

Case Study

Greece's Innovative Last-Mile Leader, Leads the Way in Courier Market with a 50% Reduction in Operational Costs

Introduction

Svuum specializes in fast, reliable last-mile delivery. Offering same-day and next-day services with comprehensive tracking and customer support, **Svuum enhances urban delivery experiences.**

“Partnering with FarEye has been a game-changer for Svuum. Their last-mile delivery solutions have streamlined our operations, enhanced customer experiences, and enabled us to scale effectively. Together, we’re delivering happiness with every package and redefining the standard for logistics in Greece. We’re proud of what we’ve achieved and look forward to continuing this successful collaboration.”

Nicolas Vassillakis
CEO, Svuum

“The logistics spend in Greece is double the gold standard at 10% of GDP, while consumers are increasingly demanding a superior delivery experience. Svuum’s partnership with FarEye has demonstrated that 3PLs can significantly improve consumer experience with accurate and faster deliveries, while also improving their bottom line.”

Suryansh Jalan
President, FarEye

Impact

92% Increasing Delivery Accuracy (OTIF)

60% WISMO Inquiries Reduced

50% Reduced Operating Costs

Challenges

The current solution of Svuum, hindered its growth and operations as it faced challenges in managing its day-to-day operations that included system integrations, delivery and driver operations, and route planning.

Operational Challenges

Svuum faced challenges integrating its in-house and merchant systems, leading to fragmented data, lack of real-time visibility, and inefficiencies in standardizing processes, such as POD capture and driver tracking.

Rising Costs

Svuum previously faced elevated costs for same-day and express deliveries due to inadequate route planning, further exacerbated by repeated delivery attempts and inconsistencies in scheduling and execution.

Visibility Blackbox

Merchants' lack of a tracking portal limited their visibility of on-road orders, causing inefficiencies, delays, and reduced transparency in monitoring deliveries and effectively resolving customer inquiries.

Lack of Scalability

Previously, favorable economic conditions supported Svuum's growth potential. However, the absence of an effective last-mile delivery solution hindered the company's scalability and agility, limiting its expansion.

Poor Customer Experience

With limited parcel visibility for each order, frequent WISMO (Where Is My Order) calls and declining customer experience were negatively impacting Svuum's brand perception.

The FarEye Solution

Using FarEye's last-mile delivery solution, Svuum could manage to streamline its operations with robust system integrations, improved order allocation, and efficient delivery orchestration. Establishing effective communication channels with customers, also enhanced their customer experience.

1 Quick and Easy System Integrations



FarEye seamlessly integrates with Svuum's in-house and merchant systems via APIs, enabling smooth data exchange, real-time visibility, and enhanced last-mile delivery efficiency without disrupting existing workflows.

2 On-Ground Operational Improvement



FarEye digitizes Svuum's operations, standardizing processes for scalability through its Driver Application, enabling POD capture, GPS tracking, and real-time driver location monitoring for streamlined last-mile efficiency.

3 End-to-End Visibility



With FarEye's control tower in place, it provided Svuum's team with a comprehensive view to identify failures, address discrepancies, and mitigate future risks through effective planning and proactive corrective actions. This has improved driver performance and increased delivery accuracy rate by **92%**.

4 Route Optimization



FarEye enables efficient order planning for same-day or future deliveries, optimizes vehicle and driver management, reduces operational costs by over **50%**, and enhances scalability for Svuum's last-mile operations.

5 Enhanced Customer Experience



FarEye provides Svuum customers with real-time order tracking and updates, with DIY functionality to edit order details via a white-labeled customer link. This has improved customer satisfaction and reduced WISMO inquiries by **60%**.

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.