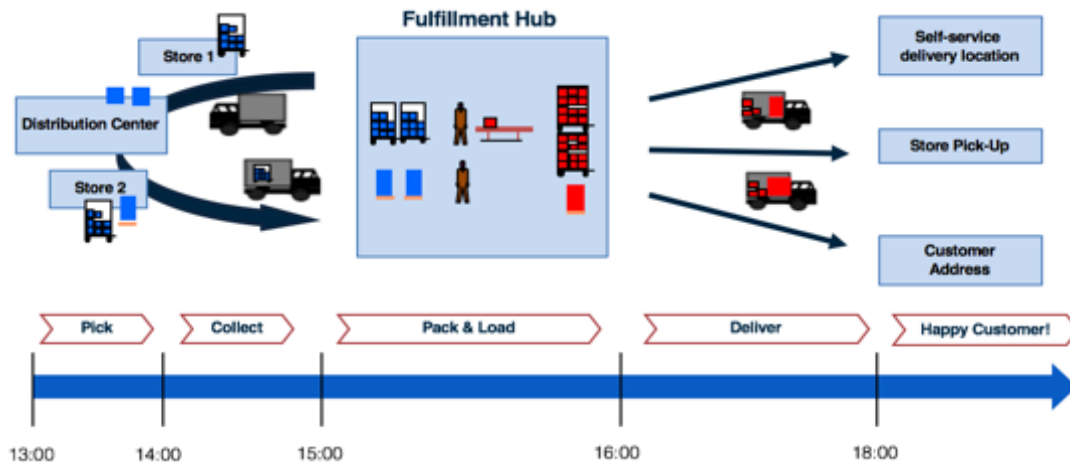
**↓ 26%**  
**Total Fulfillment Cost Per Online order**

The Omni-channel solution finds and executes the most efficient and fastest way to fulfill the order of a customer and thus decreases fulfillment cost. This was a result of an effort of moving Media Saturn from a central and inflexible hub-and spoke model to a flexible decentralized business model. All required coordination steps are defined within the LogiMove platform, with central management of the configuration and individual execution in the mobile app. This creates efficiency and cost reduction by 26% per online order.

## Technical Success:

- Omni-channel logistics allows predictive analytics to make better decisions on online/offline order fulfillment. A customer's order can be fulfilled from stores, neighboring stores, distribution centers, centralized and decentralized warehouses.

**Example Case:** A delivery request is split into five different process and can be completed in any 5-hour cycle during the day. Every section represents a single task with a start and end-time. A delay in the completion of a task triggers a notification where the customer and operations team is informed of this delay.



## Special Customer Requirements:

The processes and solutions that were implemented under the following specifications:

- Implementation of a distribution structure which is independent from a sales channels
- The concept of our solution is that planning and control (determination of delivery date, planning of work tasks, reporting of KPIs) is centralized and execution of process tasks is decentralized

## Milestones:

- Go-Live 24 weeks after Kick-off
- 200+ delivery personnel centrally managed
- Warehouses with 120,000+ units
- 4,500+ Last mile deliveries and returns each day

## Clients–



2<sup>nd</sup> largest retailer of consumer electronics worldwide



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