Super Indo executes over **100,000 routes and saves 10,000 hours** with FarEye's auto-routing solution.
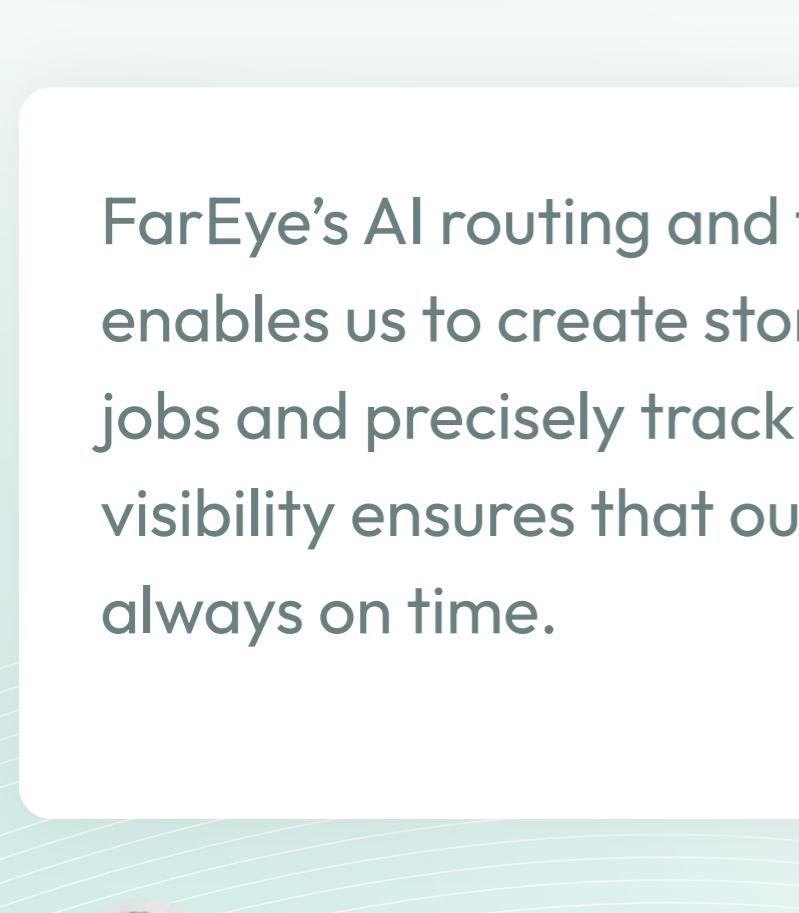
Introduction

Founded in 1997, Super Indo is Indonesia's largest supermarket chain, boasting 250+ stores across 50 cities. Renowned for quality, affordable groceries, and exceptional service, they're a trusted name promoting healthy, sustainable living.

> FarEye's AI routing and tracking engine enables us to create store-level delivery jobs and precisely track routes. Real-time visibility ensures that our deliveries are always on time.

Chairul Sholeh
DC System & Planning Manager

Impact

|	
100%	Visibility of Shipments
99%	TMS apps usage Success Rate
12%	Fill Rate by Truck Optimization
5%	On-time delivery improvement

Challenges

Consumers are getting accustomed to new delivery experiences and services every day. Before FarEye, Super Indo was facing operational inefficiencies with manual route planning.

Manual routing process
Each route took 120 minutes for generation, which directly impacted the manpower productivity
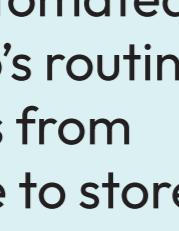
Low fleet efficiency
Longer routes lead to higher fuel consumption, inadequate in asset utilisation, fewer deliveries per hour

Lack of visibility of orders
Poor visibility and the absence of electronic proof of delivery resulted in long unloading times, increased operational costs, and inaccurate stock confirmation

The FarEye Solution

Super Indo turned to FarEye to eliminate these constraints and to enhance the delivery success rate, gain real-time visibility of shipments, and increase customer satisfaction.

Fill Rate Utilization
Optimizes fill rate utilization of delivery fleet from 7.8 in 2019 to 8.7 in 2024. Also helps in process improvement to avoid over dimension & over load at the same time.
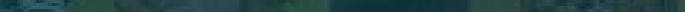
Optimized Routing
FarEye automated Super Indo's routing operations from warehouse to stores, slashing route planning time from 120 minutes to under 30 minutes.

Fill Rate Utilization for Delivery Fleet
7.8 to 8.7

Metrics Impacted
- Process Improvement
- Reduced Over-dimension Shipments
- Reduced Capacity Over Utilization

Time to dispatch Reduced
120 mins to 30 mins

2019 — 2024

Improved Delivery Success Rate
Real-time visibility of orders enabled store managers to plan unloading activities with minimal waiting times. This resulted in more runs between warehouses and stores and positively impacted delivery success rates.

Process Improvement
The transportation process was optimized by enabling digital Proof of Delivery at store handovers, real-time tracking of empties, and full end-to-end visibility, ensuring accuracy, transparency, and improved efficiency.

The Way Ahead for Super Indo
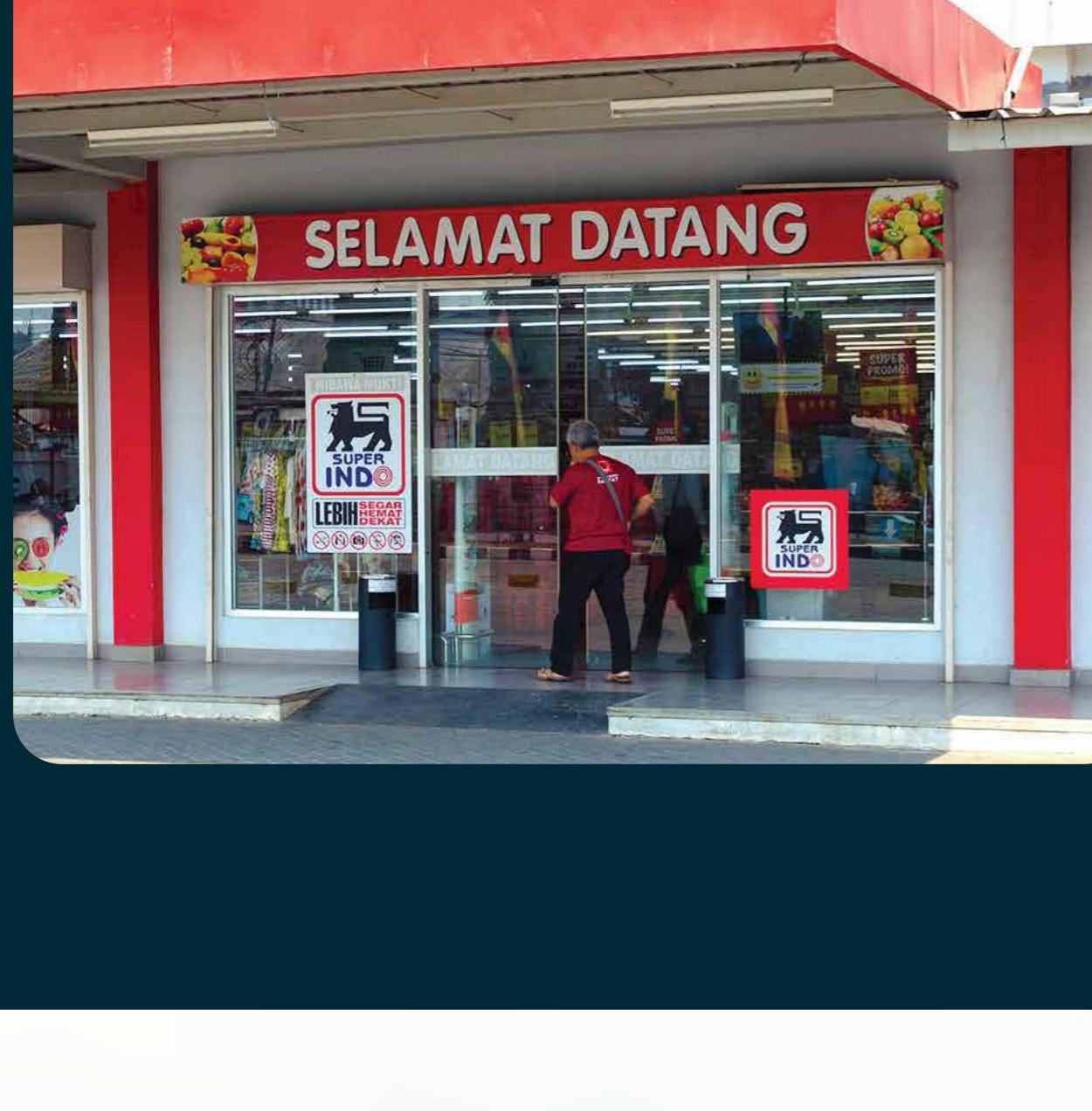
Indonesia's largest grocer has already taken initiatives and steps to improve its efficiency in routing, transport management, and processes, and FarEye is helping them achieve it.

Data Visibility
Timestamping the transportation process from start to end, sending departure notifications, and using electronic proof of delivery has helped in improving delivery quality.

Routing Efficiency
Route creation considers multiple parameters such as volume, weight, and route duration to avoid overloading and oversized dimensions.

Process Efficiency
Reduce waiting time for releasing transportation plans and eliminate the need for additional manpower.

Empties Management
Manage the use of empties or packaging materials during the delivery process to improve balance accuracy and prevent losses.

First Choice for Last Mile

About FarEye

We are a last-mile technology partner for companies obsessed with delivery experience for their customers. Our vision is to ensure every delivery in the world reaches its destination every time, on time, accurately, efficiently, and as sustainably as possible.

FarEye's AI-powered platform turns deliveries into a competitive advantage. Carriers & Shippers use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies, sustainably. FarEye has 150+ customers across 30 countries and six offices globally.