



# Zalora's Last-Mile Delivery Transformation with FarEye

CASE STUDY

## Background

Zalora, is Singapore's leading e-commerce platform specializing in fashion and footwear products. Since its inception, the company has rapidly expanded its operations, catering to customers in countries across Southeast Asia, including Indonesia and Malaysia. Zalora's primary mission is to provide the best shopping experience to its customers by offering a diverse range of products and ensuring efficient and reliable delivery services.



## The Last-Mile Challenge

Zalora's ambitious expansion meant operating across three distinct regions - Singapore, Malaysia, and Indonesia - each characterized by unique geographies, traffic conditions, and customer preferences. This presented a complex challenge for their last-mile delivery operations. Zalora faced several critical issues:



**Managing New Drivers:** The continuous onboarding of new drivers required a system that ensured their actions could be tracked and validated.



**Lack of Real-Time Visibility:** Zalora lacked a comprehensive view of its entire delivery network, hampering its ability to make informed decisions and optimize routes.



**Routing, Mapping, and Navigation:** Efficient routing, mapping, and navigation were crucial for on-time deliveries and customer satisfaction.



**Proof of Delivery:** The absence of a robust proof of delivery process made it challenging to guarantee that every package reached its intended destination.

## The FarEye Solution

Zalora partnered with FarEye to achieve exceptional levels of operational efficiencies and provide delightful customer experiences.

### Driver App:

Zalora's drivers receive their delivery orders through the FarEye app, which has proven to be efficient, and user-friendly, and keeps them well-connected with customers. FarEye enables Zalora to reattempt failed deliveries seamlessly, and drivers can directly contact the recipient through the app, greatly improving customer satisfaction.

### Real-Time Visibility:

With FarEye, Zalora has gained real-time visibility across every stage of the delivery process, enabling the company to optimize routes, reduce delays, and enhance customer satisfaction.

### Real-Time Navigation:

FarEye provides Zalora's drivers with real-time navigation, helping them reach customers swiftly and efficiently, regardless of the region's unique challenges.

### Proof of Delivery:

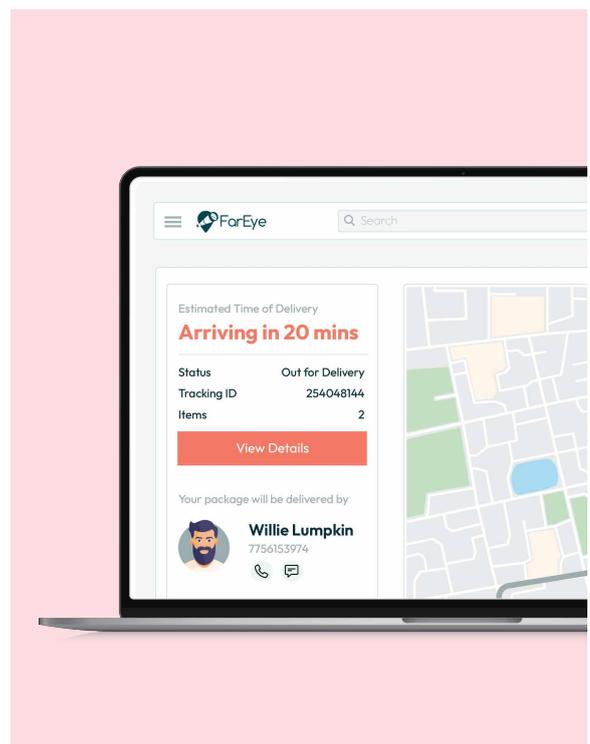
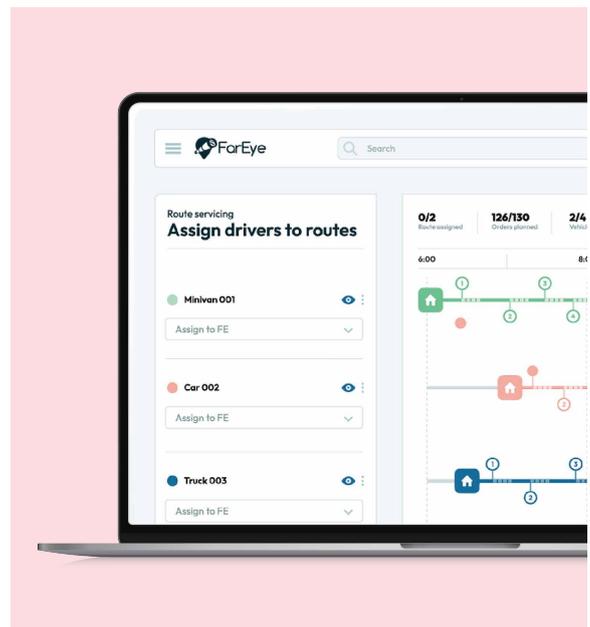
FarEye's system includes a proof of delivery feature with electronic signatures, instilling confidence in Zalora and its customers that every package will reach its intended destination.

### External Client Tracking:

FarEye's independent tracking URL enables Zalora to track shipments for external clients, ensuring transparency and reliability in their B2B relationships.

### Identification and Approval System:

FarEye's delivery platform generates a unique identification number or code when new drivers log in. This ensures that every step in the delivery process is tracked and secure.



## Lasting Results

**98%** + successful first-attempt delivery rate achieved

**91%** + successful return pickups rate accomplished

This impressive success rate not only increased customer satisfaction but also optimized resource utilization and reduced operational costs, ensuring the company's commitment to delivering the best shopping experience to its customers.



## First Choice for Last Mile

### About FarEye

FarEye's Delivery Management platform turns deliveries into a competitive advantage. Retail, e-commerce and third-party logistics companies use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile delivery logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies. FarEye has 150+ customers across 30 countries and five offices globally. FarEye, First Choice for Last Mile.