

# ORDERJOY

## Convenience of shopping daily items from home



### BUSINESS CHALLENGES

- Keeping track of delivery boys when out for delivering groceries.
- Automatic notifications to customers.
- Analytics for decision making.



### SOLUTION

- 'Real-Time Tracking' to remotely track their delivery boys.
- 'SMS & Email Templates' to automate delivery updates.
- 'Analytics' to measure various task performance indicators.



### BUSINESS RESULT

- Reduced delivery cycle time.
- Better customer experience and increase in the number of new customers.
- 50,000-100,000 Android app installs.

### ORDERJOY – SIMPLIFYING DAILY GROCERY SHOPPING NEEDS

Based out of Gurgaon, OrderJoy is an online grocery delivery platform, where customers can search by category, browse offers and find specific products to suit their needs. Everything gets delivered to customer's doorstep within 90 minutes. Delivery can also be scheduled as per the convenience of the customer. OrderJoy aims to make grocery shopping an easy, quick, and delightful experience for its customers.

### CHALLENGES

**Tracking deliveries in real-time:** Inability to keep track of all delivery agents who were delivering groceries, was a major concern for OrderJoy team. They wanted to keep track of each delivery agent in real-time to ensure timely deliveries to customers.

**Auto Generation of Invoices:** As the number of customers grew, it became more and more difficult to manually generate invoices for every order. They needed a system that would automate invoice generation for most of their work.

**Keeping customers informed:** For enhancing customer experience and reducing follow-up calls, OrderJoy needed a system for sending notifications to its customers to keep them well informed about the status of their order.

**Analytics for Business Growth:** They were looking for an organized way to conduct the analysis of the delivery tasks and delivery personnels for better decision making.

### SOLUTION

Tookan proved to be a real life-saver for OrderJoy, as its premium features became most appropriate solutions for the challenges.

**Real-Time Tracking:** OrderJoy was able to remotely track their delivery boys in real-time across the defined geographic region. Interactive map based interface of Tookan further helped streamline the business operations.

**SMS & Email Templates:** This feature of Tookan offered customizable SMS & Email templates to the management for automated messaging and invoicing. The integration with Tookan enabled the much needed invoicing feature for OrderJoy.

**Delivery Notifications:** Tookan completely automated the communication process for OrderJoy with the help of its customizable trigger based notifications. They were able to send notifications to their customers via SMS and email with complete delivery details when the order was placed, dispatched and delivered to customer's doorsteps.

**Analytics Dashboard:** The analytics functionality allowed the OrderJoy team to measure various task performance indicators like Task completion rate, Time based productivity, Distance based effectiveness among others. The mini customer CRM also allowed them to export their tasks/orders details for further specific analysis.

### OUTCOME

- While the manual process of handling delivery business activities took many man hours, with Tookan these processes were completed within a matter of minutes. The OrderJoy team could easily assign delivery tasks, track delivery boys, analyze task performance, and manage invoices.
- The Tookan solution helped them improve overall customer satisfaction which resulted in significant increase in the number of new customers. On the operations side, field workforce team could be handled remotely and tasks were assigned without any paperwork and manual efforts.
- OrderJoy has already seen 50,000-100,000 Android app installs on Google Play Store which shows their increasing customer base.