Tech-Enabled Deliveries Help TapRm Disrupt Alcohol Consumers' Buying Process

Learn how a new software platform for everything beer is changing how consumers buy alcohol with tech-enabled deliveries

About TapRm

TapRm is the nation's premier e-commerce solution for beer and hard seltzer brands. Through its e-commerce platform, TapRm helps brands grow and scale with direct-to-consumer tools and website integrations, delivering customers a superior experience that includes same-day delivery, great pricing, industry-leading quality assurance, and data analytics. TapRm's marketplace (TapRm.com) also brings together a community of beer enthusiasts looking to discover the newest and most exciting brands making a splash in the beer industry. TapRm frees brands to focus on growth by simplifying a complex alcohol industry under one easy-to-use platform.

KEY RESULTS

19%	**Growth in Monthly deliveries**
99%	**Consistent OTD**
30%	**Orders get delivered by AxleHire**

> ❝ **Seeing AxleHire's tracking and delivery confirmations and communication to the customer was what ultimately made the decision for us.** ❞

— Head of E-Commerce, TapRm

✉ **info@axlehire.com**   📞 **855-249-SHIP**   📅 **Book a Meeting with a Last-Mile Expert**

The Challenge

TapRm prides itself on being a game changer in the alcohol business and it needed the same in a delivery partner. First, they needed a carrier with the proper permitting and tools to enable alcohol deliveries, not something many carriers can offer. Beyond that, they wanted a shipping partner who understood the importance of providing tech-enabled deliveries, like providing signatures, ID checks, delivery confirmations and real-time customer communications.

"It was important for TapRm to build a tech-enabled delivery system right the first time and build it with the best technology available," said Zach Miles.

The Solution

After looking far and wide for the right tech-forward delivery partner, TapRm met with AxleHire in 2020 to see if they had the combination of technology and reliability to provide a delivery solution that would work for alcohol. AxleHire provided a more user-friendly tracking system for TapRm's customers, including customized SMS texting and real-time updates of delivery instructions. In addition, AxleHire fulfilled TapRm's alcohol delivery requirements with its ability to:

- Take and deliver late same-day orders
- Absorb last-minute volume with no volume caps
- Collect an ID check and provide confirmations in real-time

"Before AxleHire, we had a last-mile delivery provider for 1-2 days deliveries. Now with AxleHire, our customers can order up until 4:00pm, and we can deliver their orders the same evening between 6:00 and 10:00pm," said Zach Miles.

The Result

AxleHire has a solid technical foundation in their software which includes the ability to communicate with TapRm within the system and get the status of the orders as the order delivery process progresses in real-time.

With AxleHire's tech-powered delivery solution, TapRm can now deliver to their customers the same day, even if the order comes in as late in the day as 4:00pm. AxleHire's unique ability to flex with late-day orders has allowed TapRm to steadily grow its novel business in the unpredictable New York City metro area.

"We're able to submit orders to AxleHire via native integrations and software that we already use, or directly via an API integration," said Zach Miles.

TapRm now sees its ability to provide reliable, consistent deliveries as a competitive advantage. **"AxleHire is helping us change the alcohol consumer game, and we're looking to partner with them as we grow into other metros,"** said Zach Miles.

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

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