



CASE STUDY

iF Lastmile

Logistics efficiency equals customer satisfaction



iF Lastmile was created with the purpose of enhancing the efficiency of reverse logistics in e-commerce. To streamline the returns management in the digital sales sector, they integrated Deliveria, which allowed them to collaborate with a broader range of carriers through automated processes. By leveraging Deliveria's platform they were able to enhance areas such as parcel labeling, international operations, and customer service.



The Challenge: Reverse Logistics

The iF Lastmile project started at the hands of Galo De Reyna, Paul Obando, and Marcello Valerio. After dedicating over seven years to strategic consulting with retailers and logistics operators, they recognized a prominent challenge within Europe's last-mile logistics sector. E-commerce businesses were grappling with a critical issue that posed a threat to their sustainability and profitability – the problem of returns.

From a standpoint that emphasizes profitability, efficiency, and sustainability, the concept of reverse logistics emerged as a compelling solution in the market. There was a clear absence of a globally adaptable response that could seamlessly integrate into the distribution networks of brands of all kinds.

Having observed the solutions developed in the United States and recognizing the disparities brought about by the greater population density in large European cities, they embarked on creating their own unique model.

They planted a seed for this project in early 2020, and by September, they had a comprehensive business plan formulated. In January 2021, they took the initiative to bring this vision to life.

The Key to Efficiency: Streamlining Logistics Flows

iF Lastmile is revolutionizing the management of returns in e-commerce. By using urban assets known as 'Urban Check Points' as centers for processing returns, they reduced the turnaround time for returned products significantly, from a previous 10-15 days to just one day.

This not only enhances the overall shopping experience but also boosts the re-purchase rate of products at their full retail price.

iF Lastmile's innovative solution digitizes the entire reverse logistics process, offering visibility, traceability, and insights that were previously unattainable with manual methods.

This digital operation repositions validated returns for sale in physical stores or prepares them for transport to central warehouses. This decrease in logistical complexity results in cost savings of up to 80%.

Furthermore, their approach reduces environmental impact by conducting the validation process locally, avoiding the need to transport products to large warehouses typically located on the outskirts of cities.

At present, iF Lastmile has a team of 40 professionals and is supported by a network of over 500 drivers and trusted carriers. Their organizational structure is continuously expanding to accommodate the growing volume of business.

Over the past seven months, iF Lastmile has established a network of five urban checkpoints in Spain. These urban checkpoints are strategically located in major cities and have been serving more than 60 clients.



Looking ahead, their goal is to solidify their leading position in Spain and Portugal and subsequently replicate their successful model by expanding into Germany, the UK, and Italy.

Integrating Delivera

Before embarking on a partnership with Delivera, iF Lastmile was heavily reliant on its internal resources and direct carrier integrations, which introduced a degree of dependency.

"Implementing Delivera allows us to work with more carriers who, although they're allocated according to our own logic, not only offer us greater flexibility, but also make many processes easier, such as the labeling of parcels."

Operating across five warehouses and handling a substantial volume of parcels, we place great emphasis on assessing and measuring the performance of each carrier in diverse locations and postal codes.

Furthermore, even though 80% of our business remains local, we have international operations as well. Deliverera has proven to be a valuable asset in managing these operations effectively.

Deliverera's contributions extend beyond automation, significantly expediting the label generation process for both outbound shipments and return parcels. This plays a pivotal role in enhancing our reverse logistics services, a critical aspect of our commitment to delivering exceptional service.

Moreover, the increased automation of various processes affords us the opportunity to reallocate resources to other key areas, thereby directly impacting our overall customer service quality.



Why Deliverera?

"We found the integration process to be remarkably straightforward, providing us with the opportunity to seamlessly include a diverse range of national carriers."





The features for iF lastmile:



Deliveria Suite

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



Advance Tracking

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



Return Web Portal

Automate the management of all returns, empowering your customers to make them autonomously.



Optimization algorithm

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