



Consumer-Centric Last-mile Logistics Management

Automated | Personalized | Profitable



Executive Summary

With the Package.ai automation, Big Sandy **slashed by half the amount of time and labor** required for last mile delivery planning and customer support. **Failed deliveries were reduced** and customer experience was improved by providing transparency and responsiveness via the chatbot interface. As a result, **positive online reviews spiked up 100%** in a short few months.

Challenges

- It was taking the delivery department all day to get the routes set and confirmed, causing delays in preparing the lines.
- Delivery confirmation rates were low in the 50% range causing high failed first delivery attempts.
- Customer support required a large staff with low efficiency.
- Struggled to generate positive Yelp reviews.

How Package.ai Helped

- Package.ai analyzed the existing processes and presented a customized and phased approach for automating the planning and customer support.
- Bringing the automated chatbot into the center of the delivery process enabled to communicate, listen and respond to the customer quickly and effectively in a human-like manner.
- Establishing an emotional connection with consumers resulted in a high response rate and glowing online reviews.

Results (after 180 days)

-5% failed deliveries **+40%** confirmation rates
-40% planning costs **+100%** online rating

*“With Package.ai, we were able to reduce costs and measurably improve customer satisfaction. Most importantly, Jenny the chatbot helped us **transform our post-purchase experience from a cost center into a marketing asset!**” (Trey Vanhooose, Owner)*

Trey Vanhooose | Owner
Big Sandy Superstore

Website:
Bigsandysuperstore.com

Vertical: Retail | Appliance &
Furniture

Vehicles: 100

Daily Stops: 500+

Locations: 19

Big Sandy Superstore is a home furnishings "superstore" carrying the very best in appliances, electronics, furniture, mattresses and home décor.