



Last mile digital transformation improves customer experience and logistics efficiency

Profile

Raymour & Flanigan is the largest furniture retailer in the northeast US, and the 7th largest nationwide. For 75 years, Raymour & Flanigan's customers have fallen in love with their commitment to delivering exceptional customer experiences, exceptional products at affordable options, commitment to the local community and to the environment.

Compelling Event

With the growing popularity of eCommerce, leadership identified the need for a fresh approach to their delivery and logistics. Customers have long appreciated Raymour & Flanigan's flexible delivery scheduling.

Growing demand for rapid, convenient delivery required a digital transformation across their operations and logistics; to improve their efficiency, scalability and customer experience.

Efficiency Impact

36%

more deliveries per truck per route

50%

growth in delivery volume

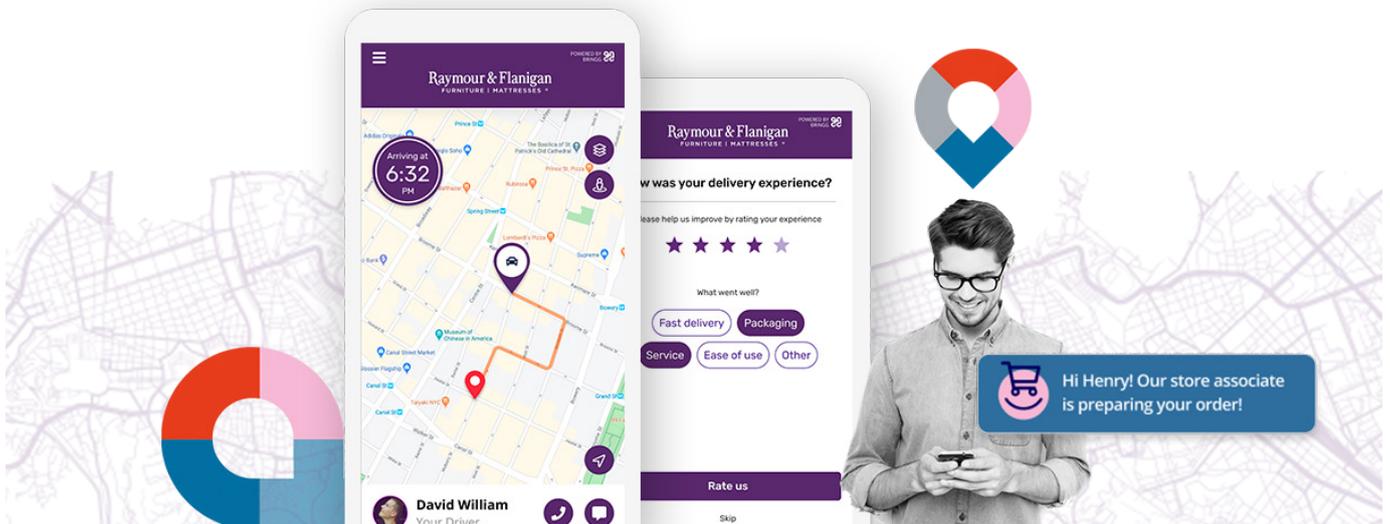
Customer Experience Impact

56%

reduction in late deliveries

4.5/5

customer rating





Challenge

Limited Visibility & Optimization

Pre-set routes and limited reporting left little room for optimization. Poor customer visibility Increased support call volumes.

Scaling Up Delivery & Returns

Adding warehouses, vehicles and staff to meet growing demand is a slow and costly endeavour.

Manual Order Updates

Customers that traditionally appreciated a warm phone call now expect digital, on-demand experiences.

Driver Productivity

Driver shortages have plagued the white glove delivery space for years. Automating and streamlining driver tasks could improve driver satisfaction and efficiency.

Legacy Technology

New technologies had to work alongside deeply embedded legacy technologies, to improve performance.

Solution

✓ Real-Time Data Enables Scale

Real-time data enabled dynamic routing and informed real-time decision making, delivering immediate performance improvements.

As a result, internal and contract resources were able deliver substantially higher volume. Often avoiding the need for capital investment in new resources to meet growing demand.

✓ Digital Customer Experience

Branded and personalized digital communications including email and SMS, reducing customer support workload.

✓ Dynamic Driver App

Configured to meet Raymour & Flanigan's specific requirements, this mobile app automated manual driver tasks across loading, delivery, onsite service and returns, while providing real-time visibility, growing demand.

✓ Integrated Innovation

Bringg's Robust APIs and flexible, modular architecture allowed Raymour & Flanigan to integrate their legacy systems, enabling seamless synchronization and productive transformation.growing demand.



Scale up delivery with data-driven performance

This transformation couldn't have come at a better time. As Raymour & Flanigan scaled up Bringg across their last mile operations, the COVID-19 crisis hit. This massive growth in volumes challenged every element of their supply chain and operations, from driver sourcing to on-time performance and customer satisfaction.

Bringg's real-time data, automation and optimization allowed the agility to scale up and down as required, dynamically update delivery requirements based on the latest health regulations, and all-the while providing customers with visibility into exactly when their deliveries were due to arrive - substantially reducing call volumes.

Even during this challenging period, Bringg's flexibility allowed Raymour & Flanigan to continue to expand their transformation, as they added new capabilities like on-site service to their digital transformation initiative.



"Bringg's technology drove our logistics' digital transformation, driving performance and innovation that exceeded our efficiency, scalability and customer experience objectives. Their speed and flexibility will continue to drive our performance and innovation for years to come."



Bryan Anastasi

Vice President, Customer Care & Business Solutions

Raymour & Flanigan