



CASE STUDY

INDUSTRY:

LOGISTICS

Integration of Logistics Services
for an Ecommerce Website

**BUSINESS SOLUTIONS
DELIVERED**



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About Client

A SaaS-based logistics enabler providing end-to-end supply chain solutions to e-Commerce companies, D2C businesses, large enterprises, SMEs, social sellers, drop shippers, and marketplace sellers in India. Headquartered in Mumbai, client reaches the deepest corners of India with expansive coverage of 29,000+ pin codes and 190+ countries with our 25+ carrier partners.

EXECUTIVE SUMMARY

A current leveled up ecommerce platform ONDC is all set to take over the internet. With the increasing demand for their products, they recognized the need to enhance their logistics capabilities to ensure efficient order fulfillment and delivery.

Logistics plays a crucial role in the success of an e-commerce website. Client is a dynamic player in the industry, sought a solution to seamlessly integrate with the ONDC platform and enhance connectivity between their local vendors and clients. STS rose to the occasion, developing a bespoke application tailored to their unique needs. STS has implemented a solution that would enable the smooth provision of services through the ONDC network.

CHALLENGE

The challenge was to streamline communication, optimize logistics operations, and deliver an unparalleled customer experience.

TECHNOLOGY STACK

Frontend : React

Backend : Node Js, Express Js, MySQL

SOLUTION APPROACH

STS, IT Service Company, developed a comprehensive solution tailored to client's requirement. The STS helped simplify client registration & integrate their services with ONDC and facilitate the seamless flow of goods and services within the digital commerce ecosystem.

The solution comprised the following key components :

- Order Fulfillment Status – Order received, packing, picked up, Shipped etc
- Real Time tracking –details of all the latest activity of order
- Customer Service: Communicate with customers regarding order status, handle queries, and address issues promptly, contributing to a positive customer experience.
- Inventory Management – track stock-levels, minimize the risk of stockouts etc
- Information on Reconciliation and settlement data snapshot

KEY FEATURES & BENEFITS

1. **Efficient Connectivity**
The STS application established direct, real-time connectivity, fostering swift and reliable communication channels between buyer and seller.
2. **Optimized Logistics**
Intelligent logistics solutions were integrated to enhance route planning, reduce operational costs, and improve overall delivery timelines.
3. **Transparent Tracking**
Real-time tracking features ensured transparency at every stage of the supply chain, empowering client with actionable insights and enhancing accountability.
4. **User-Friendly Interface**
The intuitive interface was designed for seamless navigation, catering to both vendors and clients and ensuring a user-friendly experience.

RESULTS

The implementation of the solution provided significant benefits:

- **Enhanced Efficiency** : The integration of the application to ONDC resulted in a significant reduction in operational bottlenecks, enhancing overall efficiency in logistics operations.
- **Improved Customer Experience** : Real-time tracking and transparent communication led to an improved customer experience, increasing client satisfaction and loyalty.
- **Accelerated Onboarding** : Seamless onboarding of client into the ONDC platform, increasing the efficiency of client's operations.

CONCLUSION

By simplifying client registration and optimizing service provision, STS not only met the client's immediate requirements but also has sustained success in the evolving landscape of digital commerce.