

Veho & Tuckernuck

Case Study

Elevating **Customer Experience**,
Increasing **Delivery Speed** and **Boosting**
Loyalty with Veho



Tuckernuck, a lifestyle retail brand known for its curated collection of classic yet unique apparel and gifts, sought to enhance its shipping options in the face of evolving post-pandemic shopping behaviors.

By partnering with Veho, Tuckernuck achieved remarkable results in **customer satisfaction, operational efficiency, and overall business growth.**

Tuckernuck recognized that in order to not only maintain but also drive customer loyalty goals, the brand needed to prioritize the delivery experience.



The Challenge:

Adapting to Changing Consumer Expectations

Consumers have become accustomed to seamless online shopping experiences, with fast and flexible shipping and returns being paramount. According to Mckinsey, **90% of consumers** view two- to three-day delivery as standard, and 30% expect same-day delivery.

In addition, in a recent study with Incisiv, Veho uncovered that an outstanding last-mile delivery experience contributes to a **+51% increase** in customer LifeTime Value.

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The Challenge:

Adapting to Changing Consumer Expectations

In the spring of 2024, Caroline Petrone, Director of Operations at Tuckernuck, recognized the opportunity to **provide an unparalleled level of delivery experience to meet customers expectations**, increasing customer loyalty and driving repeat purchase.



The Solution:

Veho's Hyper-Personalized Delivery Experience

Tuckernuck partnered with Veho to implement an expedited last-mile delivery solution personalized to the shipping and delivery needs of each customer.

This involved leveraging Veho's technology platform to **provide customers with real-time tracking, flexible delivery options, and proactive text communications** throughout the delivery process.



The Results: +35% Cost Savings

Reduced Customer Support Inquiries



+35%
average cost
savings with Veho

Veho deliveries resulted in **fewer misdeliveries**, driving a **significantly lower volume of customer support inquiries** compared to other carriers.

This reduction in support tickets **reduced costs** associated with support inquiries for the brand.



26%

Drop in lost package
concerns



24%

Decrease in tracking
questions



19%

Decrease in overall
shipping inquiries

*from May-June 2024

And Customers are Delighted.

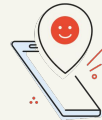
Faster Delivery:



+1.3
days sooner

Veho outperformed all other carriers in terms of delivery speeds, with customers receiving packages **1.3 days sooner** than national carriers

Positive Customer Feedback:



4.8
Out of 5 stars
★★★★★

Customers expressed **high satisfaction with Veho's shipping and delivery service** giving it 4.8 out of 5 stars, praising its speed, reliability, tech-enabled visibility, and communication.

Tuckernuck **Customers Rave** About the Veho Shipping and Delivery Experience

★★★★★

“Five stars! My package came a day early—and I was dying to wear it today for my husband's birthday. Now, I'm all "tuckernucked" in!!!!



- Rosa D., Boston

★★★★★

“The notifications about delivery instructions and then the follow through all the way to my door was outstanding! Thank you so very much!”



- Amy H., Nashville

★★★★★

“I hate making traditional returns. When I had to make a return from Tuckernuck, I was so surprised when they gave me the Veho return option - 1st time experience with this service. So easy and convenient.



- Kate R

★★★★★

“I used Veho for the first time today for a Tuckernuck return, and they exceeded my expectations. WOW!! No need to package or label my return (shoes). I placed the shoebox on my front porch and my item was picked up within 15 mins of the text stating my driver (Jessica) was en route. This was the easiest return I've ever done. 10/10.”



- Suzanne M, Atlanta

★★★★★

Definitely a 5! Wonderful customer service experience. I always hesitate buying online in case I have to return, and I will definitely be buying again because this process was so easy!



- Rosemary H, Charlotte

Impact on **Customer Loyalty** and **Business Growth**

Tuckernuck's top 5% of customers shop with them up to 8x per year, highlighting the impact that the delivery experience has on repeat purchase and customer loyalty.

By prioritizing a seamless and customer-centric delivery experience with Veho, Tuckernuck has successfully fostered strong brand loyalty and increased customer lifetime value with their most frequent customers.

The partnership with Veho has also contributed to significant business growth, with orders shipped via Veho saving Tuckernuck an average of 35% when compared to other national carriers. With Veho active in all 42 of its markets except Colorado, Tuckernuck is planning to increase delivery volume with Veho by approximately 30%.





Caroline Petrone
Director of Operations
at Tuckernuck

“It has been an absolute pleasure collaborating with Veho to strengthen our last mile transport network.

The project, including launch and integration, was led with incredible expertise and strong communication. Additionally, **our customers have been surprised and delighted with a superior delivery experience** versus national legacy carriers. Tuckernuck looks forward to growing our strategic partnership with Veho and re-defining e-commerce logistics.”

Looking Ahead:

Embracing Emerging Trends

Tuckernuck and Veho are committed to staying ahead of the curve by embracing emerging trends in last-mile delivery. Hyper-personalization of deliveries, including flexible delivery options, real-time tracking, and customized communication, is a top priority. Both companies are also exploring innovative solutions such as urban warehousing and micro-fulfillment to further enhance delivery speed and efficiency.

Tuckernuck's partnership with Veho demonstrates the power of prioritizing customer experience and leveraging technology to meet evolving consumer expectations. By implementing a hyper-personalized last-mile delivery solution, Tuckernuck has achieved significant improvements in faster delivery and customer satisfaction.



“Tuckernuck looks forward to **growing our strategic partnership with Veho** and re-defining e-commerce logistics.”

Caroline Petrone, Director of Operations at Tuckernuck