



Skipcart is a white-label delivery technology company that connects businesses to Skipcart's network of local drivers to enable on-demand and same day delivery.

THE CHALLENGE

Serving over 300,000 pickup locations across 37 states, Skipcart connects its network of 150,000 drivers with local businesses to deliver groceries, food, electronics, e-commerce and other goods in one hour or less. Pinpointing the precise location of drivers to best match them with orders is a crucial component of Skipcart's solution and therefore required the integration of a reputable and reliable mapping technology.

Benefits



Easy adoption, familiar technology



Seamless scalability throughout 8,000% increase in delivery volume



Visibility into accurate delivery times

WORKING WITH WOOLPERT

Skipcart hired Woolpert as its Google partner in January 2021. "Woolpert has been great," stated Founder, Ben Jones. "It was the customer support and the ability to have a live person to talk to about what actually exists in Google Maps that was huge for us."

THE SOLUTION

Since the beginning of Skipcart's journey in 2018, Google Maps Platform has played a key role in providing quick and efficient order delivery. "The accuracy of Google Maps was a big reason why we were able to land enterprise accounts. We were able to tell them when items were going to be delivered, whether it was going to be on time and at what specific time. This allowed us to be a leader in that space," expressed Skipcart Founder, Ben Jones.

When a consumer places an order for delivery, Distance Matrix API accurately calculates the distance between available drivers and the order pickup location, as well as the distance between the pickup and drop-off locations. This quick return of information is leveraged to generate quotes and qualify drivers for specific orders to ensure they are delivered at or before the promised times. Geocoding API identifies the precise latitude and longitude coordinates of the pickup and drop-off locations, as well as drivers in the area and displays them on Google's familiar dynamic map.

Once a driver accepts an order within Skipcart's mobile app, the driver can use Directions API to navigate to the pickup and drop-off locations. "Drivers were most comfortable with Google Maps. It seems to be the standard, whether you're using iOS or Android, and drivers really like to use Google Maps to get from point A to B," Jones said.

"Google is one of the top map providers in the U.S., and globally, for that matter. We were a startup at that point, so an accurate and scalable partner like Google was crucial."

-Ben Jones, Founder, Skipcart

Contact Us

Want more information?

Contact us at cloudsuccess@woolpert.com

