FarEye

Learn how a leading pharma retailer in the Middle-East, transformed customer experience

Introduction

With its headquarters in Jeddah, this leading chain of retail pharmacies in Saudi Arabia manages and operates a nationwide network of 1,200 stores across 125 cities and villages throughout the Kingdom. This extensive presence makes it one of the fastest-growing companies in the region.

Impact

Improvement in customer experience
through Uber-like tracking of orders.
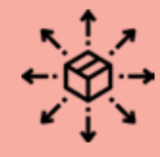
Improved scale of operations
from 30 to 40 stores to 100+ stores through ease of delivery management.

Increase in First-Attempt Delivery Rates

Challenges

With increasing demand for doorstep prescription deliveries, this drugstore retailer needed a last-mile logistics solution provider to manage their delivery operations including system integrations, driver operations, route planning, and payment reconciliation.

Poor Customer Satisfaction

Challenges in order allocation, such as inefficient carrier assignment, and limited visibility into inventory levels, led to poorly utilized resources and delayed deliveries. A lack of visibility to customers coupled with delivery delays caused anticipation anxiety and a poor customer experience.

High Delivery Times

Deliveries were often delayed due to ineffective dispatching processes and inefficient driver management practices. This not just prolonged delivery times but also spiked costs.

Complex System Integrations

Fragmented systems, lack of synchronization between different tools, and challenges posed by scale led to delays in processing orders. It also left gaps in terms of collecting vital transactional data that is critical to drive insights & analytics.

Poor Visibility to Customers

Lack of real-time updates, and notifications regarding delivery statuses, combined with poor customer support on deliveries, led to high WISMO calls. This further contributed to customer dissatisfaction and impacted brand loyalty.

The FarEye Solution

Using FarEye's solution for drugstore deliveries, the retailer streamlined their operations with robust system integration processes, improved order allocation and efficient delivery orchestration. By establishing effective communication channels with customers, they improved customer experience:
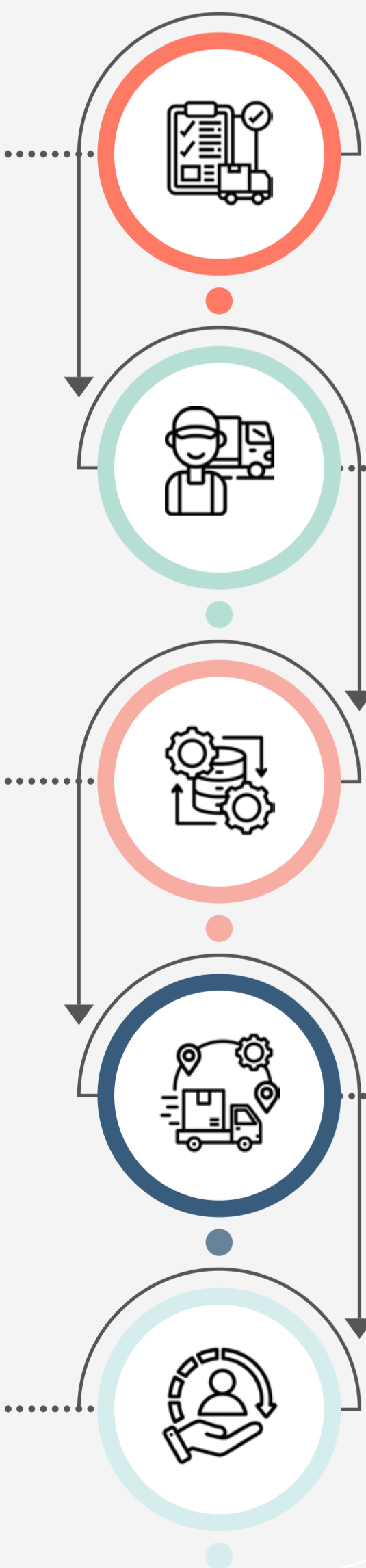
Enhanced Delivery Flexibility

The retailer could offer same-day deliveries with improved delivery planning. This increased their first-attempt deliveries and reduced failed deliveries.

Streamlined Driver Operations

Orders are allocated to customers through drivers mapped to stores. Drivers could be interchanged across different stores through the user-friendly allocation system with the right set of manager approvals.

Seamless System Integrations

FarEye's readily available connectors enabled seamless integration with the existing ERP system. The orders are now imported into the FarEye and hyperlocal deliveries were executed with unseen ease.

Real-time Tracking for Customers

Customers can track orders from the store to their doorstep in an Uber-like interface in real-time through a tracking link that is sent to them. They can place special instructions and communicate with delivery drivers through a secure interface.

Improved Customer Communication with Timely Support

FarEye has provided a unified system allowing drivers to initiate secure communication with customers through a 1-click system to share live locations, reducing delays. Additionally, centralized support across channels offers real-time visibility, enabling timely resolutions to customer inquiries and proactive support improvements.

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.