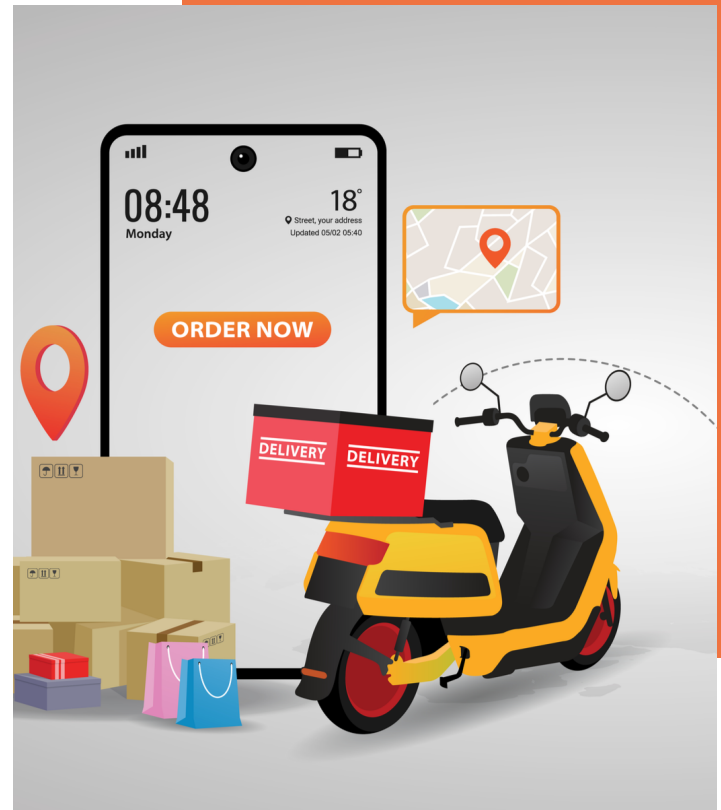


How Yelo powers Europe's successful startup with its fast delivery services



First there was online grocery delivery, then same-day delivery. Then came one-hour delivery. Now a well known startup in UK has made 15-minute grocery delivery a thing!

Bringing grocery shopping into the hyper-local era, this brand combines its own strategically located fulfillment centers with electric moped and bicycle couriers to accept orders via their own branded app.

What was the objective of this brand?

Our client aimed to be the leader in the fast delivery space in the UK. And their objective was to:

- Spot and fill the gap in the market for online grocery delivery service
- Help busy professionals and parents who desire the speed of an on-demand service without an increase in the expense

What were the expectations of this brand to achieve their objective?

To achieve their objective, this brand was aiming to:

1

Set up multiple **dark stores** and get into quick commerce

2

Get the right ordering and delivery platform to build the right **grocery whitelabel app**

3

Cut down their **delivery time** with better and more efficient deliveries

4

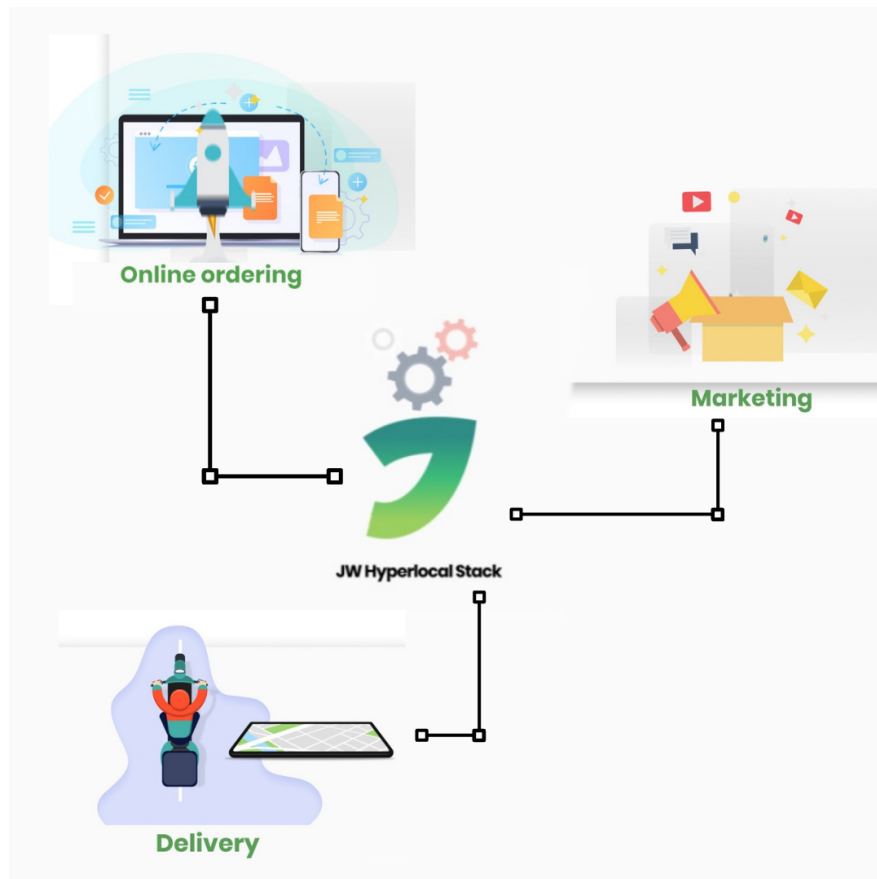
Ensure a successful, **speedy delivery** process

Keeping the rising competition in mind, this brand was aiming to stay ahead of the curve. And our client's vision was to set up multiple stores and get into quick commerce to deliver faster to customers doorstep with the help of dark stores.



Here is how Jungleworks hyperlocal stack met the brands' requirements:

The Jungleworks hyperlocal stack consists of a complete powerful tech solution for ordering, delivery, and marketing of any business.



The stack provided the UK's fast-growing grocery delivery business with the right solutions to enhance their ordering and deliveries by:

1

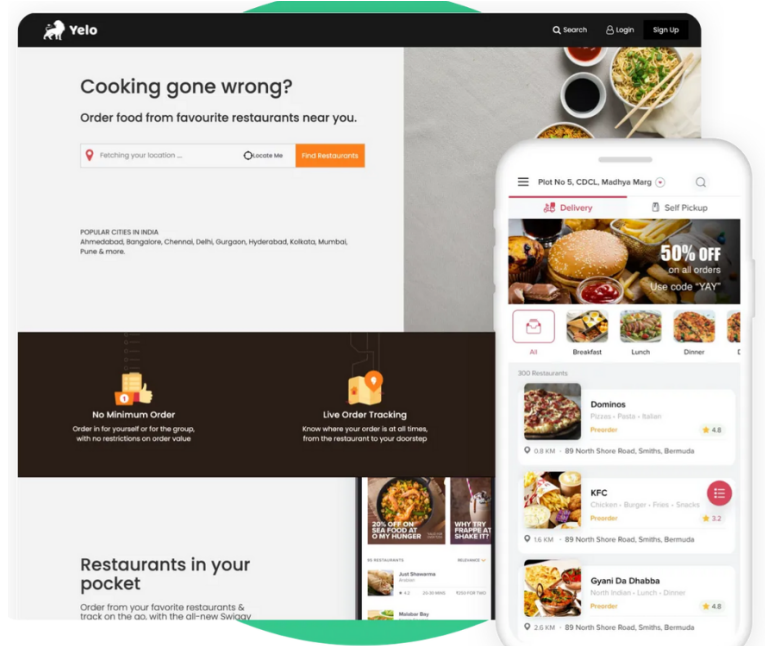
Making ordering easier and more convenient with Yelo

2

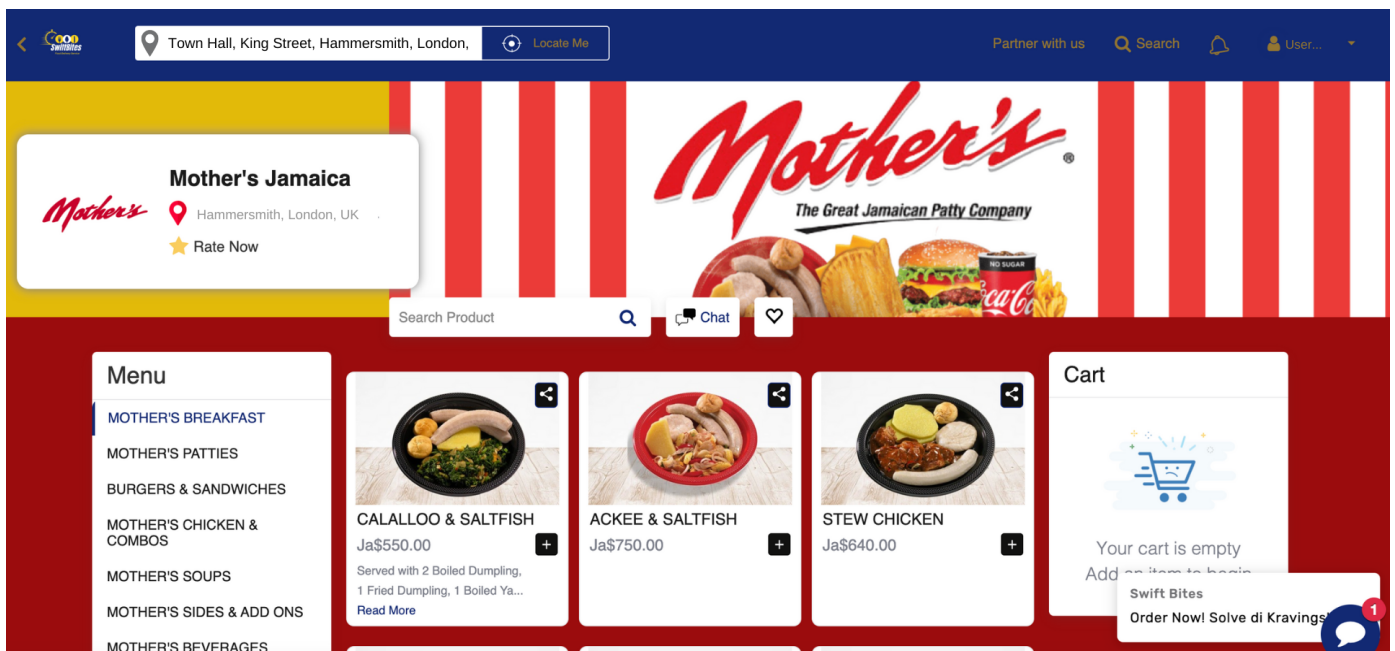
Getting powerful features to ensure faster delivery by cutting down their delivery time with Tookan

1. Making ordering easier and more convenient with Yelo

First thing first, the customers. The other side of faster delivery is a better customer ordering experience. With the seamless integration of Jungleworks suite's ordering platform, the following are a few important features that enhanced the ordering experience for this brand.



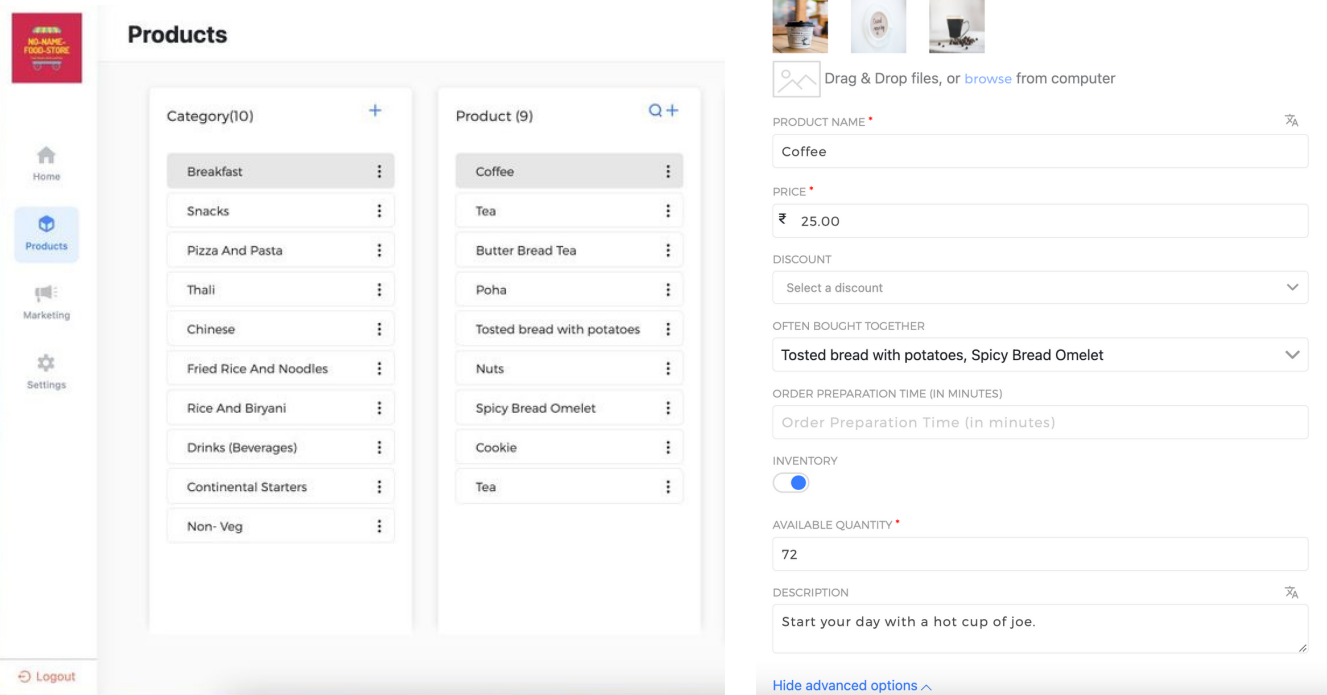
- Display items of nearest stores location



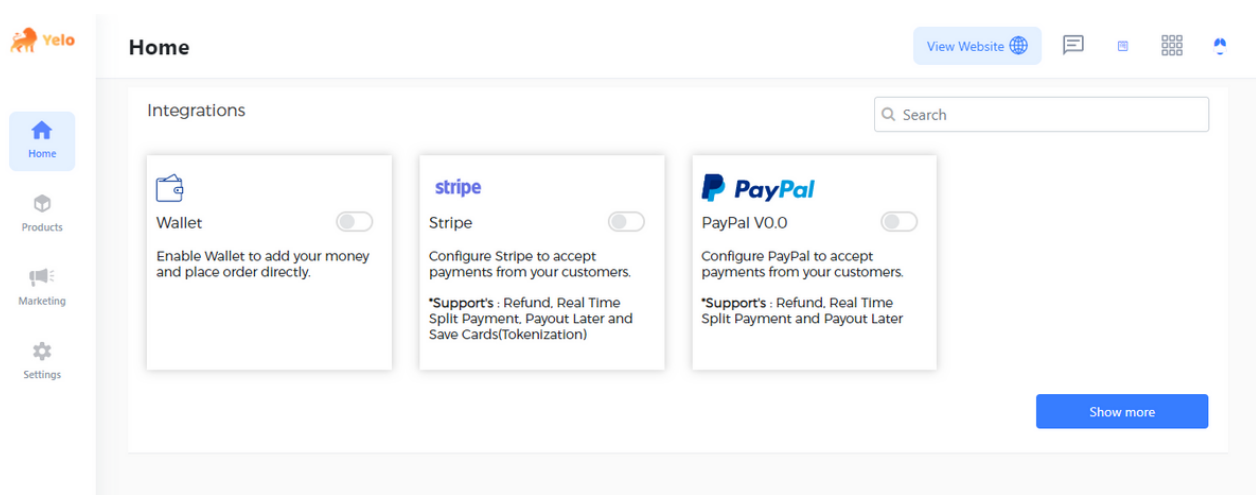
Based on the customers location, the system automatically maps and displays the inventory of the nearest store. And as faster delivery was the priority, the system was able to automatically detect the nearest stores to fulfill the faster delivery requirement.

• Better inventory management

The suite also allowed them to manage their inventory efficiently, where they never ran out on products of higher demand as it is easy to monitor and set up in a few clicks.



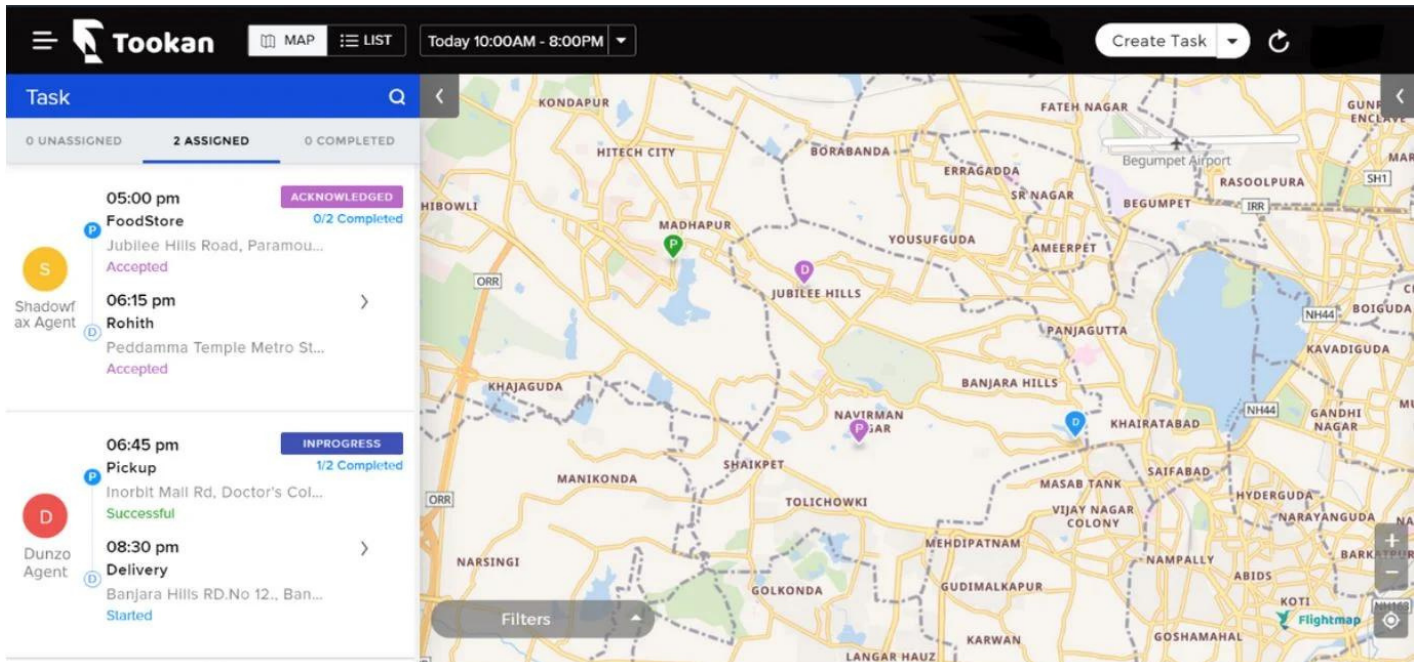
• App wallets and other integrations



The user's ordering experience shall be seamless and therefore, a faster checkout process is crucial. App wallets, integrations with preferred payment gateways, and save card features can help a customer to make a purchase instantly.

2. Now, let's see how this brand took advantage of our delivery management software - Tookan

- Empowering delivery partners with Heat Maps

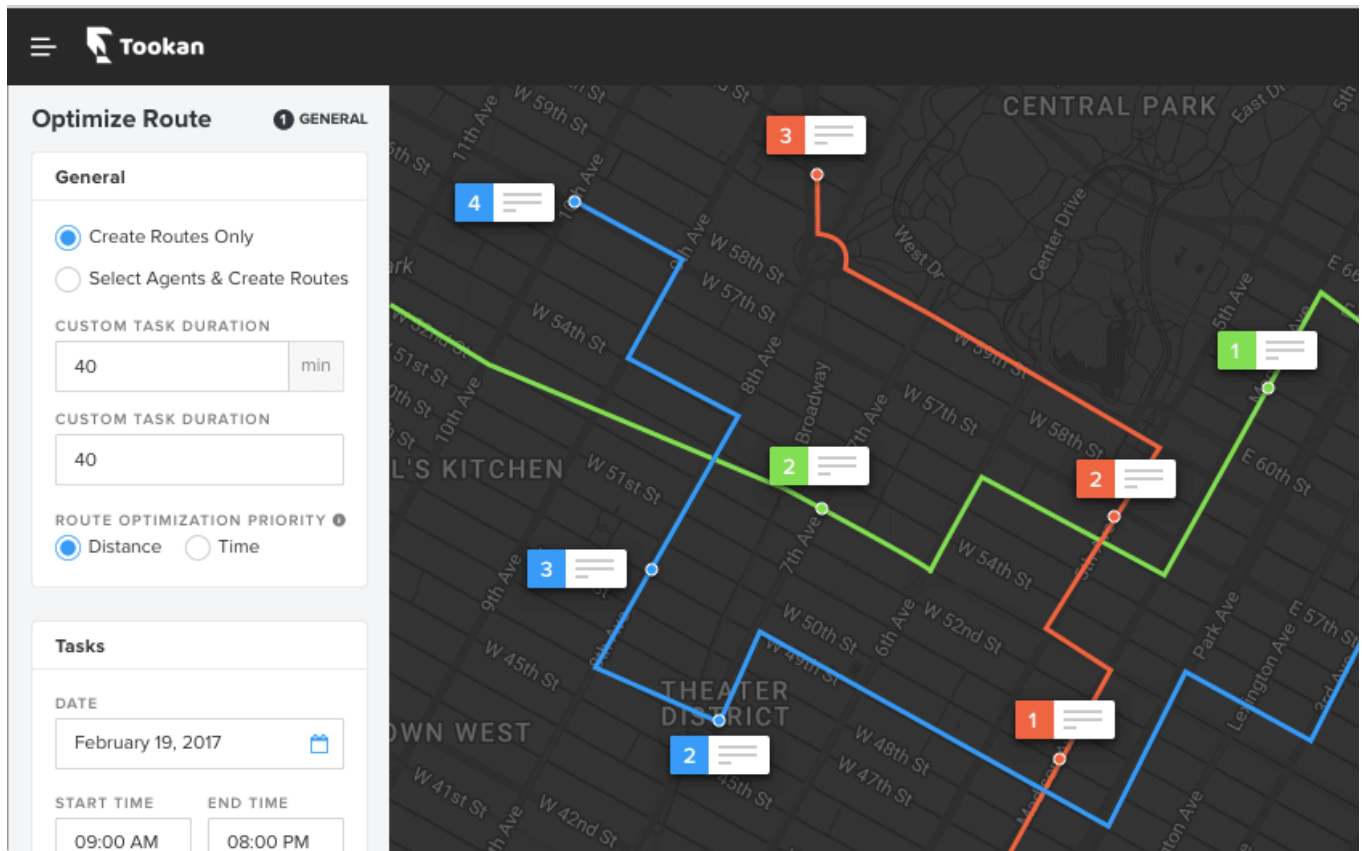


Delivery Partners saw an increase in their operational efficiencies and earnings when they started using our driver app.

Here's how we helped:

- Local area heatmaps – projecting earnings potential
- One-touch earnings screen
- In-app navigation

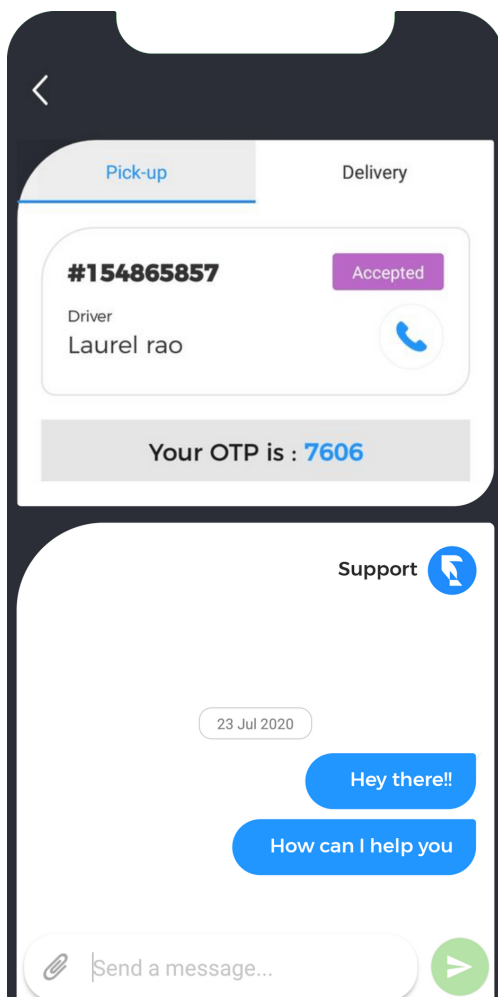
- Optimizing routes, saving both time and money



We offered the best-in-class mapping solution to this brand at a fraction of the cost.

Their delivery partners were able to save hours in manual planning and got the most efficient routes as per their business needs. It gave them full control over their routes leading to enhanced customer experience and fast delivery.

- **Increasing customer engagement with real-time chat and notification**



Engaging customers involves not just offering products and services to people, but also providing content that keeps them connected with your brand.

This is why their delivery partners were able to call or chat with customers and get instant notifications in real-time using an app with just one click.

As a result, there was an increase in the engagement rate by **24%**.

- **Why Contactless Delivery Matters, and How Tookan Helped this brand**

On average, food retailers sell 357.8m GBP worth of items online each week in the UK alone. [\[Source\]](#)

This data proves that more and more customers are preferring to order online to avoid crowds and to save time.

This brand practiced the same by realizing the need for contactless delivery that it isn't going away anytime soon, resulting in more digital payments and customer satisfaction.



Contactless Delivery

- ✓ checking employee health
- ✓ safety distance
- ✓ hygiene
- ✓ secure delivery

Wrapping Up

Yelo's advanced features made ordering easier and more convenient which led their customers to have a better ordering experience. And Tookan's advanced technology allowed this brand to cut down their delivery time, increased the efficiency in the delivery partners and saved both time and money with the help of rout optimization.

This is how Jungleworks suit was able to help UK's fastest grocery business to deliver faster to their customers with the right solutions offered by Yelo and Tookan, this brand is now a leading player in the 15-minute grocery delivery service.

Take advantage of the latest technologies, and grow your business just like this brand did. Sign up for Yelo's 14-day free trial and build your success story today!