elasticrun
Pioneering Access. Transforming Lives.

AI-led secured delivery validation

How ElasticRun strengthened delivery integrity and ensured better customer experience with AI-powered verification.

AI

Executive Summary

In quick commerce, customer experience is everything. Even a single missed or incorrect delivery can break trust. Ensuring that operational discipline, delivery accuracy, and SOP compliance remain non-negotiable is crucial for customer satisfaction and retention.

To achieve this, ElasticRun introduced a multi-layer verification framework powered by OTP validation, geo-matched attempt tracking, and an AI-based conversation intelligence engine. This system ensures that every delivery, rejection, or attempt is verified, transparent, and authenticated — both for the customer and the brand.

Through real-time OTP verification, AI-powered call analysis, and precise geo-coordinate matching, the framework has set a new benchmark for verified deliveries and transparent rejections in quick commerce.

Challenges

In the fast-paced world of instant delivery, manual errors, non-compliance to SOPs, and lack of delivery verification mechanisms can severely impact customer trust and service reliability.

Unverified Deliveries: Without a verification step, deliveries or rejections could be disputed, creating friction and customer dissatisfaction.

Non-local Attempts: Sometimes, delivery attempts are marked from outside the customer's locality, leading to false or non-genuine attempt tagging.

Limited Visibility: Brands or delivery partners may lack clear, auditable insights into delivery or call attempts, creating accountability gaps

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Objectives

Genuine Attempt Validation
Verify every delivery attempt through location coordinates match and call data validation.

AI-Driven Assurance
Train an AI engine to analyze multilingual conversations between customers and delivery associates, verifying the authenticity of the interaction.

Customer-Verified Deliveries
OTP-based confirmation for both deliveries and rejections, ensuring full customer awareness.

SOP Compliance Automation
Automatically detect non-local attempts and ensure a structured SOP-driven response through intelligent alerts and call verification.

Outcomes Achieved

The average number of attempts to deliver orders reduced by **25% for 2-hour** and **same-day services.**

AI analysis of call transcripts prevented around **20% of potentially fraudulent delivery attempts** improving **customer NPS.**

About ElasticRun

ElasticRun is India's fastest-growing fulfilment network, enabling commerce across 500+ cities. By integrating fulfilment, technology, and AI-powered solutions, it empowers brands and marketplaces to scale efficiently and build future-ready commerce ecosystem.

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