



CASE STUDY

Why a Global Retail Giant Switched to Routematic to End Commute Chaos

Routematic SuperApp Delivers Seamless,
Cost-Efficient Daily Commute Operations

Routematic _____

Client Overview

A global retail leader with **1000+** employees across India needed a **dependable, hassle-free daily commute solution** for its workforce. Initially, they signed an all-inclusive contract with a well-known competitor that covered technology, fleet, and manpower.

Unfortunately, what looked perfect on paper quickly fell apart due to major operational breakdowns.

Where the Challenge Began

Despite promising a turnkey solution, the competitor's model heavily depended on third-party vendors for fleet operations. This created:



Inconsistent service quality



Biased trip allocations favoring certain vendors



Chronic payment delays



Daily operational chaos for the client



When a third-party vendor escalated the matter directly, the client uncovered deeper issues: **favoritism in trip distribution among subvendors and a lack of single point accountability**, defeating the purpose of a Managed Service Provider (MSP).

Frustrated by the **constant need to mediate between the MSP and the third-party vendors**, the client began looking for a provider who could truly deliver integrated, transparent, and conflict-free commute operations.



The Client Finally Found Its End-to-End Solution with Routematic

Routematic provided exactly what the client needed: a **genuinely end-to-end Transportation-as-a-Service (TaaS)** solution with single point accountability.



The Solution



Integrated TaaS Model:

- **Technology, fleet, and manpower** all unified under Routematic's ownership.



Command Center for Full Oversight:

- The Routematic Operations Command Center (ROCC) provides **city-level**, real-time **fleet visibility** and management.



Fair, Automated Allocation:

- Routematic TaaS uses **proximity-based logic to guarantee optimal trip assignments** and full coverage. This ensures no driver or vendor is unfairly favored.



The Solution



Transparent, Cost-Effective Payments:

- Unlike commission-heavy competitors, **Routematic's direct weekly driver payouts** reduce overheads and enhance service quality.



No Hardware Burden:

- Routematic's app eliminates the need for dedicated in-vehicle devices, **cutting costs** and **simplifying adoption** for clients.

Impact



Eliminate vendor conflicts and escalations



Deliver consistent, reliable employee transport



Regain operational control without constant firefighting



Lower per-trip costs with smarter routing and fair pay

Delivering on Our Promise, Every Time

Routematic redefines end-to-end transport by owning the **technology, fleet, and operations** to deliver predictable, scalable commute services.

With industry experts at our command center and proprietary tech boosting driver productivity, we ensure enterprise-grade reliability without hidden costs, chaos, or excuses.

Ready to Leave Vendor Headaches Behind?

Let Routematic show you how a truly integrated commute solution should work.



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