

Case study

Advanced on-demand
Tour Planning helps courier
company achieve same day
and 24-hour delivery goals

With
HERE Tour Planning

Solving for:

- On-demand, same- or next day last mile delivery planning for commercial vehicle fleets
- Plan and optimize tours for time, cost or both
- In-transit tour optimization as operational conditions change

Additional HERE products in use:

- HERE Geocoding
- HERE Routing



Customer



Industry

CEP delivery services

Organization size

4,500 employees

Operational footprint

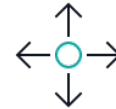
Romania, Hungary, Bulgaria

- A leading Romanian CEP (Courier, Express, Parcel) company with over 3,500 minivans and a fleet of large commercial trucks providing a full range of express delivery services and operating “easybox”, the largest automated parcel locker network with over 4,900 points of presence in Romania, Hungary & Bulgaria
- Fiercely focused on adopting technology to constantly improve customer experience, and work towards achieving a 99% on-time delivery success rate

Business challenges

- **Operational:** The legacy fleet planning process was manual, error-prone, and time-consuming
- **Productivity:** Increase the number of deliveries per courier in a predictable way
- **Cost & sustainability:** Minimize tour distances, fuel consumption, and reduce CO₂ emissions

Business impact



Fast courier onboarding with trustworthy tour plans

From **10** SameDay couriers
to **3,000** at peak moments
to support business growth



Increased fleet utilization & operational efficiency

Avg. delivery increase
from **82** to **94**
stops/vehicle/day
A **14.6%** improvement



Improved on-time delivery success rate

The ETA success rate rose
from **46.2%** to **95.8%**
Additional fine tuning expected
to increase this metric further

* Business impact achieved within 10 months – from June 2022 to March 2023

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