WHAT WOULD A 25% INCREASE MEAN TO YOUR COMPANY?

IT MEANT TAKING AN EXCITING RIDE FOR THIS E-BIKE MANUFACTURER

GoFast E-bikes, a rapidly growing manufacturer and direct-to-consumer seller of high-performance electric bicycles, faced a common but critical challenge.

Too many late deliveries were frustrating customers and denting their brand reputation.

After partnering with ACME Shipping Co., the company saw a 25% increase in customer satisfaction within six months, thanks to a sharp reduction in delayed shipments.

This case study explores how ACME Shipping Co.'s logistics expertise and technology-driven approach transformed GoFast's delivery operations and elevated the customer experience.

THE CHALLENGE:

LATE DELIVERIES WERE UNDERMINING GROWTH

GoFast E-bikes had built a loyal following with its sleek design, long battery life, and competitive pricing. However, as order volumes surged, the company began to experience growing pains in its supply chain. Most notably with on-time delivery.

"We were seeing delays on nearly 1 in 4 orders," said Jenna Liu, Director of Operations at GoFast.
"Even though customers loved the bikes, delivery issues were creating friction and increasing support tickets."

Shipping delays weren't just a logistical issue—they were affecting customer loyalty, online reviews, and referrals, which are critical in the competitive D2C landscape. GoFast knew they needed a reliable partner who could deliver on time, every time.

THE SOLUTION: A STRATEGIC PARTNERSHIP WITH ACME SHIPPING CO.

After vetting several logistics providers, GoFast chose ACME Shipping Co. for their track record with high-growth brands and deep expertise in B2B shipping logistics. ACME's ability to provide customized delivery solutions, predictive analytics, and real-time tracking was exactly what GoFast needed.

Key strategies implemented included:

- Route Optimization: ACME's intelligent routing algorithms identified bottlenecks and rerouted deliveries to avoid delays.

- Dedicated Support: GoFast was assigned a dedicated account manager to monitor performance and resolve issues quickly.

- Integrated Tracking: ACME's shipment tracking API was integrated into GoFast's order platform, giving customers real-time visibility.

- Performance Dashboards: Weekly metrics helped both teams spot trends and continuously improve service levels.

"From the very beginning, ACME treated us like a true partner—not just another client," Liu said. "They worked alongside our operations team and adapted quickly to our needs."

WHY IT WORKED: ACME'S FORMULA FOR DELIVERY SUCCESS

ACME Shipping Co. attributes this success to its three-pillar approach:

- Precision Logistics: Leveraging data to improve speed and reliability at every step.

- Client Collaboration: Working shoulder-to-shoulder with partners to align on goals and KPIs.

- Technology Integration: Enhancing visibility, automation, and customer experience through seamless tech.

"GoFast didn't need a bigger fleet—they needed smarter logistics," said Mark Raines, VP of Client Services at ACME Shipping Co. "We helped them scale with confidence."

THE RESULTS: FEWER DELAYS, HAPPIER CUSTOMERS

The impact of the partnership was immediate and measurable. Within the first three months:

- **On-time delivery rates improved from 76% to 94%**

- **Customer satisfaction scores (CSAT) rose by 25%**

- **Shipping-related support tickets dropped by 40%**

- **Positive reviews mentioning 'fast delivery' increased by 60%**

In addition, GoFast saw a **reduction in cart abandonment**, as improved shipping promises and delivery transparency built more confidence with customers.

"We used to spend hours a week putting out fires," said Liu. "Now, we spend that time planning new product launches and growing the business. ACME gave us our time—and our reputation—back."

Inspired by GoFast E-Bikes' success story? Get in touch with us to start your journey toward outstanding results.

ACME SHIPPING CO.
098-765-4321
321 W. YOUR ST.

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