



---

## HIGHLY-OPTIMIZED DELIVERY PERSONNEL **MOBILE APP FOR** WORLD'S LEADING **SEAFOOD SUPPLIER**

---

Right from procuring the seafood to storing it in warehouse to delivering it to the customer, it is important to maintain the quality of orders through cold storage and rapid deliveries. Here is the success story of how mobility brought in the required delivery process optimization for our client.

## ABOUT THE CLIENT

A leading seafood supplier with a global presence and a pioneer among seafood processing companies. An ambitious client who wants to effectively utilize novel technologies for scaling further in the seafood business and also to become the best online seller delivering frozen seafood.

## THE BACKGROUND

To cater to new and emerging business requirements, the client wanted to build a B2C website with e-commerce functionalities integrated in order to facilitate online purchase of sea food. One of the most critical parts of the agenda was to build mobile apps to help the delivery personnel (delivery boy) as well as the customers.

## CHALLENGES FACED

- » **Quality preservation- the primary focus of the delivery system**  
Procuring and delivering high-quality seafood was the utmost challenge faced by the client. Maintenance of cold chain from procurement stage to delivery point; that is, preserving the quality of frozen seafood by controlling temperature and using exclusively designed carry bags for storage was a must. Even then, delays with delivery used to cause growth of bacteria which hampered the quality of goods delivered. The only solution was to hasten up the delivery process.
- » **Delay in delivery incurred heavy costs**  
As stated above, though the seafood procured was stored with maximum care, lack of an optimized delivery chain incurred heavy costs and decreased ROI.
- » **Difficulty in saving man hours**  
There was no easiest/ shortest way for the delivery personnel to deliver the orders promptly.

The proposed solution effectively addressed all the above challenges faced by the client.

## SOLUTIONS DELIVERED

- » A fast, responsive **B2C ecommerce website** built on Magento platform that has all the features needed for an online store.
- » **Android mobile app** for the delivery personnel (known as Delivery Boy app) to help them fulfil all the assigned deliveries within the given time.
- » **Order Preparation Phase-** The Delivery Boy app will display all the orders assigned to each delivery boy with the respective time slots for each delivery.
- » **Delivery Boy app is integrated with COD-** Cash/ Card on Delivery payment features. This in fact helps customers to opt for the payment mode of their choice.
- » **Customer consent integration-** The delivery boy app has the option for the customer to sign off when the order is fulfilled.
- » **Order status auto sync-** As soon as the customer signs after receiving a delivery on the handheld device of the delivery boy, the order status is updated in the backend system as well.
- » **Geocoding (google maps integration)** – When an order is out for delivery, the delivery boy will be shown the delivery address on the map so that he can reach the destination and serve the order promptly. This is done using Geocoding.
- » Orders are listed in the Delivery boy app based on their priority and time slot, meaning the orders don't overlap.
- » A perfect solution to address the **Travelling Salesman Problem (TSP)** - That is, how to cover all delivery points within a single timeslot in the shortest and easiest way.



## ABOUT SUYATI

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.



[www.suyati.com](http://www.suyati.com)



[services@suyati.com](mailto:services@suyati.com)

JULY 2017

Highly-optimized delivery personnel mobile app for world's leading seafood supplier

03