MYNTRA

Client Profile:

Myntra.com is an Indian's top e-commerce company for fashion and lifestyle products, headquartered in Bangalore, Karnataka. It provides the widest range of brands and products on its portal. It offers an array of latest and trendiest products bringing the power of fashion to its shoppers. Myntra allows shoppers to choose apparel, accessories, cosmetics and footwear from over 500 leading Indian and international brands. They are in the lead in changing the face of retail and shopping in India.

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Tecnology Used:

Native Android and Java

Delivery app

Business Situation:

Myntra.com aims at providing a hassle free and enjoyable shopping experience to shoppers across the country. For a satisfying shopping experience customer service plays a key role. The time in which an order is served is the most important for all online purchases. So Myntra realized that to keep their customers clicking they need to stress on delivery touch point. Keeping this in mind they approached Compassites to build a solution.

Solution Approach:

Compassites first understood their delivery process. Knowing that the delivery person are always on the go we suggested a delivery management app for mobile as a solution of automating the delivery process. This app allowed to schedule orders on predefined delivery days to the delivery boys. It helps to track order from start to finish. Orders in queue for delivery were displayed on the mobile screen with the next order to be rolled out at the top of the list. The longest waiting order is processed first and taken out of the list ensuring a rapid dispatch and delivery.

The app assigned feasible transport-efficient delivery slots for delivery boys. For transport efficiency the app captured location details and also showed map that the delivery person had to follow. The route map sorted and organized customer stops for the delivery guys. As and when the orders were processed delivery routes are dynamically scheduled to save time. New orders and pickups in the vicinity are also dynamically added. The app displays fields essential for delivery person to make a successful delivery. These include:

- ¤ Order number
- ¤ Customer name
- ¤ Delivery area
- ¤ Order status

- ¤ Customer number
- ¤ Cost
- ¤ Address
- ¤ Scheduled shipping date and time

Upon delivery the delivery person takes a signoff from the customer confirming on the mode of payment. In case the order could not be delivered the app provisioned to log that as well. To enable easy delivery flow, the app gave the delivery person with contact and billing information. The app had features to record payments received, report discrepancies and changes to delivery. It took into account orders on hold. Payment by Card option was also provisioned. This was most welcomed feature of the app as customers could do cashless transaction at their door step as they received their product.

The app could be rendered offline and synced when the connectivity is back. The delivery details would be uploaded to the servers whenever Internet connectivity is restored.

Compassites keeping in mind the usage of the app made the interface simple. Easy to use forms and menus were integrated. A simple and intuitive controls made it easy to use. In case there are any changes done to the application, Compassites has built an auto update engine which will automatically force update the newer version onto all the SDA phones. The mobile delivery app for Myntra logistics personnel was built in close cooperation of highly experienced agile practitioners with minimal setup time.

Delivery App — Digital signature, Track no. of orders, Track no. of exchanges and returns, Maps embedded with customer address, Receive payments, Generate e-receipt online

Benefits & Results:

- ¤ Improved competence and service by automating manual processes
- ¤ Increased profits by optimizing delivery
- ¤ Reduced delivery failures
- ¤ Tracking order made easy both Customer and logistics teams.
- ¤ On-time delivery
- ¤ Access to delivery status in real time