

# Boulanger Achieves Faster Routing & Increased NPS Score Using Bringg

## Profile

Boulanger is one of the largest consumer electronic retailers in France specializing in household appliances and multimedia equipment. The chain has more than 210 points of sale and 9,000 employees across the country and hosts both a popular retail centric app and a major multichannel ecommerce site. Boulanger prides itself on providing delivery within the hour across Paris, next-day delivery throughout France and comprehensive support available seven days a week.



## At a Glance



### Goal

Further improve customer experience, reduce delivery costs, capture and leverage last mile data, improve efficiency, reduce carbon footprint



### Solution

Bringg's Delivery Management Platform



### Results

Faster routing, improved NPS score, shorter delivery windows, more deliveries per vehicle, significant drop in carbon emissions

## Challenges

Boulanger needed an all-in-one Delivery Management Platform (DMP) that could provide an enhanced delivery experience for their customers, grow ecommerce and improve brand perception – while adding value at a company level:

- **Further improve customer experience:** to provide multiple delivery options and shorter windows to increase buyer intent; to improve brand perception and to grow ecommerce.
- **Reduce costs:** to create stronger delivery route optimization; to better manage both internal and third party delivery resources; to centralize and streamline third party IT platform integrations.
- **Capture data:** to capture consistent and accurate returns data for real-time reporting and analytics for a deeper understanding of the customer experience.
- **Improve efficiency:** to optimize and scale delivery options and flows - including reverse logistics; to enhance proof of delivery processes and to digitize manual workflows.
- **Further reduce carbon footprint:** to select delivery carriers based on energy consumption and efficiency; to optimize vehicle usage in line with low emission zone requirements.

## Solution

Using Bringg's Delivery Management Platform, Boulanger can create a branded delivery experience and can expand delivery options, providing shorter windows for On-Time Delivery (OTD) while effectively ensuring transparent customer communications and reducing carbon footprint.

Boulanger can now access greater control over delivery operations, from improved planning, to giving delivery drivers a superior experience via a dedicated driver app.

With Bringg in play, Boulanger can also provide greater visibility to internal stakeholders and significantly reduce WISMO (Where Is My Order) calls. They can also select couriers based on carbon footprint and can adapt the platform to create dynamic delivery slots to further their CSR efforts, all while accessing real-time reporting and analytics on the customer experience, including returns data.

## Results

- ✔ **Customer Experience:**
  - 3x shorter delivery windows (premium 2 hour windows)
  - 40% improvement in Net Promoter Score (NPS)
- ✔ **Efficiency:**
  - Over 1400 drivers managed using the Bringg driver app
  - 63% more deliveries per vehicle, per route (automated routing)
  - 80% faster routing
  - Significant drop in carbon emissions via route optimization
- ✔ **Revenue:**
  - Over 50% 'overnight' growth in volume during COVID period
  - SLAs remaining steady and reliable

Using Bringg as an innovation partner has not only given us complete visibility into our last mile delivery operations but it has also allowed us to streamline and optimize our vehicles and routes - increasing our ability to deliver by 30%. Thanks to Bringg we are now in a much stronger position to start developing enhanced shipment and collection services that are in line with customer expectations and our CSR goals.

**Arcindo Corocho**  
Last Mile Delivery Director, Boulanger

