

exotel

ekart
LOGISTICS

Case Study



Summary



Ekart is India's largest logistics company, delivering over 10 million shipments a month. Ekart uses Exotel's smart features - Last Mile Delivery Tracking, Customer Connect, and Number Masking -to ensure a flawless and reliable connection between delivery agents and customers.



About Ekart

Ekart is India's largest logistics company, delivering over 10 million shipments a month. It was established in 2009 as the in-house supply chain division of Flipkart. As in 2015, Ekart shipped 85% of products ordered on Flipkart. Ekart, as part of a delivery model, has partnered with around 700 Kirana stores from 28 metropolises in the country. Ekart first introduced locker services in stores and supermarkets running for all hours in the country.

Exotel & Ekart

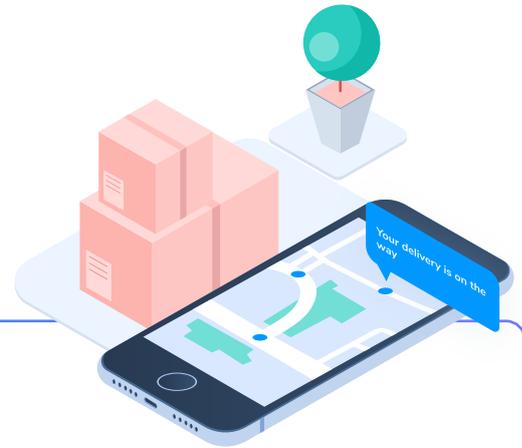
Objectives

- Running their day-to-day business via phone calls through a platform that they could easily track, scale and rely on
- Transparency with last mile operations
- Connecting delivery agents and customers without compromising on the customers' privacy
- Records of the delivery attempt

Challenges Ekart deployed Exotel's features for

Problem: *Optimizing last mile deliveries*

Ekart's business is heavily dependent on customer communication. Last mile delivery is one of the biggest cost factors for an e-commerce company. Ekart was looking for a solution to optimise their last mile delivery and control cost.



Solution:

Last Mile Delivery Tracking

Ekart has a knowledge of the agents who are going to deliver, a day before the delivery. Let's say an agent wants to speak to the customer, they have to log in to their Ekart app and click on the call button placed next to the customer's name. A call will be originated from their number and a PIN (of few digits) will be passed, Ekart will use this information to trace the customer and the associated agent, and send a request to Exotel to call the customer's number.

All the calls routed via Exotel are tracked and recorded. The delivery agent can update the customer in real time and fix a suitable time for the delivery, thereby keeping them informed on the expected delivery time.

Problem: *Connecting the delivery agent and the customer*

A lot of the customer communication tends to happen via personal phones of the delivery personnel. This is a great loss to the business since a lot of trackable business conversation goes untraced.



Solution:

Customer Connect

Bridge conferencing (Customer Connect) has helped Ekart in saving time and money by removing the need to travel to meet the end consumer, while also improving business productivity and collaboration. With Exotel's customer connect, Ekart is now able to track every single business call which further helps them in analyzing the number of delivery attempts made by the agent for a particular delivery.

Problem: Protecting customers' privacy

Protecting the privacy of customers has become imperative in almost every business. It's a precautionary step most businesses are willing to take. Ekart too wanted to protect the privacy of its customers.

Solution:

Number Masking using Exotel

Number masking not only shields the customer phone number but also gives an insight into how the delivery agents conduct themselves with customers. This helps in handling escalations, false delivery attempts etc.



Result



Ekart can now get a near real-time update on the inventory status. No more waiting till the end of the day to get the complete picture.



Customers can be updated on the order status thereby reducing the confusion on the expected delivery time.



Sensitive data remains secure because of calling security.

Ekart speak



From the very beginning, the experience of working with Exotel as a call bridge service partner has been phenomenal. Very supportive and understanding staff who have lived up to every expectation, and at times exceeded them too.

Satish Chugh

Senior Manager- Last Mile Design, Ekart



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WHY EXOTEL

Founded in 2011, Exotel is the largest cloud telephony platform in Southeast Asia.

