

Successfully Delivering 3M+ Shipments per month using Google Maps

Lepton has been a Channel and Support Partner to Shiprocket. Lepton helped with necessary technical as well as administrative capabilities to use Google Maps which resulted in implementing Google Maps in Shiprocket's My Kirana and Saral App.

The challenge

1. Reducing cancelation of deliveries due to wrong address 2. Increasing Customer Satisfaction and Buyer Experience 3. Penetrating local market 4. Best utilisation of data to bring predictability in ecommerce logistics and supply chain

The solution

Using Google Maps for our clients with requirements for local deliveries, Shiprocket uses google maps to search address, pick lat-long and calculate distance for local deliveries. Leveraging Google Maps they were able to analyse predictability and calculate Estimated time of delivery.

The results

Even though Shiprocket's shipments were down by 95% during the pandemic, but they quickly adapted to the "New Normal". Leveraging the data science used in Google Maps, their customers grew 20% in the past 3 months, resulting in 3M+ shipments worth \$1B per month. Build more credibility in the market and were able to partner with 17+ courier partners, on-boarding 40k+ D2C sellers.

“ Experience with Lepton Software and Google Maps have been great. We had smooth onboarding and great experience working with them, which resulted in not only API usage optimization but enhanced customer experience and increased user retention.”

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Prabhat Singh, AVP - Product Management, Shiprocket



About Shiprocket

"Shiprocket, a product of Bigfoot Retail Solution Pvt. Ltd., is India's best logistics software, which offers you automated shipping solution. With a mission of "Selling Online Simplified," Shiprocket 360 aims to offer an easy ecommerce enablement platform where small retailers and SME's can start their online store with their brand name.

Industry: Logistics & Transportation

Primary project location: India



About Lepton Software Export & Research Pvt. Ltd

Lepton is the oldest & largest Google Maps partner in India and has been working with Google for over 10 years, specializing in Location Intelligence.



Products

Google Maps Platform