



Sunbasket Keeps Its Customers Happy with Innovative Last-Mile Deliveries

Learn how a popular meal kit company enables their customers to control delivery instructions in real time while maintaining a 99% OTD result.



About Sunbasket

Founded in 2014, Sunbasket is a San Francisco-based meal subscription service that offers customers meal kits and fresh and ready-made meals for any diet (Paleo, vegan, gluten-free, diabetes-friendly, etc.).

Sunbasket is known for delivering to customers' doors healthy and organic meals every week. When Covid-19 put a new emphasis on the convenience of meal kits, Sunbasket was happy to respond to the uptick in orders.

"Covid-19 brought a lot of visibility to the meal kit industry. Sunbasket was pleased that we were able to provide the type of meals customers wanted when they were unable to leave their homes," said Simeon Arseniev, Sr. Logistics Manager, Sunbasket.

KEY RESULTS

10%	Monthly delivery growth
99%	Consistent OTD
30%	West Coast orders delivered by AxelHire

“AxleHire’s flexibility combined with their ability to provide excellent customer service and 99% OTD is why we consider AxleHire a great shipping partner.”

— Simeon Arseniev
Sr. Logistics Manager, Sunbasket

The Challenge

Sunbasket had a robust and growing business in 2018 and to date has raised >\$140M in funding. However, they found the national carriers didn't have some of the track and trace capabilities for every supply chain step. Sunbasket was looking for regional pricing and a technology-based shipping platform. Plus, they needed a shipping partner who was highly flexible and could work closely with them as they grew. Sunbasket had to quickly figure out who their next shipper would be.

"Our business model is predicated on having a responsive and flexible shipping partner," explained Simeon Arseniev.

The Solution

Sunbasket looked to AxleHire in 2018 as its new regional shipping partner to alleviate the lack of technological know-how and savvy that the national carriers do not offer. AxleHire provided a more user-friendly tracking system for Sunbasket and its customers, including customized SMS texting and real-time updating of delivery instructions. In addition, AxleHire fulfilled Sunbasket's "flexible" requirement with its ability to:

- Adjust orders in real-time
- Absorb last-minute volume with no volume caps
- Accept late injection times, up to midnight
- Quickly reroute misplaced palettes of goods

"There was genuine excitement to partner with AxleHire, which continues to this day. They take a technology-first approach versus legacy national and regional carriers who are constrained by their out-of-date processes and infrastructures," said Simeon Arseniev.

Sunbasket is excited about the prospect of expanding into new markets with AxleHire. **"We're looking forward to our future with AxleHire,"** said Simeon Arseniev. After engaging with AxleHire in 2018 for their delivery service in the San Francisco Bay Area, Sunbasket has expanded into Los Angeles and looks forward to more AxleHire metro expansions.

The Result

Despite Sunbasket's fast growth and quick changing weekly volume, with AxleHire's tech-powered delivery solution, they could adjust quickly to any new shipping demands. AxleHire's unique ability to flex with more or fewer daily deliveries allowed Sunbasket to grow the business while keeping their existing customers happy.

"Every time I get an email that AxleHire has expanded into a new market, I'm super excited," said Arseniev. **"Sunbasket's motto going into 2021 is being able to deliver a consistent and reliable customer experience week in and week out,"** said Simeon Arseniev, Sr. Logistics Manager, Sunbasket. **"AxleHire enables us to do just that."**

Sunbasket now sees its ability to provide reliable, consistent deliveries as a competitive advantage. **"With an emphasis on technological enablement for the customers, we'll become the new normal in ready-made meal and meal kit deliveries,"** said Simeon Arseniev.

Ready to join Sunbasket and other top e-commerce companies already using AxleHire?



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