Geo-Driven Order Routing Platform

(Presents of Mine, LLC, United States of America)

Industry: Retail, eCommerce, Franchise / Business Services Industry
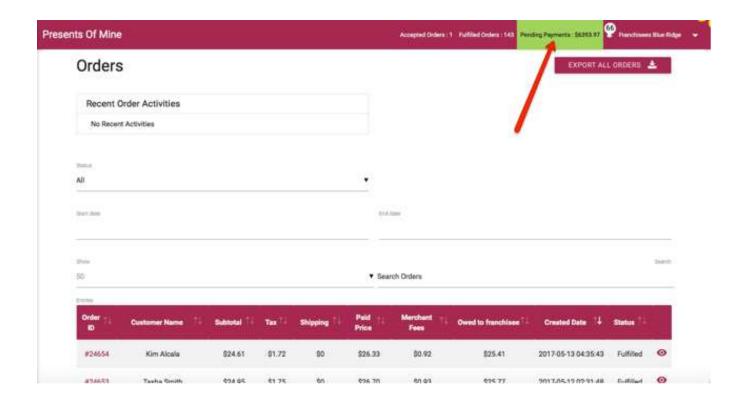
Platform: Web

Tech Stack:

- CodeIgniter (PHP), Shopify API

Project Overview:

This is a web based private app working in sync with Shopify ecommerce store of a USA based Franchisor of personalised gifts. This platform collects orders from Shopify store and assigns them to nearest franchisee for the delivery. This app also calculates the amount franchisor needs to pay franchisee after deducting the credit card fees.
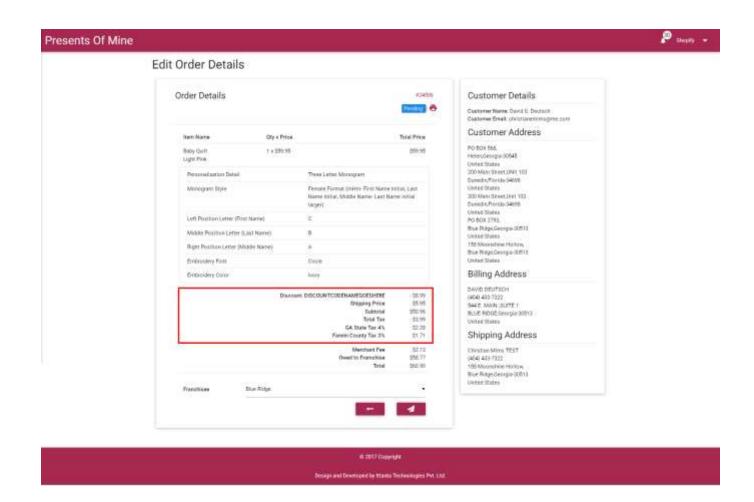
Case Study

Geo-Driven Order Routing Platform

Challenges / Problem Statement:

- In 2016, when Shopify was not having in-depth multi-location functionality, Franchisor had to manually check which franchisee/physical store is the nearest for the delivery location and then had to manually inform respective franchisee/physical store for the delivery.

- If the assigned franchisee doesn't have enough inventory for the delivery, then franchisor would be required to repeat the whole process again.

- This often resulted in delayed delivery causing inconvenience for the customers.

- As existing process was manual, franchisor had to manually keep track of how much they need to pay to each franchisee based on the delivery. They also had to calculate the credit card fee as franchisor received payment through Shopify online.
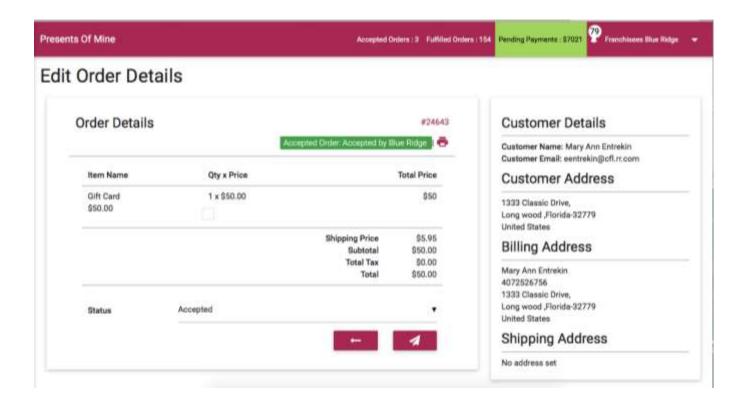
Solution:

- We built a private app which synced orders from Shopify on regular frequency. It fetched order detail as well as customer detail from Shopify.

- Based on the postal code given in the delivery address, it will identify which franchisee is the nearest for that address and automatically assigns the order to that franchisee. This automation removed all manual efforts.

- In case, assigned franchisee doesn't have enough inventory, they can reject the order and then order gets assigned to second nearest franchisee.

- This automation reduced the time for order assignment as well as ensured timely delivery, making customers happy.

- Both franchisor and franchisee can see the no. of orders delivered, order amount and the total balance which franchisor needs to pay to franchisee. This increased transparency while avoiding the ambiguities.

Types of Users

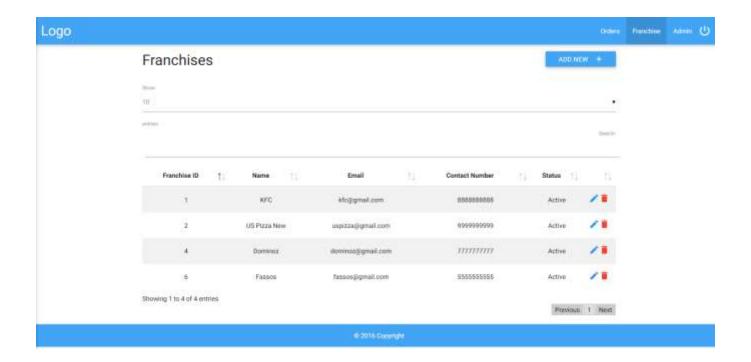- Franchisor - Admin

- Franchisee / Physical Store

Case Study

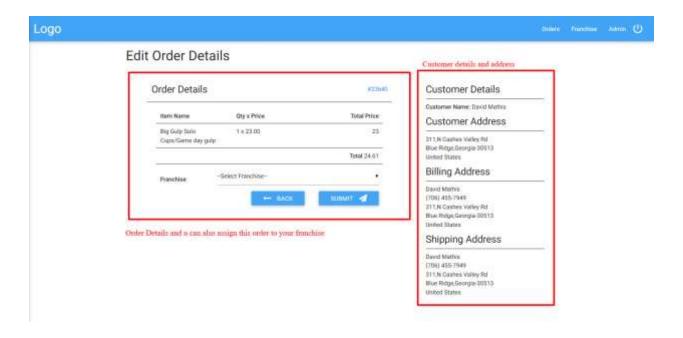## Geo-Driven Order Routing Platform

Key Features

Franchisor - Admin

- Auto-sync with Shopify to fetch orders on regular frequency

- Fetch complete order detail along with the customer detail

- Auto-assignment of orders to nearest franchisee

- Re-assign order to second neared franchisee in case of rejection

- View all orders and search/filter based on different parameters

- Franchisee detail view – Check summary of orders delivered, cancelled, rejected

- Franchisee detail view – pending payment

- Franchisee wise sales/delivery and payment reports

Franchisee / Physical Store

- View assigned orders

- Search/filter orders based on different parameters

- Print the order

- View own sales report

- View payment report