

**CODORNÍU**  
1851-1872

CASE STUDY

# Codorníu

Data centralization, the key to faster operations



The Raventós Codorníu group operates an e-commerce store named *15 Bodegas*. Using Deliverera's software allowed them to consolidate their last-mile logistics onto a single, efficient platform. This streamlined their preparation processes, increasing agility and speed. Our tool enhanced their operations during peak seasons, offering them a centralized hub for comprehensive shipment information, as well as real-time visibility into the status of all their shipments, ensuring a smooth and responsive logistic.



## Connecting the Winery to E-commerce

*15 Bodegas* is Raventós Codorníu group's e-commerce platform. It specializes in the sale of wines and cava. Launching in April 2021, this platform emerged as a response to the increased demand for online sales, brought about by the Covid-19 pandemic.

At *15 Bodegas* customers not only have the opportunity to purchase wines but also to explore a rich range of offerings, including historic wines, limited edition selections, special vintages, vertical tastings for home or cellar enjoyment, and more. The online store also gives insights into the winemakers behind each product, delves into the history of the wineries, and even offers guided tours. In its first year of operation, this e-commerce platform achieved a turnover of approximately 2 million euros, focusing exclusively on the Spanish market.

## The Unique Logistics of Wine

The careful packaging of wine is one of the unique aspects of the wine operation. Handling bottles is undoubtedly a crucial part of this process. Nevertheless, similarly to logistics in any e-commerce venture, **effective communication and carrier management play a pivotal role in meeting delivery deadlines.**

Before integrating Deliverea, Codorníu's e-commerce lacked a comprehensive order history, with essential data such as preparation dates, delivery details, and transport type. These limitations prevented efficiency in the order fulfillment process. Also, with the growth in orders and the variety of delivery destinations, the need for multiple carriers became apparent.

## Implementing Deliverea

Introducing Deliverea into their logistics operations allowed for a harmonized data communication system, meeting the e-commerce's essential requirements. This led to **enhanced overall organization and greater flexibility in managing shipments**. For 15 Bodegas to efficiently manage their substantial volume of shipments they needed to optimize their order flow. By improving agility they achieved faster preparation, while their streamlined supply chain ensured precise delivery schedules and satisfied customers.

**Another advantage of partnering with Deliverea is the ability to work with various carriers.** A multi-carrier environment matches each shipment to the carrier best suited to its unique needs. This not only adds versatility but also allows e-commerce businesses to provide a wider range of delivery options to their customers.

### Why Deliverea?

***Our operations involve the use of multiple carriers, resulting in intricate data management and communication. Deliverea enables us to consolidate all this data onto a single platform.***

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## The Seasonal Product

Wine sales experience distinct periods of high demand, where the number of deliveries rises. Seasons like Christmas give Deliverea the opportunity to help 15 Bodegas **streamline their operations and maintain accurate, up-to-date information.**

During these peak seasons, when demand triples, it's common for carriers to face operational challenges. In those occasions, keeping customers informed about the status of their orders is crucial to prevent uncertainty and dissatisfaction.

Deliverea plays a vital role here by providing immediate and comprehensive information regarding order status, including real-time tracking and a centralized platform for managing incidents with all carriers.

Our platform ensures that both managers and customers have continuous access to order status, aiding the Customer Support team in their interactions.



## The features for Codorníu:



### Deliveria Suite

Connect your logistics to a multi-carrier ecosystem, provide diverse transportation choices, and centralize your logistics management on a single platform.



### Advanced Tracking

Give real-time delivery updates to your customers and tailor the notifications to reflect your brand identity.



### Incidences Management

View and handle all incidents related to your shipments and communicate directly with the carriers.



### Optimization Algorithm

Set up the automatic allocation of your orders based on the carrier's cost, delivery time, or quality criteria.