

HERE'S HOW MASHKOR LEVERAGED TOKAN'S **GEOFENCING** FEATURE TO DRIVE EFFICIENCY

ABOUT THE BRAND

Mashkor is an on-demand delivery company that offers services to individuals and businesses. Their business SLA is to deliver faster and to make that possible, they prefer to assign one agent dedicatedly to one order. They promise to go above and beyond when serving their customers to accomplish this!

However, they were still having problems with their fleet efficiency (managing the demand and supply mismatch) and transactions, despite all their efforts. As a result, the company was looking for a (tech) solution that would allow their fleet to be able to manage demand and supply in a hassle-free manner.

KEY CHALLENGES:

- Managing the mismatch of demand and supply (fleet efficiency)
- An increased operational cost





THE SOLUTION WE PROVIDED:

Due to the mismatch in demand and supply, they needed an advanced solution for their delivery fleet. And Tookan's geofence feature with agent push notifications helped Mashkor resolve its challenges. Here's how Tookan helped:

GEOFENCE MONITORING:

Geofencing with heat maps is used for managing the demand and supply mismatch. Using geofencing data of Tookan, Mashkor built a custom solution to predict the demand for agents in a particular geographical zone (geofence) zone. And then sent push notifications to the agents to be there for a quicker pickup (satisfying their business SLA; fast delivery service).

In addition, with the help of Mappr's (mapping solution) color coding functionality, managers were able to monitor the location of the delivery agents.

REDUCED OPERATIONAL THROUGH GEOFENCING:

With the geofencing feature, managers got precise data on wait times at specific locations. As a result of this actionable analytics, carrier fleets were able to resolve delays and improve route plans in order to reduce fuel and labor costs.



HOW THEY BENEFITED FROM THE SOLUTIONS:

- Improved visibility across the supply chain
- Geofencing has helped improve fleet efficiency
- The demand-supply mismatch was balanced
- Saved fuel and labor costs by resolving delays in deliveries

ABOUT TOOKAN

Tookan is an intelligent delivery management platform. It is the best-in-class route planning, fleet tracking and last mile delivery solution for both B2C and B2B segments. Tookan is powering retailers and carriers to do faster, reliable, customer-centric deliveries at scale.

Businesses have changed their outlook towards the last-mile delivery service.

With Tookan, reinforce your delivery services and scale your business operations efficiently to ensure on-time deliveries and delightful customer experiences.



Begin your transformation journey today with Tookan!