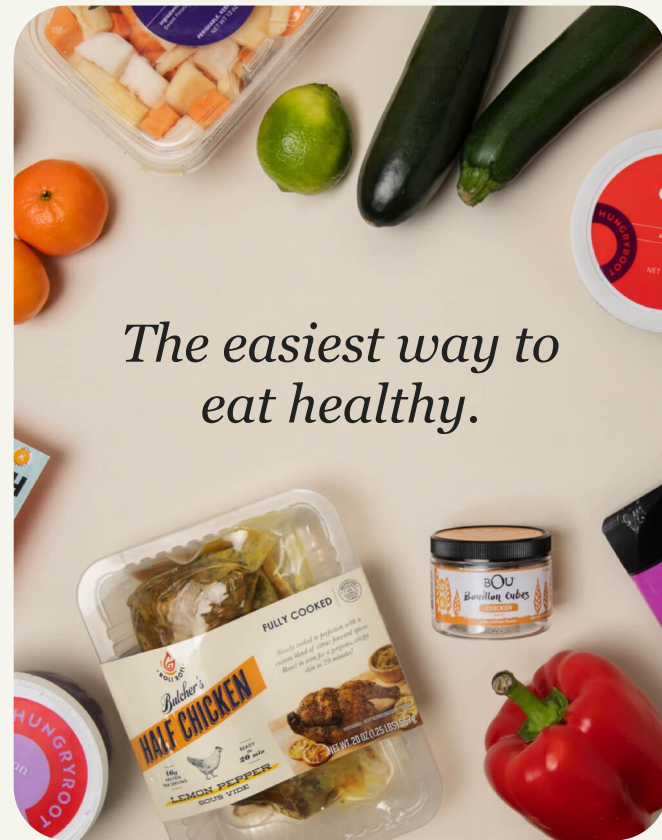

Veho & Hungryroot Case Study



Reducing Total Cost and Increasing Customer Retention Through *Superior Delivery Experience.*

99%

On-Time Delivery Rate

25%

Reduction in Total Credit & Refunds



Hungryroot is the only grocery and recipe delivery service **designed to make healthy eating easy, personal, and sustainable.**

Take a short quiz to tell us about yourself, and our proprietary technology fills your cart each week with healthy groceries and simple recipes that best suit your needs and goals. Grocery shopping doesn't have to be time-consuming and stressful.

We're doing what no other store or service does by blending recipe discovery, food planning and shopping to create a stress-relieving, personalized experience that gets better with every visit.



The new partnership yielded significant
improvements and a meaningful
reduction in credits and refunds...

The Opportunity:

Weather conditions in Texas make it crucial for customers to receive their perishable foods on time. Hungryroot was seeking a fast and reliable delivery partner to improve the delivery experience for their local customers.

As an added benefit, Hungryroot had the opportunity to test how 2-way SMS communication improves customer satisfaction by enabling customers to provide specific delivery instructions. 2-way SMS communication is a unique differentiator in the parcel space that empowers customers by giving them more control over their post-purchase experience.

The Partnership:

Hungryroot decided to partner with Veho in Houston, Austin, and Dallas Fort Worth. The onboarding process took only 3 weeks to complete due to the fact that Veho has an off-the shelf integration with EasyPost.

The new partnership yielded significant improvements and a meaningful reduction in credits and refunds, even during the warmest months of the year (June-August) compared to previous, cooler months. Hungryroot has accordingly expanded with Veho into Oklahoma City and the team is now looking to expand into more regions.



The Results: By partnering with Veho, Hungryroot **reduced credits and refunds by 25%** while increasing customer satisfaction.

Veho provides customers with a specific time frame for delivery, enabling customers to text delivery instructions and send proof of delivery photos via SMS. The improvement in OTD and delivery experience translated to a 25% reduction in Total Credit & Refunds*. This 25% reduction was realized during the 90-degree-plus months of June-August: the most challenging time of year to deliver fresh food.



Isaac McCracken
Hungryroot Transportation Manager

The customer experience is critically important to us. By partnering with Veho we are able to improve the delivery experience, materially reduce credits and refunds, and increase the customer's overall satisfaction with our service.

Veho is more than a carrier for us, they are a strategic partner that enables us to improve on key business metrics.