
Veho & SAKARA Life Case Study



Turning supply chain to a business driver.

40%

reduction in
Delivery Errors

61%

reduction in
Total Credit & Refunds

71%

reduction in Total
Refunds related to delivery



SAKARA Life is a wellness company delivering **transformational nutrition directly to your door.**

Based on the science of a whole-food, organic and plant-rich diet, Sakara believes food is medicine. Since 2012, Sakara has been on a mission to provide tools that empower you to sit in the driver's seat of your own health. Today, that toolkit includes nutritionally designed

meal programs and wellness essentials, including over 30 functional snacks and supplements, a best-selling cookbook, podcast featuring conversations with experts on how we can turn our thoughts to things and a digital editorial space dedicated to feeding the mind.



A 40% reduction in delivery errors, a 61% reduction in Total Credit & Refunds cost and a **71% reduction in cost of refunds related to delivery issues...**

The Opportunity:

As a customer-centric brand, SAKARA was aiming to meet customer demand for a faster and higher quality delivery experience while relying on a single national carrier that did not meet their expectations.

SAKARA's Director of Operations & Logistics identified the opportunity to diversify their network of delivery partners while improving customer experience and keeping costs at bay.

The Partnership:

SAKARA started a pilot with Veho in two markets, with the vision to grow the partnership based on results in improved delivery experience. Five months into the relationship, Sakara now works with Veho in 14 markets with more launches planned throughout 2022.

Partnering with Veho was quick due to a simple and direct technical integration that removed the need for manual data uploads associated with national carriers. This reduction in manual overhead allows SAKARA's operations team to focus on value-add efforts for customers rather than antiquated, time-consuming processes.



The Results: In Partnering with Veho, SAKARA offers customers an elevated delivery experience while **significantly improving On Time Delivery (OTD) from 92% to 99% OTD***.

By providing customers with a specific time frame for delivery, enabling customers to provide delivery instructions via SMS, and sending proof of delivery photos via SMS, customer satisfaction shot up. This translated to a 40% reduction in delivery errors, a 61% reduction in Total Credit & Refunds cost and a 71% reduction in cost of refunds related to delivery issues*.

**Month 5 of working with Veho vs. previous carrier*



Chelsea Clark

Director of Operations & Logistics

Delivery experience is a huge differentiator in the fresh meal space – Veho provides a premium delivery experience for our clients, while also improving our bottom line. We are actively expanding with Veho in select markets to continue providing best-in-class service, while keeping costs at bay.