



How Locus Helped India's Largest Online Grocery Platform Deliver 99.5% On-Time Performance for 10M+ Customers

OVERVIEW

As e-commerce demand accelerates, manual last-mile processes risk lowering efficiency and increasing fulfillment costs. A leading online grocery platform in India with 15,000+ products, operations across 25+ cities, and over 10 million customers partnered with Locus to strengthen SLA adherence and elevate customer fulfillment.

THE CHALLENGE

Customers today expect multiple fulfillment options - express, next-day, and precise time-slot deliveries. Meeting these promises has become critical as expectations rise.

Perishable inventory further increases operational complexity, and a single failed delivery carries a high business cost. In an increasingly competitive grocery market, customer satisfaction and product quality are the only true differentiators. With extremely short order-to-delivery windows, manual planning of routes and shipments becomes nearly impossible to manage at scale.

LOCUS SOLUTION

Locus deployed a comprehensive route optimization and real-time tracking solution for the e-grocery platform. The AI-powered algorithmic route

optimization engine, generated delivery routes enabling riders to deliver more in less time, improving efficiency and ensuring stronger SLA compliance. Live tracking, operational insights, and analytics enabled the teams to continuously improve their planning.

Optimal Delivery Route Generation

Locus Dispatcher uses a proprietary geocoding engine to generate optimized, data-driven routes that consistently meet customer SLAs and delivery expectations. It also builds dynamic clusters with minimal overlap and recommends the most efficient fleet mix by factoring in traffic patterns, weight and volume limits, time-slot preferences, and other constraints. These optimizations led to a significant uplift in on-time performance, achieving 99.5% SLA adherence and improving overall customer experience.

Real-time ETAs

Live re-routing and dynamic ETA calculations were delivered through an interactive, intuitive operations dashboard, enabling teams to respond quickly to on-ground realities.

Tracking and Analytics

Live monitoring enabled teams to compare planned vs. actual routes and track compliance in real time. Management reports highlighted top-performing and lagging units, giving senior leaders clear performance metrics

to drive corrective actions.

Customers could now track their orders live on their devices, while senior management gained a hawk-eye view of on-ground operations through a custom dashboard that enabled real-time monitoring of fleet and workforce performance.

THE IMPACT

Locus delivered measurable operational improvements across the e-grocery platform's high-volume fulfillment network:

- **14.28% reduction in distance travelled**, dropping from 863 km to 741 km through optimized routing.
- **99.5% SLA adherence**, ensuring consistently on-time delivery for 10 million+ customers.
- **Higher delivery productivity**, with a clear increase in the average number of orders fulfilled per rider.
- **Improved vehicle space utilization**, enabling better capacity planning and more efficient fleet deployment.
- **Digitized and streamlined delivery operations**, strengthening planner efficiency, decision-making, and real-time visibility across the network.