Customer Success:
FreshDirect

Achieving more customers per delivery, while reducing carbon footprint and improving the bottom-line...

THE CLIENT

freshdirect.®

FreshDirect, an online grocery delivery company, distributes to residences and offices in the New York City metropolitan area. FreshDirect specializes in perishables, offering over 3,000 varieties of high quality fresh food.
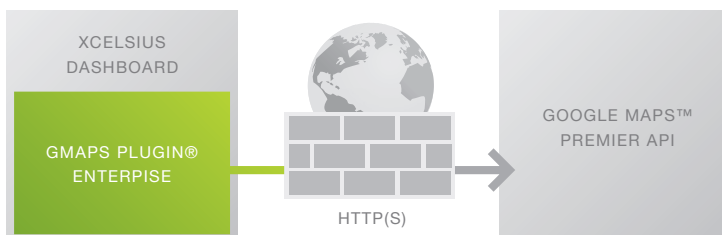
By buying fresh foods directly from the source and bypassing the usual layers of distributors and middlemen, the food on the consumer's table can be four to seven days fresher than from a typical supermarket. Running such a business requires current and concise information, so decisions can be made quickly.

THE PROBLEM

FreshDirect ships in excess of 9,000 orders a day, containing about thirty five thousand cartons that need to be delivered at pre-selected time slots while fighting NY City traffic. Ensuring on-time delivery is critical for maintaining FreshDirect's high quality of service standards. While data is readily available through their business intelligence initiative, geographic visibility into at-risk deliveries was a weakness in their existing reporting solution.

THE SOLUTION

FreshDirect required a real-time solution to measure and monitor delivery performance and provide visibility of risk throughout the day. Delivery rate data is recalculated every five minutes and applied to each route to predict which orders are most likely to be late. Using customer delivery addresses, customers at risk of having a late delivery are plotted on a street level map of New York City using Centigon Solutions' GMaps Plugin. Adding a geographic dimension to visualize at risk deliveries, GMaps Plugin provides spatial reasoning to immediately uncover trends. Operations managers working day and night are now able to pinpoint risk geographically and prioritize where to send auxiliary delivery units each hour.

XCELSIUS DASHBOARD

GMAPS PLUGIN® ENTERPISE

HTTP(S)

GOOGLE MAPS™ PREMIER API

> "Centigon Solutions' GMaps Plugin gave us the ability to prevent thousands of late deliveries by sending help to strategic regions 30-60 minutes before the customers would be affected."
>
> -Brandon Arbiter- Manager of Business Intelligence

THE RESULTS

Centigon Solutions GMaps Plugin Bundle Google Maps Premier empowered FreshDirect to monitor issues within their delivery value chain, while improving their on-time delivery metrics leading to increased quality of service and customer loyalty. FreshDirect can now serve more customers with the same delivery run and meet its commitment to reducing its carbon footprint, while improving it's bottom-line.

Dispatchers can quickly locate at-risk deliveries and dispatch on-call trucks to ensure on time delivery and maximum customer satisfaction.

TECHNOLOGY

GMaps Plugin and Google Maps Premier provides a robust geographic data visualization solution for business intelligence dashboards at FreshDirect. Through point and click integration with Xcelsius, FreshDirect developers were able to quickly meet business demands to uncover and reduce at-risk deliveries using interactive visualization technology. Without a server-side installation or GIS system in place, FreshDirect refreshes near real-time data directly from their Business Intelligence data warehouse into the GMaps Plugin enabled dashboard. Dashboard end-users easily access information through any web browser without any additional software installation.

For more information on GMaps Plugin, visit: GMAPSPLUGIN.COM

Centigon solutions