# CREQATE FarEye Case Study Creoate Reduces Its Carrier Onboarding Time By 90%

### Introduction

Creoate is a marketplace that helps to connect creators with buyers, offering a diverse range of unique products and services. Its mission is to help small businesses grow, and have been expanding its presence across North America and Europe since 2021.

FarEye has been the right partner for us to scale our logistics exponentially while providing the best shipping experience to our sellers and buyers.



### **Impact**

100% Automated Operations

300% Increase in Label Generation Speed

**90%** Reduction in Carrier Onboarding Time

### Challenges

Entering a market dominated by Amazon and Walmart, who have created an exemplary and robust supply-chain network, Creoate's vision is to be the best, however they faced several challenges including:

#### **Carrier Management**

No integration with carriers for order scheduling and rate management.

#### **Label Generation**

Complete manual process with a dedicated team for the generation of labels and order processing.

### **Order Visibility**

Lack of visibility of orders along the supply chain.

### **High operational costs**

Manual data mapping for all orders resulting in high Gross Merchandise Value and per shipment costs.



### The FarEye Solution

After evaluating numerous options in the market, FarEye emerged as the perfect solution provider for Creoate, aligning seamlessly with their business objectives of scalability, cost reduction, and streamlining operational efficiency.



#### **Eliminating Manual Processes**

**Quick Carrier Integration** 

Enabled automated carrier selection and allocation

**Contract Management** The rate card management module streamlined the invoice reconciliation process, and prevented payment risks with carriers.

**Automated Label Generation** 

Complete technology-driven process helped with 100% automated label generation for orders and resource reduction.



### **Exceptional Alerts**

Rate alerts were set up for monitoring and taking necessary action that helped improve profit in business lanes.



#### **Ensure Cost-Checks on Shipment Activity**

FarEye estimates and helps reduce shipment costs accurately using advanced algorithms and analytics, considering factors like product value, oversizing, and weight.



Preferred Slot Booking Enhanced the customer experience of suppliers with

forward and return slot bookings.

user-friendly interfaces for



Step 3:

### **Smooth Communication**

**Carrier Onboarding** 

Streamlined the complex

and reduced its onboarding

process for carrier onboarding

Improved communication between stakeholders with proactive notification alerts on

**Attaining Scalability** 

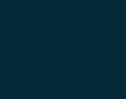
with FarEye

time by 90%.



#### shipment visibility. **Volume Growth**

Transformation of business operations from limited logistic expertise, to scaling up growth volumes with FarEye in 2 years.



-• Step 2:

Revolutionizing **Supplier Convenience** 



## **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 Al-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.