



SUCCESS STORIES



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Delivering our client's vision!

by Hansika Korivi

During the holy month of Ramadan 2020, amidst a global pandemic and in a span of just 2 days – 80 successful deliveries of perishable cargo (fresh juices) reached the customers of a Luxury Brand, a client of Cargo Line, just in time for a refreshing iftar. Read on to know how we made this happen!

Cargo Line's clientele includes the world's finest luxury fashion brands. Amongst several successful deliveries covering a variety of goods by air, sea and land, here's presenting our success story with an Italian *Maison de Couture* (House of Fashion), established in 1960 and a brand patronized by who's who of the world. The goal of this task was to deliver Ramadan Gift Hampers to some of their select customers across the U.A.E.

The package consisted of fresh juices with a seventy two hour expiration duration.



Our Six Step Delivery Method:

- The customer's locations were obtained **before hand**, through personalised messages sent to each one of them.
- **Cold-storage facilities** were arranged to store the juice hampers.
- **Temperature-controlled vans**, set at 5 degrees Celsius were sent out to deliver them.
- Drivers were equipped with a **customized route map**.
- Dispatch teams were equipped with a state-of-the art **geo-location software** that tracked every driver's progress & delivery status.
- On the day of delivery, **personalised messages** were sent to each customer, informing them about the upcoming delivery, so they were prepared to receive the gift hampers.

A Fine Balance

Furthermore, the method mentioned above had to balance between:

- (a) Using the **least number of vans**, since delivery vehicles are major cost contributors
- (b) Reaching **maximum number of customers** in a day
- (c) Accommodating for **last minute changes** from customers, yet completing all deliveries – **36 hours** before the product – fresh juice's – expiration date.

Mirroring our Client's Vision

Representing our clients, store-to-door.

Our service philosophy for this last mile delivery project had one principle at the forefront – execute the vision of the client. Mirroring their vision meant that Cargo Line branding was consciously avoided and throughout the delivery experience, it was our client that was projected. This also meant every bit of our communication had to be effective.



We implemented a trio of our best services for this delivery: Pick 'n' Pack, cold-chain storage and last mile delivery. Being completely aware of the time constraints, hurdles in commute due to a lockdown, Dubai's searing summer heat, a 3-day shelf life of the juice hampers and several other factors that could have possibly delayed this shipment, our team's carefully planned approach ensured that we predicted roadblocks and navigated around them.

Our client had one simple wish – a special delivery of fresh juices to their customers towards the end of Ramadan and Eid just around the corner. They wanted to send a message to their customers that no matter what, they truly care – and that's precisely what Cargo Line mirrored – we pulled all stops for our client to convey to them that Cargo Line truly cares.

As they say, 'Tell us who your customers are, and we'll tell you who you are.'

Client Testimonial

“Cargo Line scores high on Customer Empathy. In this day of automation, working with Cargo Line is akin to humanized automation....we set goals and they figure out the 'how'. We trust them with our most critical projects and they have repeatedly delighted us.”

Rajiv Devnani,
Logistics Head, Valentino (Middle East)