

Case Study

# Redefining Deliveries for Smart-Home Gyms

## Introduction

In the dynamic realm of smart home fitness, this North American brand emerged as a leader with its growing and diverse customer base. Empowering individuals to achieve their fitness goals from the comfort of their homes, revolutionizing how people approach strength training by combining cutting-edge technology with sleek design and offering an all-in-one solution for personalized workouts have been its core mission.

## Impact



76%

Reduction in Delivery Time



90%

Decrease in WISMO Inquiries



20%

Reduction in inventory costs

## Challenges

The customer’s journey in refining delivery operations for bulky products was a complex process that included multifaceted challenges.

### Missing a Link

between communication channels with customers for deliveries, and status tracking.

### Unorganized Schedules

for delivery and installations.

### Lack of Optimization

in the delivery operations, deferred a more customer-centric approach.

### Inefficient Inquiry Management

resulting in increased WISMO calls.

### Longer Delivery Time

in the mid and last-mile journeys due to an unorganized carrier network.



## The FarEye Solution

Integrating with FarEye helped drive operational change and enabled the implementation of industry best practices, bringing about record results.



### Mastering the D2C Model

By optimizing its delivery operations, the organization transitioned to a direct-to-consumer model tailored for big & bulky items following a more customer-centric approach.



### End-to-End Real-time Visibility

Implementing sophisticated tracking systems for transparent order progress and timely status communication.



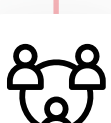
### Data-Driven Operational Improvements

Utilizing analytics for informed decision-making and strategic planning of operations.



### Revolutionized Customer Interactions

Upgrading communication systems for enhanced customer engagement and reduce in WISMO inquiries.



### Seamless Carrier Collaborations

Facilitating efficient partnerships with last-mile delivery carriers to reduce delivery timeframes for orders.



First Choice  
for Last Mile

## About FarEye

We are a last-mile technology partner for companies obsessed with delivery experience for their customers. Our vision is to ensure every delivery in the world reaches its destination every time, on time, accurately, efficiently, and as sustainably as possible.

FarEye’s AI-powered platform turns deliveries into a competitive advantage. Carriers & Shippers use FarEye’s unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies, sustainably. FarEye has 150+ customers across 30 countries and six offices globally.