

# Regional Logistics Company **Reduces** **Delivery Delays** by 40%



# Situation

## RideCo needed Operational Structure to Support Expansion

A regional last-mile logistics and delivery company operating across two major cities had experienced strong year-over-year growth.

Weekly order volume had nearly doubled within 12 months.

However, while revenue increased, internal systems remained informal and largely manual.

As order complexity grew, operational weaknesses became more visible.



The company faced the following challenges:

- **Manual Dispatch Coordination:** Dispatch operations relied heavily on fragmented communication channels and manual driver confirmations, resulting in inefficient routing, frequent reassignment of deliveries, and inconsistent operational flow.
- **Limited Visibility into Active Deliveries:** The company lacked centralized, real-time delivery tracking and performance visibility, causing reactive issue management and delayed awareness of operational breakdowns.
- **Revenue & Reporting Gaps:** Operational and financial data were scattered across disconnected spreadsheets, leading to inconsistent performance tracking, and limited confidence in revenue accuracy.





# About

## RideCo

---

The client is a regional logistics and last-mile delivery company operating across two major cities. The business manages between 300 and 600 deliveries weekly and is supported by a team of 18 staff, including drivers, dispatch personnel, and administrative support.

**The company had strong market demand but lacked operational infrastructure for controlled growth.**



Situation



Solution



Outcome



## Solution

The leadership team engaged Clainel to conduct a structured Operations Audit before scaling further.

---

The engagement was structured into three phases:

### **Phase 1: Current-State Operational Mapping**

Clainel documented and visualized:

- Order intake channels
- Dispatch assignment process
- Driver communication flow
- Delivery confirmation procedure
- Escalation protocol
- Revenue reconciliation workflow
- Daily reporting structure

Situation



**Solution**



Outcome

---

*“We knew we were growing, but behind the scenes things were getting harder to manage. Clainel helped us see exactly where our operations were breaking and gave us a clear structure to fix it. The difference wasn’t just automation, it was clarity. For the first time, we felt in control of our delivery process.”*

**John Ademola**  
Founder



# Solution (*con't*)

## Phase 2: Bottleneck & Risk Analysis

---

Clainel analyzed internal workflows to identify:

### Dispatch Inefficiencies

- Driver allocation based on availability, not optimization
- No routing clustering logic
- Reassignments causing delay chains

### Revenue Leakage Risk

- Incomplete delivery confirmation logs
- Inconsistent failed-delivery documentation
- Manual reconciliation increasing error exposure

### Decision Bottlenecks

- Escalations routed through one manager
- No tiered authority structure
- Lack of dashboard-based oversight

The audit determined that operational friction was increasing cost per delivery and suppressing margin efficiency.

---

Situation



**Solution**



Outcome



## Solution (*con't*)

### Phase 3: System Redesign & Automation Framework

---

Clainel designed a structured operational framework to bring clarity, coordination, and control to daily execution. The redesigned system introduced several key additions: a **Centralized Order Dashboard** to unify order intake, enable stage-based status tracking, and provide clear visibility across all active deliveries; a **Structured Dispatch Workflow** to standardize driver allocation, define assignment protocols, and establish clear confirmation timelines; and a Real-Time **Delivery Tracking Board** to monitor live delivery status, flag exceptions instantly, and tag escalations for faster resolution.



“Having real-time visibility into our deliveries changed everything. Instead of chasing updates across messages and spreadsheets, we can now see exactly what’s happening, where delays are coming from, and what needs attention. The dashboards made our operations measurable, not guesswork.”

**John Ademola**  
Founder

Situation



**Solution**



Outcome



## Outcome

### Structured Growth Without Operational Chaos

Within 45 days of implementation:

- Delivery delays reduced by 40%
- Manual dispatch communication reduced significantly
- Daily reporting time reduced from 3 hours to 30 minutes
- Revenue reconciliation accuracy improved
- Operations manager dependency reduced

The company transitioned from reactive dispatch management to structured operational control.



# Want Results Like This?

---

Clainel conducts Operations Audits for growing businesses experiencing operational strain.

We identify:

- Where inefficiencies exist
- Where revenue is leaking
- Where delays are occurring
- Where decisions are bottlenecked
- What should be automated
- What should be simplified

Then we design systems that support growth without increasing chaos.



---

Situation



Solution



**Outcome**