

## Tech-powered Precision Delivery

How ElasticRun achieved first-time-right deliveries with precision geo-mapping and fully automated address validation

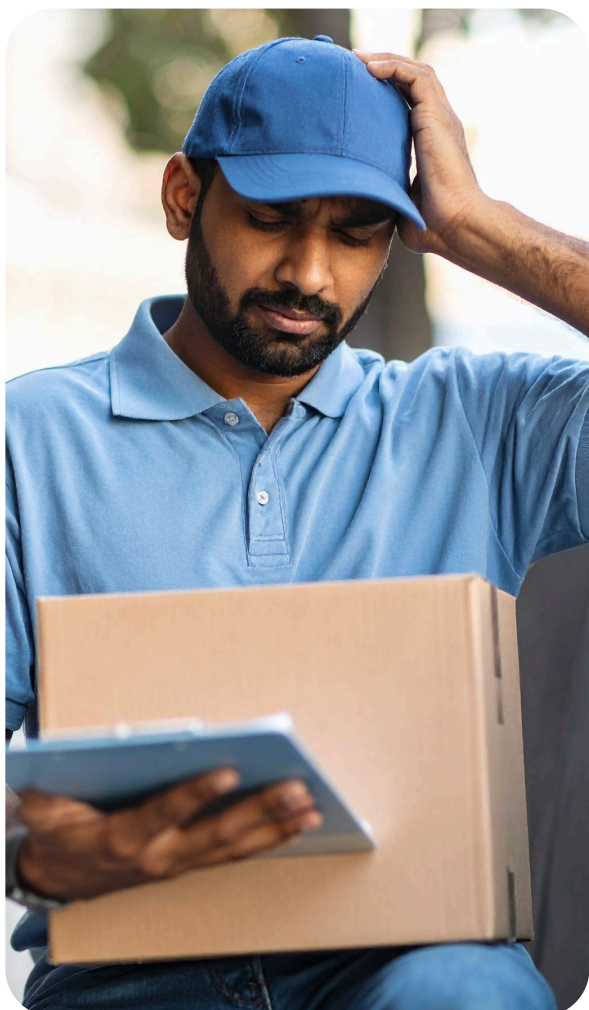


### Executive Summary

In the fast-paced world of quick commerce, delivery speed defines customer experience — yet inaccurate or unverified addresses often lead to delays and inefficient routing. Many brands lack verified geo-coordinates or rely on inconsistent data sources, leading to delivery delays and misrouted shipments.

ElasticRun tackled this challenge through its **automated Address Validation and Geo-Verification Engine**, designed to ensure precise delivery coordinates and streamline last-mile execution.

The solution intelligently validates, corrects, and enriches unstructured address data, reducing manual intervention and improving routing accuracy. By enabling verified geo-coordinates and real-time visibility, ElasticRun enhances driver productivity, minimizes SLA breaches, and delivers faster, more reliable fulfilment across its network.



### Challenges

*With growing order density for quick commerce operations, address quality becomes a critical friction point. Inaccurate or missing geo-coordinates lead to manual corrections, failed attempts, and rising cost per delivery.*



**Inconsistent Address Data:** Many customers provide unstructured or incomplete addresses, varying across formats and geographies.



**Unverified Geo-Coordinates:** Brands often share coordinates without validation, leading to mismatches between digital locations and actual delivery points.



**Operational Inefficiency:** Field teams spend significant time locating addresses manually, impacting delivery SLA adherence, route optimization efficiency, and customer experience.

### Objectives



#### Data Accuracy

Achieve 100% verified and reliable geo-coordinates across all active pin codes.



#### Operational Efficiency

Reduce rider detours, manual address corrections, and SLA breaches.



#### Automation

Minimize manual verification by automating address reformatting and coordinate validation.



#### Cross-Brand Enrichment

Leverage verified data from multiple brands to continuously enhance coordinate accuracy for end customers.

### Outcomes Achieved



ElasticRun's intelligent **geo-validation system** enhanced address precision in over **60% of delivery attempts**



Driver productivity increased by **5% for 20,000+ quick commerce orders**, with more successful deliveries completed per day.

### 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.