



A leading pharmacy retail chain, **Generico**, grew from **200 orders per day** to **5K orders per day** using **Tookan**

ABOUT THE BRAND

Generico is Mumbai's leading omni channel pharmacy retail chain, having 100+ stores all across Mumbai & Pune. They serve more than 1 million customers in Mumbai and handle more than 5K deliveries per day. Let's take a look at how Tookan helps them manage all these deliveries efficiently.



KEY CHALLENGES:

- Managing order assignment for single pick-ups and multiple deliveries
- Real-time visibility for customers on orders
- Performance management & agents payout

THE SOLUTION WE PROVIDED:

TASK POOLING

Generico wanted to pool orders from a single store that received multiple orders at once. With Tookan, Generico was able to club orders from one store within a time interval and assign one agent to handle deliveries.

ORDER ASSIGNMENT

Tookan's round-robin auto-assignment feature enabled Generico to automatically assign orders to the closest and available delivery agents. In round robin assignment, agents within a defined radius are circularly force assigned.

REAL-TIME VISIBILITY FOR CUSTOMERS:

Generico provided its customers with real-time tracking of delivery agents by utilizing Tookan's live tracking feature. Tookan also provides support with its custom mapping solution so per order cost is lower. And as a result, customer satisfaction was achieved by knowing how long the order would take to arrive.

PER AGENT PAYOUTS

Generico was able to access all the information and reports they needed regarding their agents through Tookan's analytics feature. And with this feature, metrics for productivity, effectiveness, and punctuality can also be tracked. As a result, Generico is able to reward its agents for performance while also providing options for running incentive programs with simple configurations.



HOW THEY BENEFITED FROM THE SOLUTIONS:

- Hassle-free order assignment
- Improved customer experience
- Per agent payout issue has been resolved

As Generico has grown from 200 to 5K orders per day, Tookan's automation of their delivery process has played an important role in their success.

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!