deliverea

La Tienda del Apicultor

Logistics efficiency equals customer satisfaction

La Tienda del Apicultor is a pure player in the online channel. Deliverea's multi-carrier solution allowed them to avoid inefficiencies caused by manually working with different carriers. The company sees customer loyalty as their key to success, and is committed to providing excellent logistics services. Managing tracking, incidents, and returns efficiently from a single platform enables them to establish a better service that results in higher customer satisfaction.

Everything a Beekeeper Needs

La Tienda del Apicultor was founded in 2013 as a final university project by Joshua Ivars, the current CEO of the company. Surprised by the digital sector's weak strategy in the face of its substantial volume, he was motivated to embark on this venture, despite knowing '**nothing about beekeeping.**'

Today, the company is dedicated to providing **all the supplies that beekeepers require for their hobby or profession.**

Their product range includes beehives, protective clothing for beekeepers, honey processing machinery, bee feed, and medications, among others. They offer a total of **3,000 specialized references** to provide comprehensive support to beekeepers in all their activities.

Joshua jokes:

"Usually, because of the name, people tend to think that we sell honey. But we don't."

The company operates exclusively through e-commerce, without physical stores. This approach allows them to reach customers nationwide and internationally, with a 2021 **turnover of 4 million euros and handling between 4,000 and 6,000 shipments per month.**

They operate from a 4,000 m² logistics center in Xeresa (Valencia), serving customers worldwide. Their primary markets are France and Portugal, with plans to expand to Germany, Italy, and the Netherlands. They also export to Morocco and South America through distributors and wholesalers.

The Key: Diversifying Logistics

Before integrating Deliverea's multi-carrier solution, La Tienda del Apicultor **worked with five different carriers. This meant managing five different software systems**, leading to a

"very manual and tedious process, and we couldn't integrate it with our ERP. In short, there was a significant inefficiency stemming from this process."

This also had a direct impact on the warehouse's overall operations.

The company considers **crucial that its strategy has more than one logistics operator to handle their services.** They believe that not all carriers perform equally well in all areas or with all volumes.

Moreover, they are not willing to take the risk of relying solely on a single delivery company.

Thanks to diversification and the selection of the most suitable carrier, deliveries now can be segmented based on quality, price, or any other criteria, resulting in cost savings and a higher likelihood of increased customer satisfaction.

"The benefits of the multi-carrier model are clear; the challenge lies in how to manage daily operations, and that's why we discovered Deliverea, which became our ally in successfully implementing and integrating multiple carriers."

Porquê a Deliverea?

"We found it to be a comprehensive end-to-end solution, and it helped a lot that they were actively involved in the integration of their solution into our ERP so that we could work in an automated way."

Joshua Ivars
CEO of La Tienda del Apilcultor

Integrating Deliverea

As a result of implementing Deliverea's solution, **there was a significant decrease in the time spent on label production. The software helps reducing errors and overflows, among other benefits.**

All these operational improvements have a significant impact on the company's value proposition.

"For us, the key to success is loyalty, because as long as our customers keep their bees, they will need to purchase supplies continuously. With this recurring demand, we can offset the high acquisition costs and remain profitable."

A strong logistics service is essential for achieving this level of customer loyalty. Therefore, having a tool like Deliverea is crucial for an e-commerce to be successful today.

Another prominent effect of using Deliverea can be seen in the Customer Support department. Centralizing **all shipment information on a single platform with comprehensive tracking services allows for process standardization, and saves time and cost.**

This, in turn, improves service and customer satisfaction. **The same applies to the returns management.**

Before implementing Deliverea, Joshua admits that:

"It was a constant headache for our Customer Support team because they had to first identify which carrier the order had been shipped with, then track the shipment, and finally, deal with the incident."

The features for *La Tienda del Apicultor:*

Deliverea Suite

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

Advance Tracking

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

Incident Management

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

Returns Web Portal

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