



Dedicated 4-Wall Solution

Final Mile Delivery Case Study for
An Iconic Furniture Brand

Last Mile Home began working with one of the country's best known, high end furniture and lifestyle brands in late 2013 when we were contracted to take over the failing delivery program in our headquarters market. The Minneapolis market had been consistently one of the ten highest revenue markets for this customer, but ranked at or near the bottom of their scorecard for delivery performance despite repeated corrective actions.

We took over the existing business, including its poor scorecard ranking, in what turned out to be a dramatic walk-out by the incumbent delivery supplier. We hired an experienced manager with a proven track record in a busy distribution center operation, contracted the services of a professional furniture repair technician, and DC Associates. We sourced and trained independent contractor (IC) driver teams to perform White Glove delivery. These ICs are small business owners who have a vested interest in succeeding through high performance metrics. They proudly wear the customer's branded uniform and have set the bar very high in White Glove delivery execution.

When we assumed the business, we were accountable for the previous supplier's 29 recent delivery accommodations (failures), and we immediately slashed that number by 60%. In January

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2015, we had achieved a 71% overall improvement year over year in accommodations making us the top market for this metric in all the customer's 40-plus markets.

Strategically, we believe in the value of technology to drive continued efficiency that results in a high degree of customer satisfaction. We successfully deployed tablet technology in partnership with DispatchTrack and put Verizon tablets in the hands of our IC drivers in Minneapolis. (These have largely been replaced by Smartphones with ongoing success.) DispatchTrack offers real time GPS truck routing and tracking with automated updates to keep consumers informed of the delivery's progress, virtually up-to-the minute. DispatchTrack optimizes the driver's route, updates the operations and customer service groups, and more. We have continued to deploy DispatchTrack wherever we provide an embedded or dedicated service.

Because of the consistent performance in Minneapolis, in mid-November 2014 we were asked to pull another low performing market up to the customer's standards. Chicago had ranked dead last of all the company's markets due to constant delivery failure for three consecutive years. This required us to secure distribution center space, hire management and operational employees, source IC drivers, and be up and running by Dec. 15, just four scant weeks' lead time. We assumed operations, began receiving freight on the customer's deadline, and made the first White Glove home deliver-



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ies the week of Christmas. Under the guidance of the experienced DC manager recruited for the job, Chicago's metrics have steadily climbed, joined the ranks of the customer's "Zero Shrink Club," and has maintained consistent, stellar performance for three years.

Thanks to superior performance in Minneapolis and Chicago, LMH was awarded the New Orleans, Phoenix, and Portland markets. In addition, while continuing operations in the Chicago market, LMH was contracted to provide support for the launch of the customer's high end lifestyle store on Chicago's Gold Coast that opened in October 2015. This was a 90-day project that required us to procure additional staging space and temporary staffing. Upon successful completion of this project, LMH was contracted to support similar projects in Toronto, West Palm Beach, Kansas City, Austin, Minneapolis, Tampa and Los Angeles (simultaneous project launch), Toronto, Nashville, and Manhattan with more on the horizon as of this writing.

This retailer overcame expensive, brand-crushing service failures and turned them into major successes because it put its customers' perceptions above all else with an equally focused logistics partner. We are pleased that the relationship is strong and mutually beneficial.

Contact us to find out how we can help your business grow:
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