



Localz Partners With Zebra Technologies To Help Businesses Meet The Growing Demands Of The ‘Iconomy’

ABOUT LOCALZ

Founded in Melbourne, Australia, Localz provides logistics, retail and utility businesses with the solutions they need to win at the last mile. Localz offers delivery and click & collect applications and platforms. It designs, builds and runs software that helps Individual Economy ‘Iconomy’ companies get products and services to their customers first time. This means, whether receiving a delivery or collecting in store, customers can now enjoy real-time transparency, simplicity and control of their experience. This fulfilment experience is as important as the product, with regard to overall customer satisfaction.

Challenge

Whether receiving a delivery, waiting for a service or collecting a parcel, the new on-demand customer expects real-time transparency, simplicity and control. Localz has designed various applications and platforms centred on beacon and location technology to enable businesses to deliver that experience to their end customers. In turn, Localz was looking for a partner company who was similarly forward-thinking and customer centric, who could deliver robust, user-friendly enterprise touch and mobile computers to support their solutions.

SUMMARY

localz

Customer
Localz

Industry
• Logistics
• Click & Collect

Challenge
Localz was looking for a similarly progressive company with end-user centric devices to partner with, as it rolls out its ‘Iconomy’ solutions; these focus on fulfilling the needs of the consumer as an individual

Solution
• Zebra TC20 Touch Computers
• Zebra TC51 Touch Computers
• Other, already deployed, Zebra Touch and Mobile Computers

Results
• Localz technician, delivery and attendant applications improve first time delivery rates by at least 3%
• Localz Click & Collect technology reduces in-store collection to less than 4 minutes
• End customers can reschedule deliveries through their app
• In-store team and customer satisfaction rates double with Click & Collect app usage
• Partnering with Zebra Technologies, whose touch and mobile computers are world-renowned for their reliability and usability, gives Localz confidence its solutions will be a success

Solution

The Localz solutions are running on a selection of Zebra touch and mobile computers, such as the Zebra TC51, at many of its customers. In various upcoming deployments, the solutions will run on Zebra's new TC20 Touch Computer.



The Localz Last Mile solution enables a business to allow its customers to specify a delivery time (to an ETA window of 1 hour) at a specific time on a specific day. Moreover, customers can find out exactly where their order or service, such as an engineer, is in real time – not the last time it was scanned or he or she reported

in. Finally customers can change their minds right up to 30 minutes before the allotted time in unforeseen circumstances. The delivery app, meanwhile, looks up the location of the customer's smartphone relative to the delivery address, so drivers can check a customer is at the provided delivery address before reaching the destination; if the phone is away from the delivery address, Localz informs the customer via mobile push or SMS so that the customer can update their delivery preferences in real time and the driver receives the update.

The Localz Click & Collect solution, in contrast to other click & collect solutions, provides improved real-time communications for and between customers and in-store teams. Customers use the Localz app to quickly check their order status. A beacon can be placed at the store entrance so, upon arriving, customers receive an automatic notification to their device asking if they would like to collect the order, in which case staff are notified to locate and deliver the order to the collection desk, so the order is waiting for the customer.

Results

The Localz solutions do not just significantly enhance the end-customer experience; they drive important benefits for businesses. First time deliveries are improved by a minimum of 3%, delivering savings on re-delivery and reducing contact centre calls.

The Localz Click & Collect technology reduces in-store queue time to less than 4 minutes, this enables customers to spend more time shopping rather than waiting in a queue and improves staff efficiency.

By partnering with Zebra Technologies, whose touch and mobile computers are world-renowned for their reliability and usability, Localz knows its solutions will be a success. Moving forward, Localz is excited about the prospect of the total price-efficient solution of its software on the Zebra TC20s. Tim Andrew summarises: "The TC20s are an ideal tool for small businesses and compliment the TC51s, which are suited for rugged enterprise use. Together we are putting the end user at the heart of what we do and going the last mile with Zebra Technologies."

"We are looking forward to rolling out our solutions with Zebra Technologies. The new TC20 is already lined up for some of our upcoming deployments. Designed for small businesses, the device recognises the needs of the individual and delivers state-of-the-art hardware, aligned to our aims."

Tim Andrew, CEO and Co-Founder, Localz

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM



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