








# LOGINEXT FOR A LEADING E-COMMERCE COMPANY- PAYTM

## Case Summary

LogiNext provides route optimization and delivery tracking products to a range of different industries.






Paytm is a leading e-commerce company which has a wide consumer base, and an even bigger vendor base. Paytm sources the product deliveries from the vendors through its SEED (speedy, efficient, effective, delivery) program. Through this program packaged goods are picked up from the vendors and brought to the distribution center. Paytm where having some issues with this process. LogiNext offered them the ideal solution.

## Client Concerns

-  Information Loss: Proof of Delivery (POD) information lost in transition due to illegibility or mishandling.
-  Process Visibility: Lack of transparency throughout the logistics process of pickup and delivery.
-  Resource Management: Lack of a process to properly manage the resources and forecast delivery requirements on a regular basis.
-  Route Management: Lack of proper route management system as routes were manually assigned.
-  Communication barrier: Lack of proper communication between vendors and the company resulting from difference between pick-up manifest and actual pick-up details.

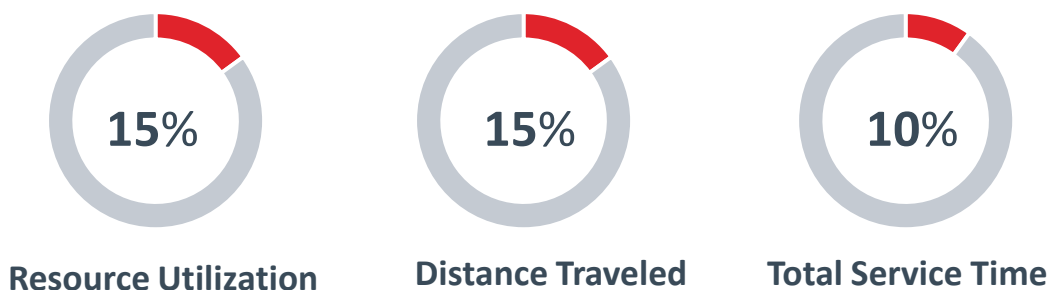
### LogiNext Mile™ to ensure Delivery Tracking and Route Optimization

We considered the client's concerns and accordingly set up our MILE product features to solve the issues.

-  Digital Information: ePODs can assigned to delivery personnel to record all delivery details with a visual proof in terms of a virtual signature on the image of the delivered package.
-  Enabling visibility: Real-time visibility and alerts sent to upper management: via tracking of pickup boys, and analysis of their daily workload and performance.
-  Resource optimization: Resource capacity analysed and optimized while increasing the efficiency by reducing the turnaround time
-  Route optimization: Delivery personnel can cover maximum possible distance in least possible time by utilizing LogiNext's geocoding engine which takes into consideration real time traffic conditions and provide street level accuracy of the addresses.
-  Communication channel: Real time information of actual pickup vs planned pickup clearing specifying reasons for failed pick-ups and partial pick-ups.

## Results

LogiNext Mile™ solutions set up significant positive changes within Paytm. The following graphs show the percentage increase in different metrics.



In addition to this, there was immediate increase in the overall productivity of the logistics management processes of Paytm. Significant reduction in the man hours invested in route management resulted in better resource planning and quality control.



A-901, Supreme Business Park Hiranandani Gardens,  
Powai, Mumbai – 400076  
Email: [contact@loginextsolutions.com](mailto:contact@loginextsolutions.com)  
Office: +91-22-61526300

\* Data may have been modified in proportionate manner to secure the privacy of client's data.

© 2016 LogiNext Solutions Pvt. Ltd. All rights reserved.