

42% Improvement in Expedited Shipping Compliance: Streamlining Delivery Operations

Industry: Skincare eCommerce & Retail (CPG), Subscription

Target Persona: COO, VP-Supply Chain, Operations Heads

Brand Size: \$200M+

The Problem

The brand's COO conducted a thorough examination of their delivery operations, uncovering nuanced challenges affecting customer satisfaction. These included concerns about the consistency of meeting "two-day delivery" promises, frequent disparities between expected and actual delivery times across shipping options, and variations in the effectiveness of 'standard' versus 'express' shipping.

Additionally, regional disparities in shipping efficiency were noted, with certain areas facing regular delays. There were questions about how delivery experiences influenced customer retention, particularly among high-value customers facing potential churn.

The Solution

Saras Analytics established a unified data warehouse, consolidating data from Big Commerce, Shopify, UPS, and other logistics partners.

Saras also identified critical operational challenges and translated them into analytical questions for the brand's leadership. They conducted detailed analysis on delivery times, compliance with shipping options, and customer churn. This revealed significant delays in expedited shipping and inconsistencies in standard shipping times. Strategic recommendations, including improved customer communication, and more were provided to resolve logistics issues and enhance the overall delivery process.

The Result

The brand noticed a significant increase in compliance rate for expedited shipping from 14% to 56%. The average time for standard shipping was reduced from 5.4 days to 4.2 days, improving customer experience.

The customer NPS elevated by 3x and successfully reactivated churned customers, adding \$300K in revenue in 6 months.



"Collaborating with Saras Analytics was a pivotal move, leading to a 42% improvement in expedited shipping compliance. This initiative not only refined our delivery processes but also significantly elevated our customer satisfaction levels"

COO, Skincare Brand

42%

Increase in Expedited Shipping Compliance Rate

3x

Increase in Customer NPS

+\$300,000

Revenue Addition in 6 Months

Engaged Saras Ecosystem

Daton + Consulting



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