Entertaining deliveries for a leading media company

How a customer-centric partnership increased loyalty and satisfaction

Effective communication from purchase to delivery

70% Change their needs **27%** Follow updates on their tracking page

Customers that interact with their tracking page:

- To change Delivery Time
- Communicate Doorman or opening hours
- To change Address

Being in touch anytime, anywhere

A leading European media company in the telecommunications field decided to align with the frenetic progress of its sector. In this market consumer habits have undergone an unprecedented evolution, forcing players to review their operating model and create a focus around a "being in touch anytime, anywhere" perspective.

This same Brand once wrote: "We are part of the everyday life of millions across Europe. We entertain and connect by putting them in control of a best-in-class service". **Entertainment, technology, connectivity, and innovation**: all keywords the Brand considered when looking for a logistical partner. That's why the company chose to collaborate with **Milkman Technology.**

The collaboration started by integrating time-definite deliveries for the Brand's cable tv decoders. It required a **reliable and customer-centric partner**, who would accompany customers throughout the delivery phase with notifications and constant updates, with the goal of providing the same kind of entertainment to which customers are used to for all stages of the process.

Last-mile is a powerful driver of loyalty

Customers have enjoyed choosing the day and time of delivery. According to their reviews, knowing the estimated time of arrival early in the morning, through **Milkman Tracking Page**, which becomes more and more precise as the driver approaches his destination, has become one of the most popular features.

Milkman Tracking Page becomes an information hub, where every need can be solved without being forced to get in touch with the customer service.

74% of customers access the tracking page to follow deliveries updates

27% interact with it to modify and adjust information

26% change the delivery date

7% change delivery address

54% choose a time-definite delivery

Time-definite delivery is powered by the **Milkman Flex Slots** that calculates the widest range of demand-shaping Delivery Options, taking into consideration the residual Fleet Capacity and historical Density Patterns delivery.

Analyzing data, the Media Company positively remarked that this technology feature is definitively a powerful driver of loyalty, generating an increase of orders by **34%+**.

Faithful customers are growing by **21%**, purchasing multiple times, achieving an order increase of **1.2+ orders per year**, compared to other market players customers with a more traditional delivery service.

As evidence of the success of the project, the Company is investing further by subsidizing some of the delivery fees, encouraging adoption of the time-definite service and consequently increasing the success of deliveries.

With **4.6 stars over 5 awarded by customers**, the partnership proceeds at full speed and with mutual satisfaction, planning to add more metropolitan areas in the near future

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.*

Milkman Home-Delivery Platform is certified and listed on the SAP Store.

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.

Want to know more?

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