

Transforming a National Carrier Network for Retailers with nuVizz's Unified Last-Mile TMS

INDUSTRY



Logistics, Transportation,
3PL/4PL, Last-Mile Delivery

SOLUTION



nuVizz Last-Mile Transportation
Management SaaS Platform



Client Overview

A large North American 3PL/4PL expanded its network through organic growth and regional acquisitions. While this strengthened its footprint across retail, e-commerce, healthcare, and heavy-goods delivery, each division operated with its own systems, processes, and customer portals.

The result was a fragmented technology landscape spanning linehaul, regional distribution, contract logistics, and last-mile delivery. Growth continued, but customer experience, visibility, and operational consistency suffered.

Business Challenge

Fragmented customer experience



Multiple portals, contracts, and inconsistent workflows across divisions.

Rising customer expectations



Demand for real-time visibility, unified billing, and consistent service levels.

Siloed TMS environments



Disconnected tools for order intake, planning, dispatch, visibility, and billing.

Limited multi-leg visibility



Poor continuity across hubs, cross-docks, relays, and last mile.

Escalating Total Cost of Ownership:



Multiple in-house systems across business units increased support costs, duplicated investments, and operational inefficiencies.

Decentralized pricing and invoicing



Manual, error-prone regional processes.

Phased Transformation Approach

Launch and Stabilize

Phase 1

- ▶ Rebuilt enterprise hierarchy in nuVizz to support a unified operating model.
- ▶ Standardized order intake and ASN integrations through a common integration layer.
- ▶ Deployed standardized cross-dock and delivery workflows at pilot locations.
- ▶ Rationalized billing and invoicing workflows within the TMS.

Expand and Mature

Phase 2

- ▶ Rolled out the platform across additional regions and business units.
- ▶ Standardized returns and backhaul processes.
- ▶ Extended visibility beyond delivery into retail store operations.

Centralize and Unify

Phase 3

- ▶ Rolled out the platform across additional regions and business units.
- ▶ Delivered a single, unified customer portal across the entire carrier network.

Operational Complexity Addressed

Advanced Route Planning

nuVizz supported multiple routing strategies across diverse verticals:

- Strategic and recurring route planning for retail store delivery.
- Automated route generation based on schedules, holidays, and frequency.
- Dynamic optimization for home delivery, white-glove, DTC, and healthcare use cases with narrow delivery windows.

Cross-Dock, Pool Distribution, and Multi-Leg Execution

- ASN-driven and blind receiving.
- Palletization, staging, and trailer loading workflows.
- Unified visibility across cross-docks, relays, and consolidation points.

Unified Driver Execution

A single mobile-driven workflow standardized execution across internal and third-party fleets:

- Dispatch, routing, scanning, exceptions, and POD in one app.
- Carton- and pallet-level traceability with geofence validation.
- Support for relays, hot/cold transfers, redeliveries, and accessorials.
- Real-time synchronization of delivery status and exceptions.

Operational Complexity Addressed

Multi-Carrier Orchestration

- ▶ Unified visibility across all carrier partners.
- ▶ Faster onboarding and reduced dependency on individual carriers.
- ▶ Network-wide SOPs, compliance, and normalized event management.

Customer Visibility and Experience

- ▶ One portal for real-time, milestone-based tracking across all legs.
- ▶ Live ETAs and GPS-based driver tracking.
- ▶ Item-level order inquiry and return scheduling.
- ▶ API-first connectivity plus email and SMS notifications.

Business Outcomes

- ▶ Standardized cross-dock and delivery operations enterprise-wide.
- ▶ End-to-end visibility across all legs and carriers.
- ▶ Reduced friction in relays, consolidation, and returns.
- ▶ Improved chain of custody, SLA adherence, and audit readiness.
- ▶ Centralized pricing, invoicing, and contract governance.
- ▶ Scalable, consistent operations across the carrier network.
- ▶ Reduced cost of ownership for enterprise TMS

Conclusion:

nuVizz delivered the enterprise-grade last-mile TMS foundation required to unify a complex, multi-division carrier network.

The organization achieved centralized governance, operational consistency, improved customer experience, and a scalable platform supporting first-, middle-, and last-mile execution.

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