



# Case Study Coricraft



Coricraft transforms **last miles**  
**into smiles** with Trackmatic

**CORICRAFT**

Coricraft, South Africa's premium quality home furniture and furnishing design and manufacturing company, contracted with Trackmatic to help tackle the challenges it was facing around fleet visibility and customer satisfaction.

The company wanted to reignite the magic of the last mile, transforming how customers perceived their performance and delivery efficiency. Today, Coricraft has reduced its delivery window to less than two hours, reduced customer complaints to a record low, increased delivery drops per route, and has transformed the customer experience, all while cutting costs.

Last mile logistics are troublesome, especially in South Africa. There are challenges around infrastructure, addressing accuracy and security that impact on delivery timing, fuel costs and efficiency. This is further compounded by the complexity of delivering irregular size furniture items that requires skilled unpacking and assembly upon delivery.

[trackmatic.co.za](https://trackmatic.co.za)

We're shaping **the future of logistics**

trackmatic

# For Coricraft, it was essential that delivery fulfilment be transformed in such a way as to revolutionise customer experiences.

To start, Trackmatic integrated the Coricraft point of sale system into their Address Validation Tool (AVT). This allows for a dedicated Data Integrity Team at Trackmatic to process the addresses and resolve them into GPS coordinates in real time. Any conflicts of address are filtered through Google Maps and manually checked by a dedicated Data Integrity

Agent who could shift the pin to a more accurate or relevant location, when required.

The AVT solution is cloud-based and fully integrated, taking the address from point of sale to the front door.

It provides an incredibly high level of accuracy and has transformed delivery operations. It has also changed the way the drivers engage with technology.

To gain visibility across their logistics, Coricraft implemented Trackmatic's Driver Led Visibility® platform. This solution is a cloud based end-to-end mobile platform that provides live tracking and visibility of the fleet. Unique in the transport market, the driver is equipped with a mobile device.

Trackmatic believes in empowering the drivers, providing them with the tools they need to deal with frustrated customers in real time. Using this level of engagement with the customer has meant that drivers can relay issues around damaged items or poorly filled orders and give the customer insight into when these issues will be resolved.

Coricraft can better plan and fine-tune deliveries, optimise operations and redefine customer engagement. Each challenge around visibility, communication, control and timing has been addressed using Trackmatic's innovative

and disruptive technology solutions. The company has seen delivery accuracies increase by 27%, leave on time increased by 33%, (while shifting the start time by an hour earlier) return on time by 36% and overtime bills reduced by 19%. In addition, the time to delivery has been reduced from three hours to 32 minutes and there has been an 80% increase in customer service satisfaction. Even more stats point to significant increases in route efficiency (86%), turnaround adherence time (94%) and an 11% decrease in route duration and a 48% increase in route execution.

## Coricraft is now also delivering a better way.

"Trackmatic has given us visibility into driver behaviour so we can ensure we are as efficient as we can be in terms of delivering our furniture." – **Craig Schneeberger, Coricraft COO**



In the  
**first  
quarter...**



**27%**  
Increase  
in Accuracy



**19%**  
Decrease in  
overtime



**80%**  
Customer  
Satisfaction



**98%**  
Planned vs  
actual kms