



RETAIL

Premier Global Appliance Group Rewrites Supply Chain Best Practice

RADARO



We live in a world that is constantly moving. Where consumers expect products and services to follow them wherever they may be. Whether you're a global enterprise or aspiring market leader you need a scalable and simple solution to monitor your supply chain and delight your customers. As Electrolux discovered, Radaro enables businesses in any industry, from retail to roadside service, to optimize their outbound operations through real-time job performance management and world leading digital customer engagement.

The Results With Radaro



Company Overview

As a leading global appliance enterprise Electrolux boasts renowned consumer brands such as Electrolux, AEG, and Westinghouse. Their mission is to enhance the quality of life by reimagining taste, care, and well-being experiences, by fostering more enjoyable and sustainable living. To fulfill their vision, Electrolux' business model centers on the creation of exceptional consumer experiences.

Industry

Retail

Employees (Global)

10,000

User Case

Customer Experience,
Business Efficiency
Optimisation



01 - Challenge

- ✓ Create more consumer sales opportunities protecting existing revenue streams and creating new ones
- ✓ Experience ownership – How can we bring our premium products personality into the consumer's home?
- ✓ Remove reliance on 3rd party supply chains through visibility whilst understanding network and supply chain performance.

02 - Solution

- ✓ Upsell opportunities are communicated live from the field by drivers to CX teams with the click of a button. Additionally, as a job completes, the customer is prompted to rate their experience and share their feedback, which allows Electrolux customer care managers to promptly respond to any dissatisfaction.
- ✓ Notifying customers about anticipated delivery timeframes and exact time of arrival (ETA's) enhance the opportunity for Electrolux to engage with its customers effectively.
- ✓ A data parser tool was developed by Radaro to allow streamlined integration with embedded legacy systems along with real-time operational visibility of owned and outsourced delivery fleet and performance data from the field.

03 - Outcome

- ✓ An impressive average delivery rating of 4.7 stars and a remarkable 450% increase in customer feedback
- ✓ Customers meet drivers at the door, minimising dwell times, missed deliveries and delivery anxiety
- ✓ Unsuccessful deliveries were minimised by 25%





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