TANNICO

Tannico: how offering dynamic time slots increases customer loyalty

Reliability combined with excellence is the key for a successful delivery experience

Milkman Technologies impact

Tracking page interaction	On-time deliveries	Evening deliveries	Same-day deliveries
72%	97%	11%	8%

A Successful Wine Store

Tannico is a leading wine store with the widest and most carefully selected range of Italian wines in the world, active in **7 European** countries and **20 others worldwide**.

The company ships to customers around the world, with guaranteed same-day delivery in the city of Milan, 24/48 hours in the rest of Italy, and from 72 hours in EU countries to 15 days in the United States.

To offer reliability and drive customer loyalty by eliminating price competition, Tannico needed a technology partner capable of automating and streamlining last mile processes. It also needed real-time reporting and analytics to stay ahead of trends and give customers what they want along each step of the shopping journey

Reliability first

"We wanted to be perceived as a unique player in the market, chosen for its competitive delivery services, offering free options to drive recurring purchase and ensure a superior customer experience", says **Claudio Bonci, Tannico's Business Developer Manager**.

A **comprehensive** catalogue, **customer support** with increasingly **extended opening hours, programmable deliveries**, are strategic elements that lead customers to not look for alternatives. With these services, Tannico pampers its customers and makes them feel part of a community thanks to Milkman Technologies.

The Milkman Solution

Milkman Home-Delivery Platform was initially implemented to support Tannico's deliveries in Milan in 2016 and It is now active in 11 other cities.

Tannico chose to offer the widest possible range of flexible time-windows and same-day delivery at zero cost for its customers, who are usually high-value spenders ordering several bottles at the same time.

"Milkman Technologies is a strategic partner. We chose it because we were looking for excellence. For Tannico, excellence starts with reliability: when you make a promise you have to keep it. There is very little sensitivity from other market operators about this topic, perhaps because they are still focusing on a pre-eCommerce world", says **Claudio Bonci**.

And the promise Milkman did keep:

- **97,2%** of Tannico appointments delivered within the selected time-window
- high adoption of same-day: **8%**
- high adoption of evening delivery: **11%**
- **72%** of recipients use Milkman tracking page to interact with their order: either by changing the time, the day or the address of delivery.

*"Being able to correct an address independently, to indicate on the map your location: these are all things that work very well, especially if we consider digital native generations as future customers": confirms Bonci. "**Milkman Technologies offers a very different approach compared to standard services by letting the retailer and the consumer follow the delivery process step by step**, in a very simple and effective way. All that gives a lot of value, improving loyalty and frequency of purchase."*

About Tannico

Tannico is the wine store with the widest and most carefully selected range of Italian wines in the world. In 2020 alone, it handled over 400,000 orders and delivered 2,5 million bottles worldwide, ending the year with a turnover of more than 37 million euros (+82%). 2020 also saw Campari Group acquire a 49% stake in Tannico.

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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