#### Milkman impact on colvin

Average customer rating

4/5

Interaction with Milkman Tracking Page

Rescheduling their delivery

Colvin, founded in Spain in 2016, it is now one of the major flower companies in Europe. The Company, which manages more than 300.000 deliveries per year and works only with perishable goods, was looking for a reliable technology last-mile partner who could offer flexible delivery slots while taking care of the emotional core of the service that is being connected with people despite distance.

"Our mission": says **Rada Zilja, Supply Chain Manager, Colvin**. "is to recover the magic of flowers, offering customers a unique and innovative experience and making them accessible to everyone with affordable and transparent prices".

"Colvin is a customer-obsessed company and this identity has to be as well reflected in the delivery services, that's why we chose Milkman Home Delivery Platform": echoes Lorena Stasi, Wizard Expert Italy, Colvin. "Milkman played a strategic role in achieving our goals towards innovation. This technology offers a high level of delivery performance, tracking tools that keep the customer informed step-by-step and a level of interactivity that has no comparison on the market".

#### Boosting satisfaction with precision

The pandemic has impacted Colvin business in a huge and unexpected way, but positively. People, during lockdown, felt the urge to connect with be-loved ones and the company played the role of a virtual messenger to connect people despite physical distance.

"Customers were asking to send their words with an heartwarming gift delivered at the right time": tells Mrs Stasi. "Milkman has increased our level of customer satisfaction thanks to a high level of on-time delivery performance (98%) and a user-friendly tracking system that allows the customer to interact with the delivery service in real-time.

"This functionality is particularly important in Colvin's case, as who is buying is not always the final customer: bouquets and flowersr are often gifts and the service has to respect the anonymity and surprise factors.

### Relevant figures

- 50% of customers actively interacted with the Milkman Tracking Page
- 10% of customers reschedule their delivery and prevent claims
- **4.5/5 stars is the average** rate left by customers when called to express delivery service evaluation.

## A Strategic Partner

The future will see Colvin further widen its horizons: born as B2C organization, now it is expanding the business by launching **Bloom Market**, a real B2B enterprise. "We aim to build the largest flower wholesale marketplace ever, to deliver the best price selection and services to all professional flowers buyers". says Mrs Zilja.

"Milkman for us has become more than a standard supplier, it is a **strategic partner**, the best companion to achieve the mission of connecting people's feelings in real-time. I feel there's a long way ahead of us, many new projects and countries", concludes Mrs Zilja.

# About Milkman Technologies



Milkman Technologies offers a cloud-based solution for logistics and transportation providers, granting full control and visibility of the transportation costs, process automation, information security, and digitization.

Born as a logistic carrier in 2015, Milkman experienced the challenges of an industry that relies on complex fulfillment networks supported by disjointed digital systems.

Overcoming these silos and inefficiencies became our main goal. Milkman is now a leading technology provider of logistics operations, counting with €39 million in funding and 20+ customers across Europe.

Milkman Technologies has been named as **Sample Vendor** in the 2022 Gartner Market Guide for Last-Mile Delivery Technology Solutions.

Platform is certified and listed on

the SAP Store.

Milkman Home-Delivery

Hear from our customers by scanning the QR code



SAP PartnerEdge Build



### Milkman Home Delivery Platform

Milkman Technologies offers a **home delivery consumer-centric cloud solution**, empowering Logistics and Retail organisations to increase profitability, through **convenient and sustainable** delivery options.



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