

 cartwheel +  nash

FULFILD

HOW TO SCALE YOUR COURIER SERVICE

CASE STUDY



TLDR

FEATURES IMPLEMENTED:



Real-time driver tracking



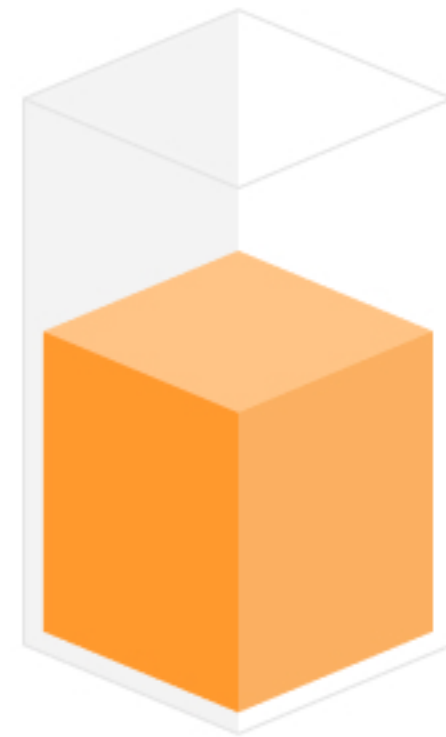
Route optimization



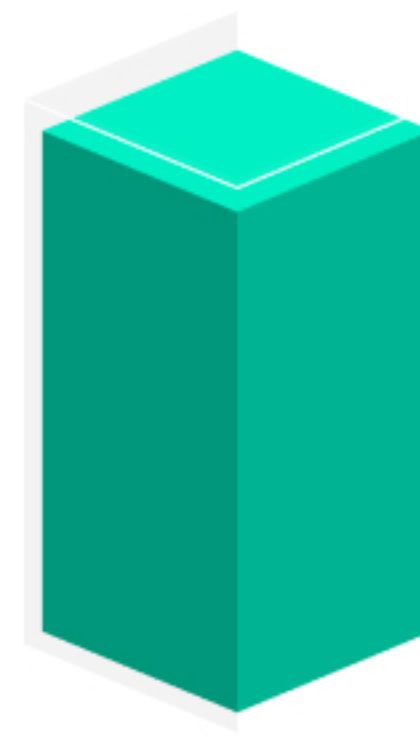
Delivery windows management

IN JUST THREE MONTHS FULFLD INCREASED DELIVERY COVERAGE BY **66%**

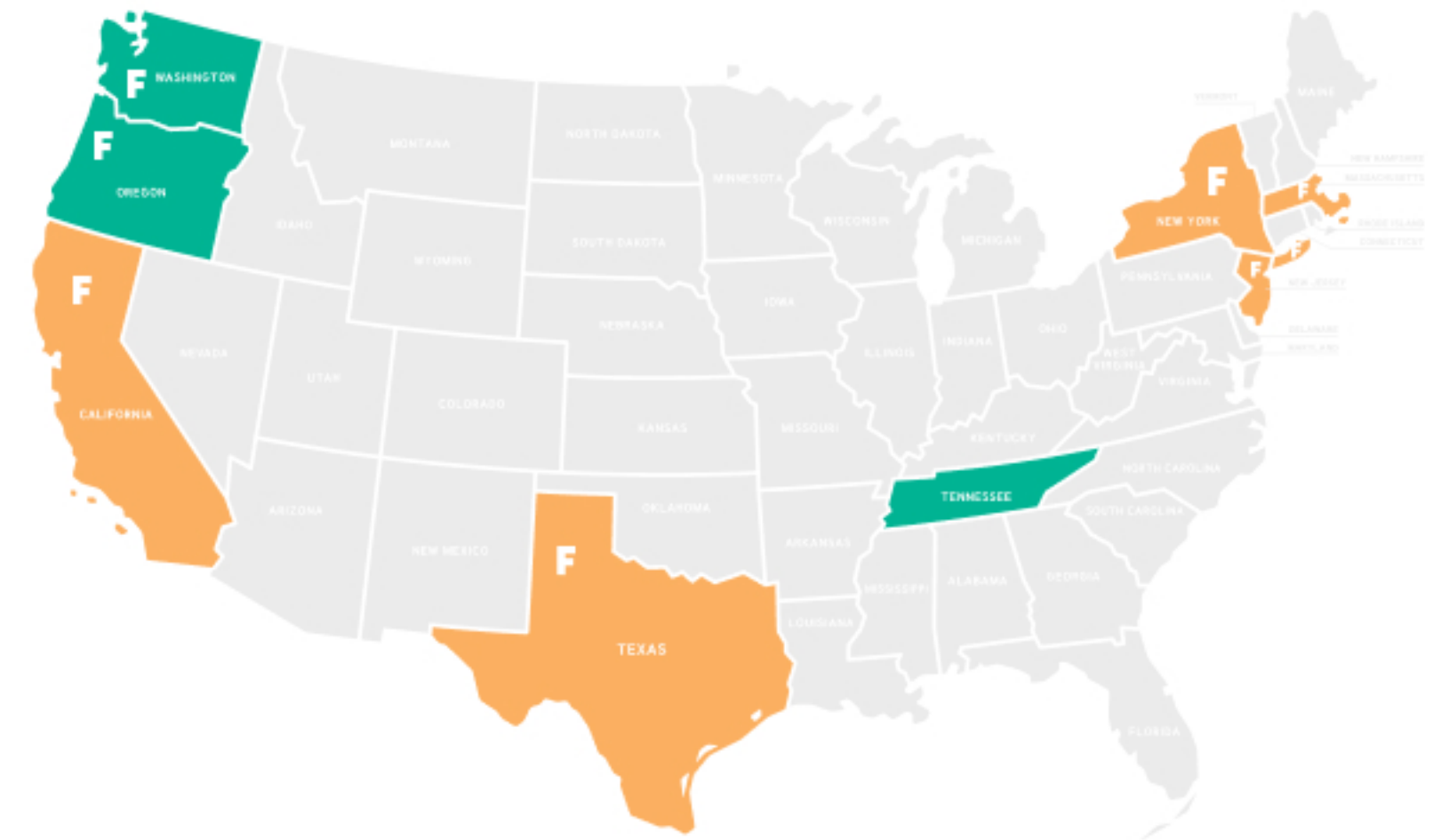
5 markets



8 markets



Before → After 3 months



Reached
98%
on-time rate

Reduced
30%
time-to-quote



Reduced
delivery cost



Decreased carbon
footprint

INTRO

A courier's success is directly tied to its ability to grow and scale. If you want to support the major chains, you'd better be active in each market where they operate.

Working with big brands means you have a lot more in your hands than just their customer's next meal. It's also their reputation, their brand, and the relationship with their loyal customers.

And key to scaling is having the right technical infrastructure.



GROWING A DELIVERY BUSINESS IS WITHIN YOUR REACH

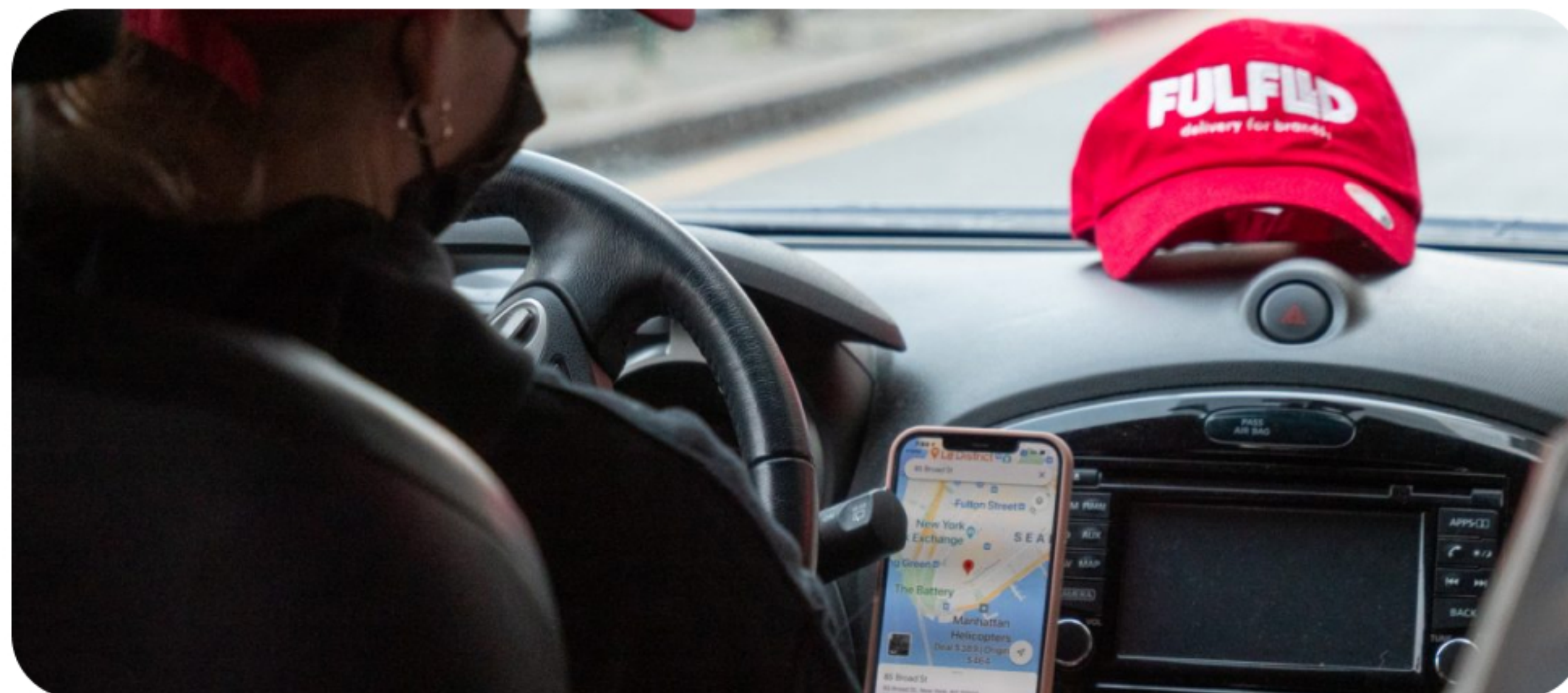
Together Cartwheel and Nash empower courier companies like FULFLLD to attract new business via the Nash Platform — building out efficient operations that scale effectively and consistently deliver on time using Cartwheel.



ABOUT FULFLLD

Founded in 2019, FULFLLD is a technology-enabled last-mile delivery service that offers a unique and effective way to help food industry brands expand.

Thanks to a talented team dedicated to quality, speed and reliability and an unparalleled software platform, leading brands trust FULFLLD to scale and streamline their deliveries.



CHALLENGE:

Catering and other delivery clients love the FULFLLD solution and want to use it more. FULFLLD wanted to grow and open new markets, but found their systems weren't optimized for scaling.



SOLUTION:

Through seamless API integration, FULFLLD started receiving orders from the Nash Platform and utilized Cartwheel for on-demand delivery management to streamline their operations



FEATURES IMPLEMENTED:



Real-time
driver
tracking



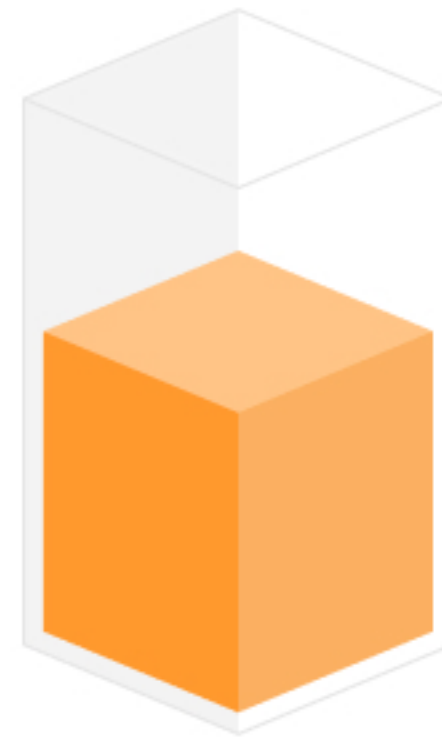
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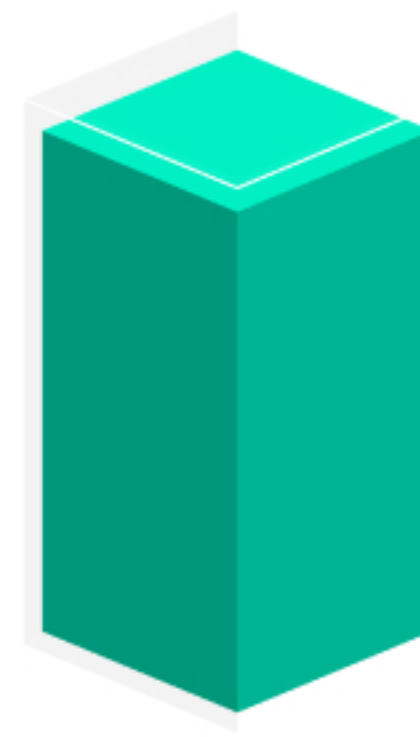
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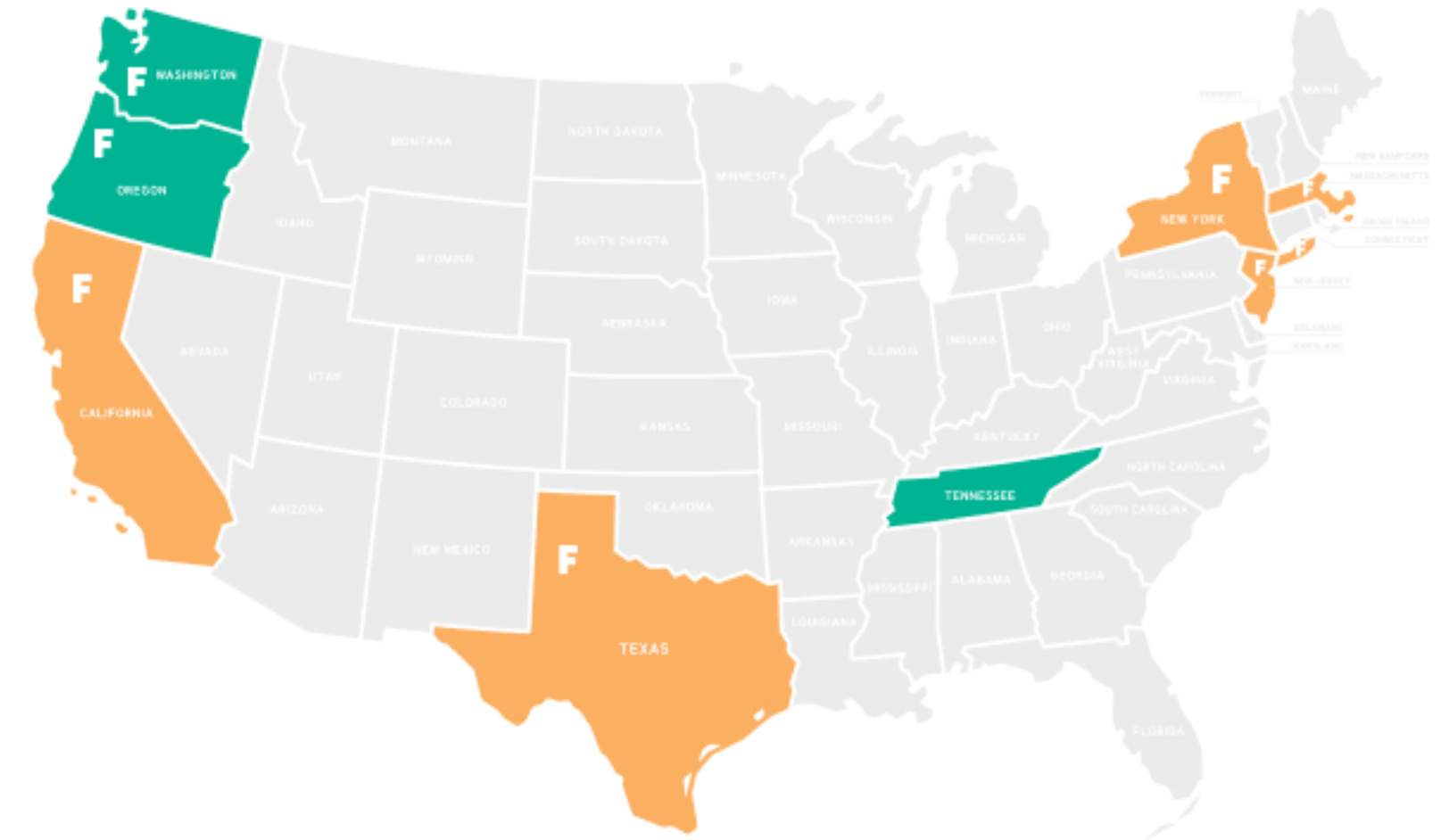
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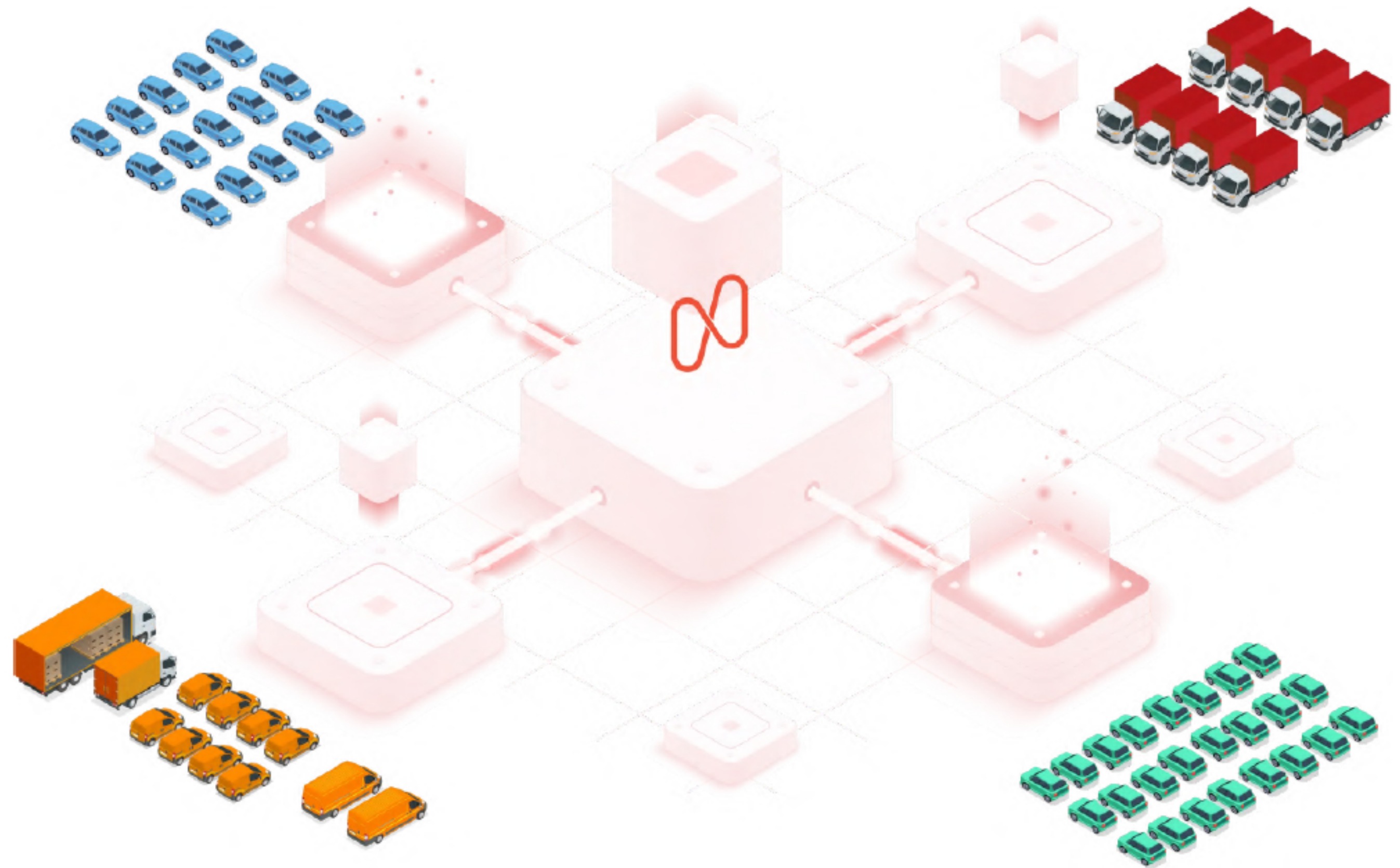
cartwheel +  nash

Cartwheel x Nash Seamless Integration

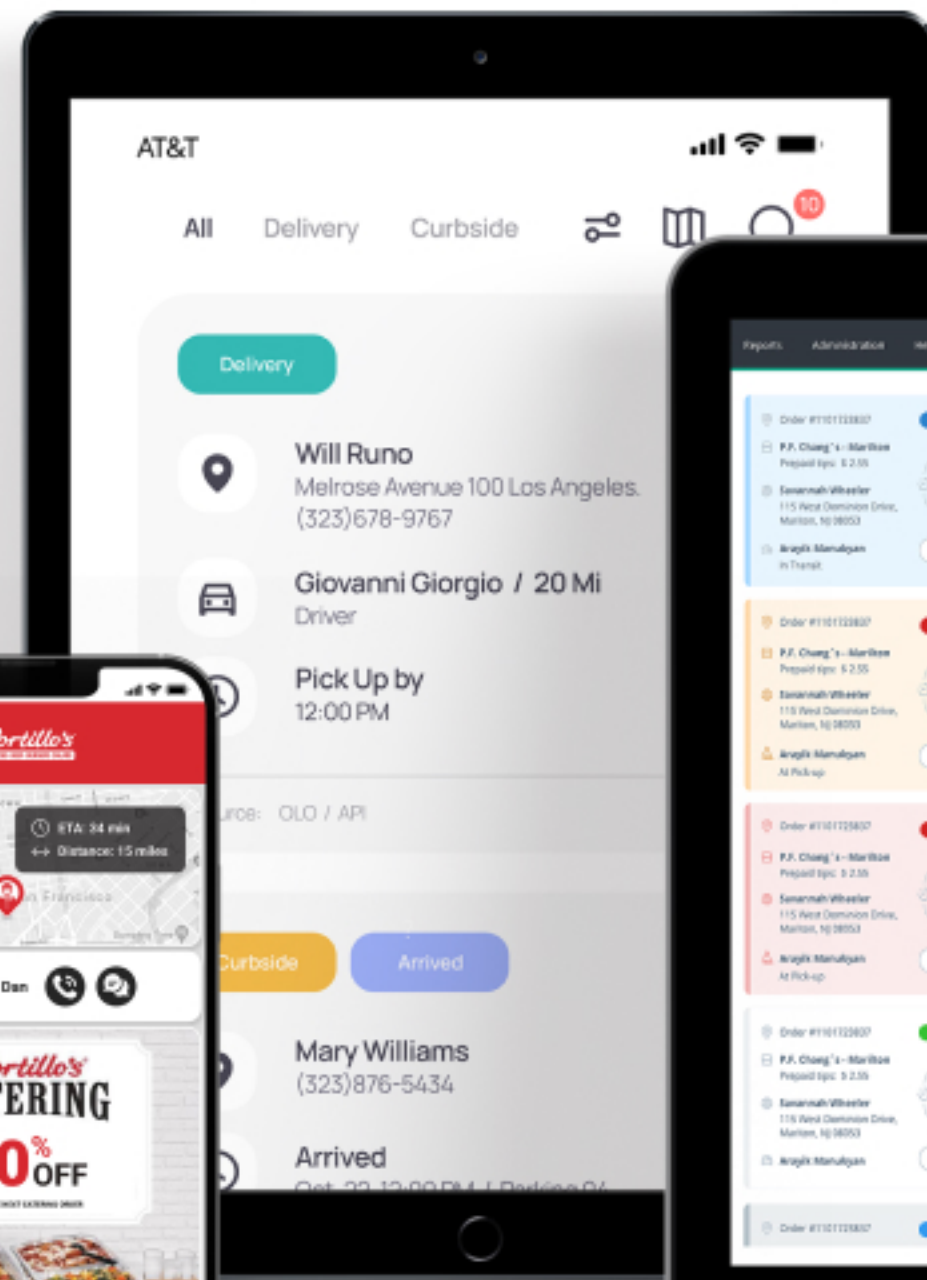


Nash makes it easy for businesses to offer same-day delivery by building business workflows on top of delivery APIs.

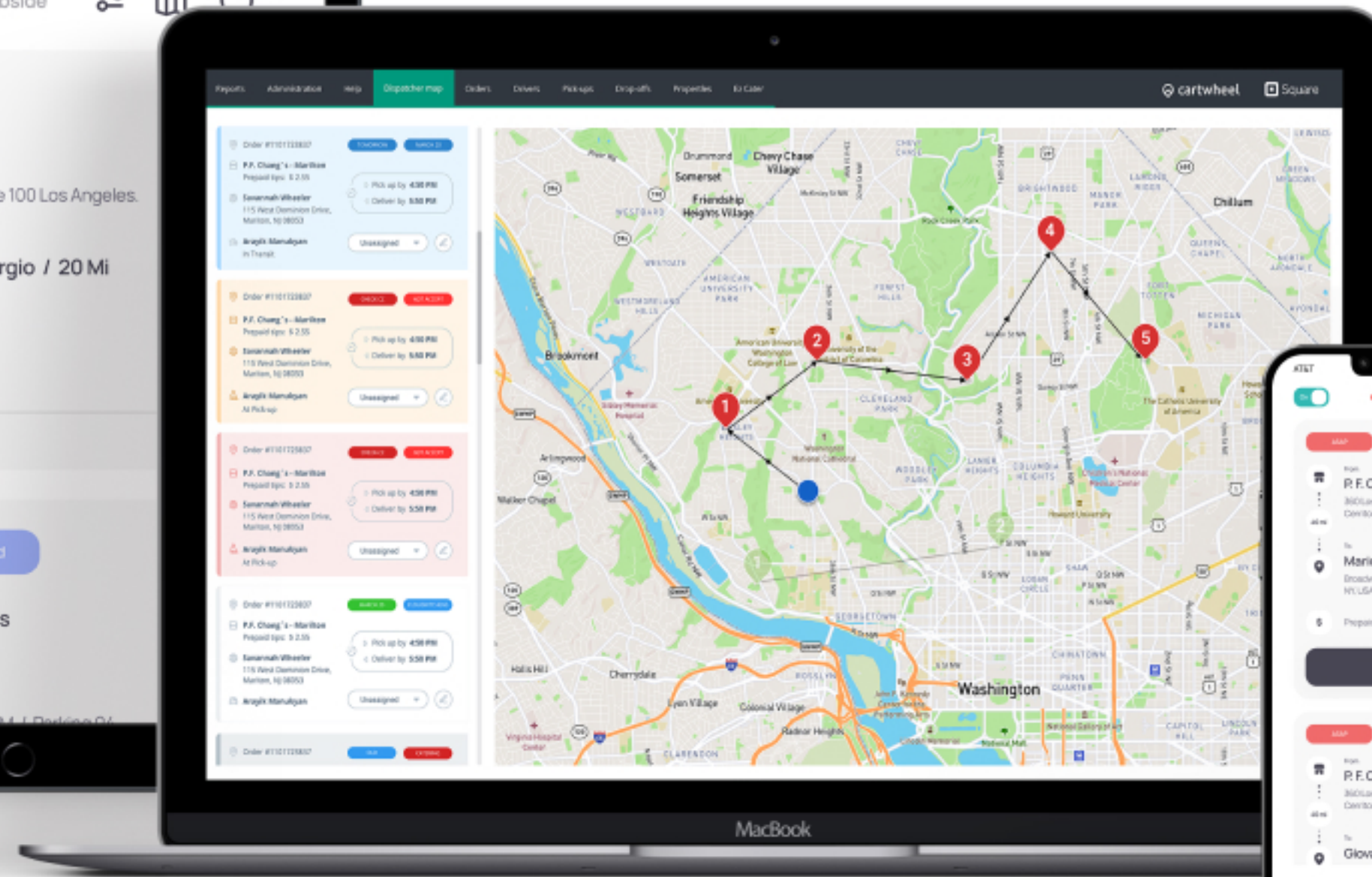
This enables virtually any business across any industry to provide an exceptional delivery experience to their customers without operating their own fleet, including restaurants, pharmacies, marketplaces, florists, and retail shops.



MANAGER APP



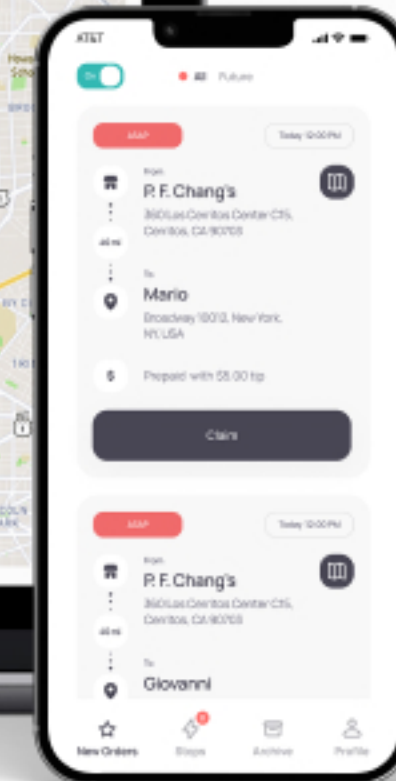
DASHBOARD APP



ORDER TRACKING PAGE



DRIVER APP



A state-of-the-art delivery management software, built for on-demand.



Smart Dispatch rules



In-house fleet management tools

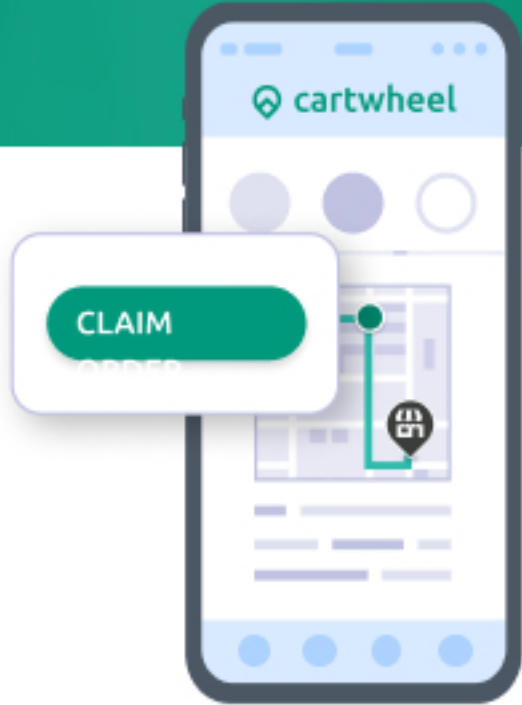


Order tracking page with custom branding and promo messages

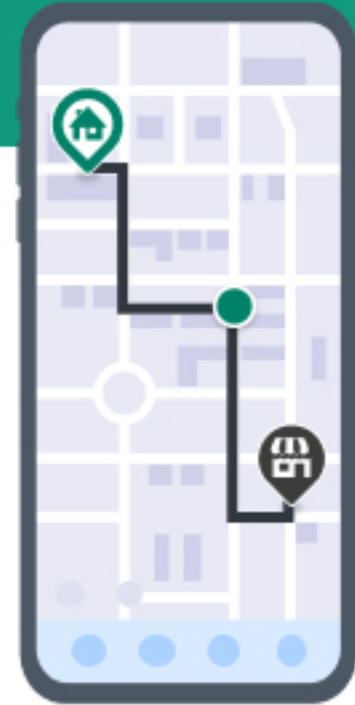
ORDER FLOW



Nash receives an order and sends it to your drivers through Cartwheel



Your driver accepts the order in real-time in the Cartwheel driver app



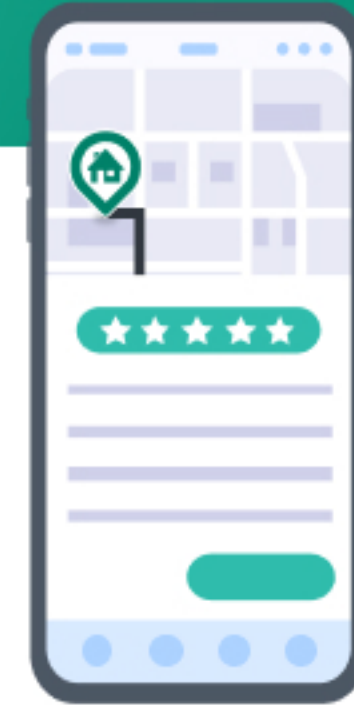
Right after the pick-up, the customer receives a text message with a live-tracking link



Customer-driver communication goes through masked phone calls and texts

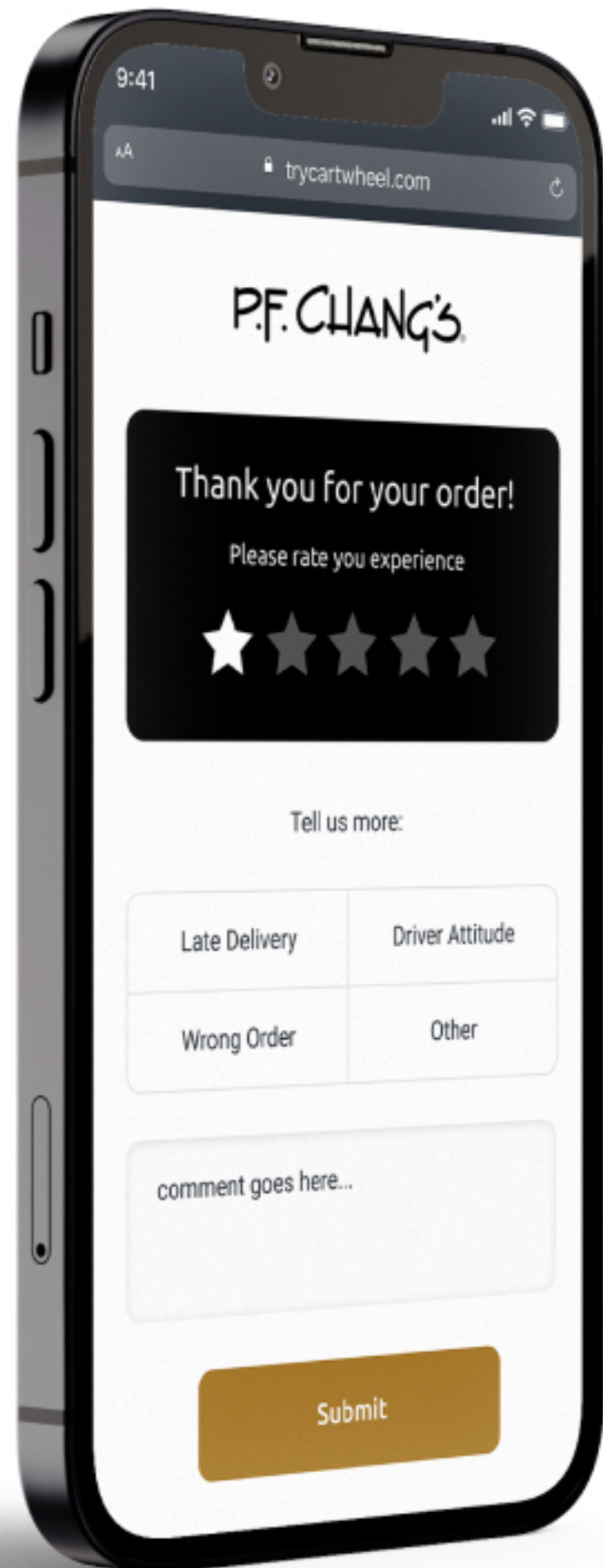


Proof of delivery: barcode scanning, ID verification, signature/image capture, etc.



Customers can rate their experience once the order is delivered

IMPROVE ONLINE REPUTATION



SOLVE PROBLEMS BEFORE THEY HIT YELP

Receive notifications every time a customer low-rates their order so you can contact them and solve the problem before it's too late.

With Cartwheel's Google review integration, your customers are invited to share their feedback publicly whenever they leave a 4 or 5-star rating.

60%

are ready to leave a positive Google review

40%

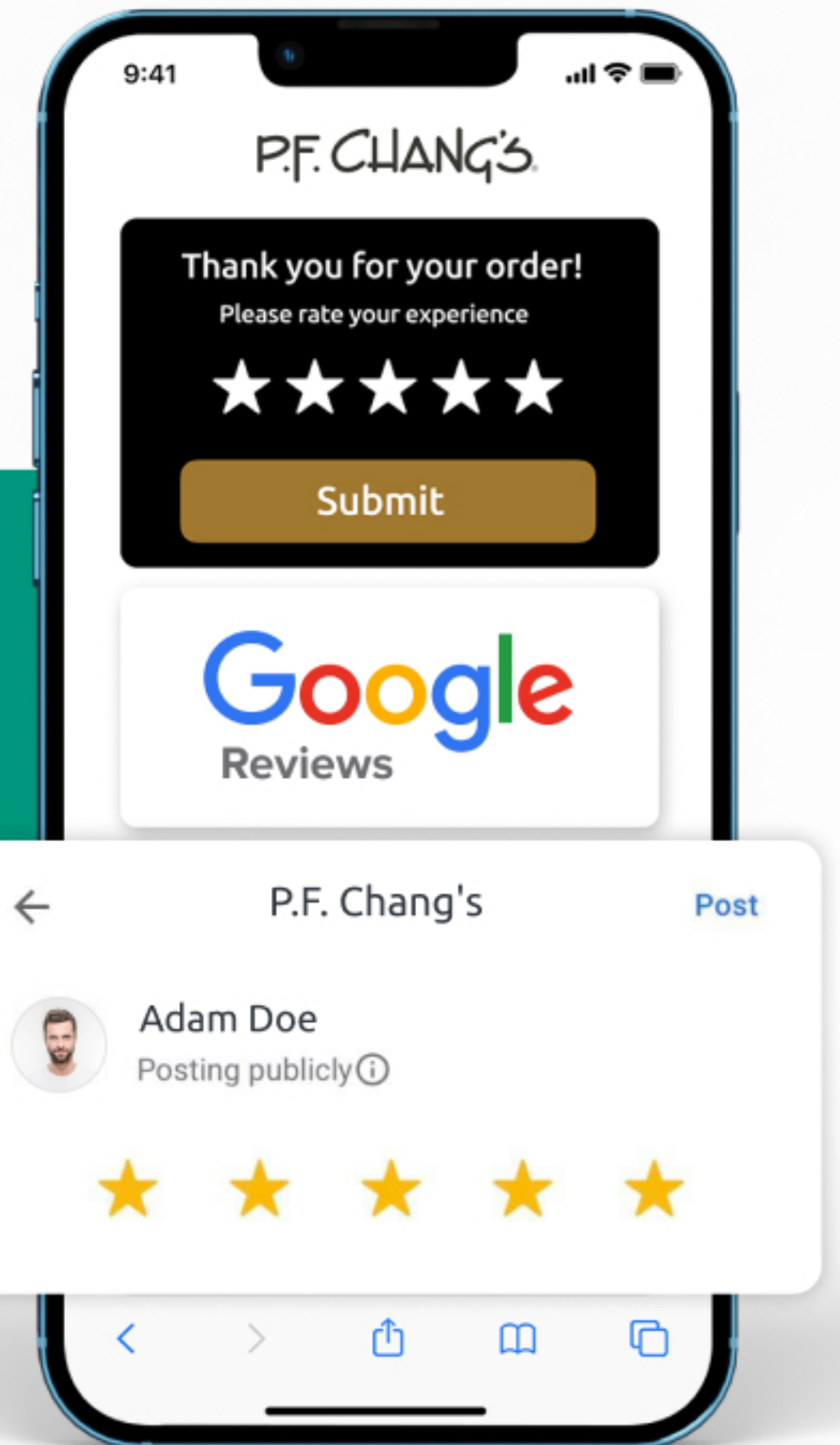
upgrade rating from 4 to 5

MORE >

POSITIVE GOOGLE REVIEWS

NEW CUSTOMERS

REVENUE INCREASES



PROOF-OF-DELIVERY TOOLS

Delivery can be complicated if your couriers don't have certain tools like barcode scanning, ID verification, signature and image capture.

Cartwheel gives all the tools you need to make delivery fast, easy, safe, and compliant.

IMAGE CAPTURE



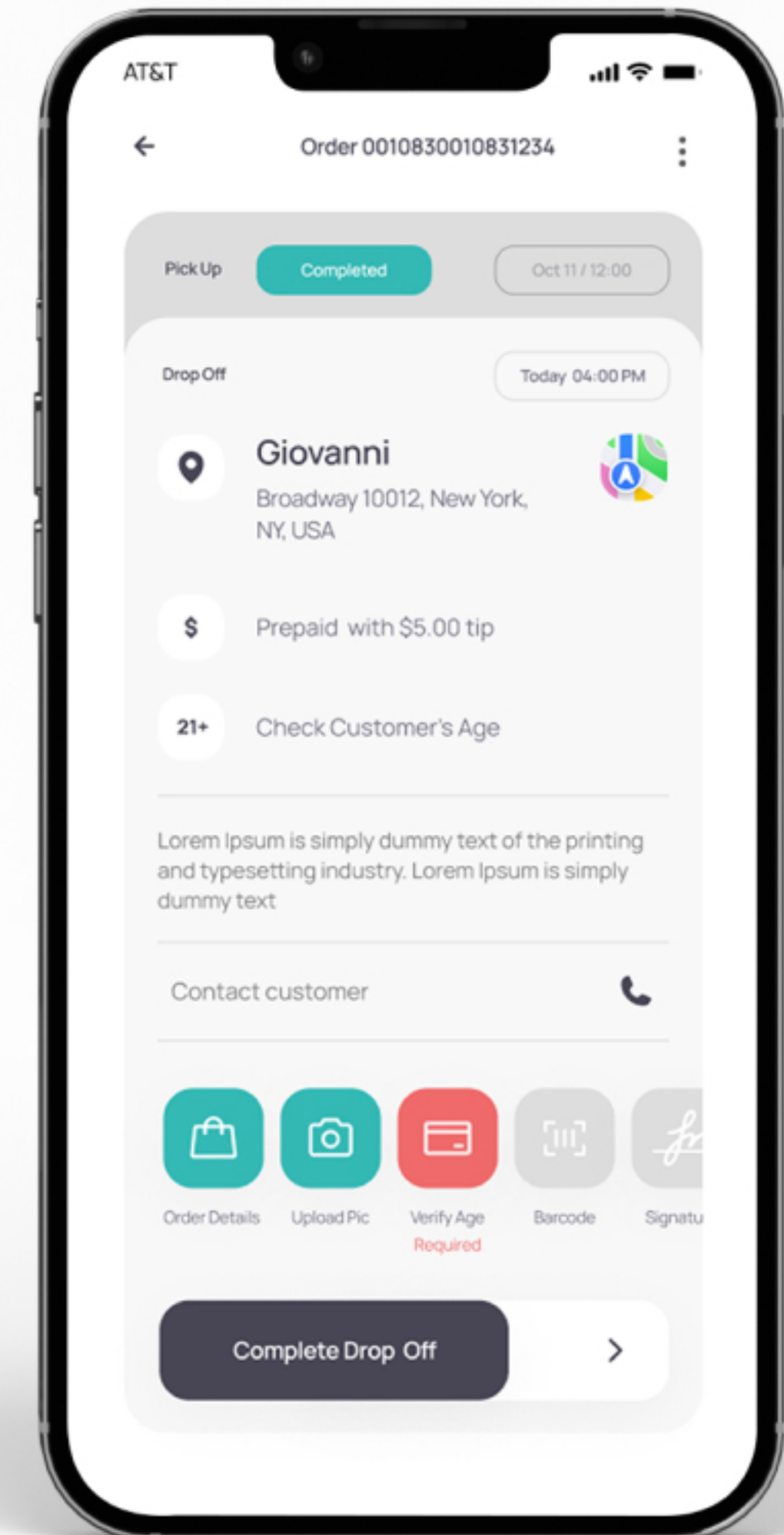
ID AND AGE VERIFICATION



SIGNATURE CAPTURE



BARCODE SCANNING



CARTWHEEL DELIVERY MANAGEMENT TOOLS OFFER ENDLESS POSSIBILITIES



AI-POWERED AUTO-DISPATCHING

Incoming orders go directly
to the courier app



SMART ROUTING

Save time and money
with optimized routes



REAL-TIME TRACKING MAPS

Always know where
your couriers are



REPORTS & ANALYTICS

Optimize your operations
using real business data



PRESCHEDULED DELIVERIES

Plan priority deliveries
in advance



DRIVER RATINGS

Collect feedback
from your customers



ONLINE/ OFFLINE MODE

Always know how many
couriers are on-shift



ASSIGNED ORDERS

Assign specific orders to
a chosen courier



ALERTS AND NOTIFICATIONS

Instant updates
throughout the delivery

CARTWHEEL

BUILT FOR COURIERS BY COURIERS

We opened a restaurant in Los Angeles and quickly became #1 on GrubHub.



2012

We launched a delivery service for 300+ restaurants and liquor stores, becoming Eat 24's highest-ranking partner nationwide.



2014

Meanwhile, we developed our own delivery software and began licensing it to restaurants, liquor stores, and courier services.



2020

TOP BRANDS WHO TRUST US

Portillo's®



P.F. CHANG'S



AS FEATURED ON

Nation's
Restaurant News

RESTAURANT
BUSINESS

foodondemand
The Intersection of Food, Technology & Mobility

FORTUNE

Opportunities in the delivery industry are huge, but the logistics of running a courier service are complicated. Cartwheel and Nash together provide a cohesive delivery management platform that has allowed FULFLLD to launch new markets and keep up with the incredible demand of our customers.



LEVY YAKUBOV
Founder at FULFLLD



MICHAEL OSANLOO
CEO of Portillo's

"Our experience with Cartwheel has been so positive that we invested in the company so they can further develop services with brands in mind."

WOULD YOU LIKE TO SEE
CARTWHEEL IN ACTION?

[BOOK A DEMO](#)

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☎ 239.464.3724

🌐 www.trycartwheel.com