

# CASE STUDY



## The Challenge:

Over the past 35 years, Furniture Village has grown from a small business to the largest independently owned furniture retailer in the UK, operating 55 stores across the country. Furniture Village pride themselves on being family-run, with a strong commitment to “doing it right” in all aspects of their business – including delivering to their customers.

This means providing a great customer experience based on trust, visibility, and transparency. Their existing routing solution didn’t allow them to easily provide proactive communication and live delivery tracking to their customers. They needed to upgrade their capabilities to ensure that they could send updates and ETAs to customers while providing them with real-time tracking from the comfort of their own devices.

DispatchTrack  
customer since  
**2020**

**150+**  
trucks



# The Solution

By partnering with DispatchTrack to replace their existing routing software, Furniture Village was empowered to transform the delivery experience for their customers. The DispatchTrack solution enables:

## Our solution offered:



Delivery notifications at every stage of the process, from schedule confirmations before the day of delivery to AI-powered ETA estimates.



Live customer order tracking via a branded portal that showed delivery status, truck location, ETA, and other useful data



Automated "route start" notifications when drivers begin their route



Proof of delivery via the driver mobile app, enabling pictures, signatures, and notes to be captured by drivers, as well as automated delivery confirmations once complete

# The Results

By offering a suite of customer communication and last mile visibility tools, DispatchTrack has given Furniture Village the capabilities they need to provide a delivery experience for customers that lives up to their rigorous standards—one that inspires trust and confidence by giving customers full transparency into how their orders are being fulfilled.

Post-delivery care, driver support, and photographic proof are particularly important for big and bulky deliveries such as furniture. Furniture Village has found the data captured at the point of delivery invaluable for the post-delivery care team. Drivers report any issues through a care line, enabling the team to proactively contact customers and help resolve any questions before they have a chance to escalate. The photographic proof of the delivered item in situ has also helped provide clarity in customer queries by showing whether an issue was there on delivery or happened subsequently.

By uplifting their delivery management in this way, Furniture Village has improved their customer service and reliability with deliveries arriving at the estimated ETA everytime.

"Furniture Village strives to put our customers first and is proud to make its name synonymous with "quality and service" across the UK.

DispatchTrack helps us extend that promise into the delivery experience—and beyond—by empowering us to optimise routes, communicate with customers, and boost visibility."

**-Dave Ayers**

*Operations Director*

