RADARO

RETAIL

How Nick Scali is redefining premium furniture delivery with Radaro

nickscali FURNITURE



THE RESULTS WITH RADARO

35–40%
Reduction in customer service calls

4.8/5
Avg. customer rating

15%
Fewer trucks needed to handle peak volume

25%
Reduction in delivery window



Inside Nick Scali's last-mile experience transformation

Delivering premium furniture requires more than getting products from A to B. Customers expect certainty, communication and a seamless in-home experience every time. As Nick Scali expanded across Australia, New Zealand, and the UK, they set out to enhance its delivery operations to create a premium customer experience, while also improving the day-to-day experience for drivers and dispatch teams.

Manual delivery processes and limited visibility created inefficiencies that made it difficult to consistently meet customer expectations, provide accurate delivery updates, and deliver a premium last-mile experience. By adopting the Radaro platform, the retailer transformed its last-mile operations by automating routing, enabling real-time tracking, and connecting delivery execution with customer communication.

The result was 40% fewer customer enquiries and 15% fewer trucks needed at peak volume. Dispatch teams gained complete visibility across their delivery network, while customers enjoyed a simpler digital experience with updates from dispatch through to delivery.



> "Radaro has helped us create a much better experience from end-to-end. For our customers, our drivers, and our operations teams."
>
> – Eitan Schleissner | **CIO, Nick Scali**

Company overview

Nick Scali has grown to a global furniture retailer and importer that has been designing and delivering high-quality home furnishings for over 60 years. The company sources and sells more than 5,000 containers of premium lounges, dining, and bedroom furniture through an extensive network of showrooms and distribution centers across Australia, New Zealand and the United Kingdom.

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INDUSTRY
Retail

EMPLOYEES
850

USE CASE
Route Optimisation, Real-time Tracking, Event-based Customer Notifications, Comprehensive Digital PODs, Detailed Work Instructions



01. | The Challenge

- Nick Scali operates a complex last-mile delivery network with deliveries involving varied product sizes, assembly requirements and in-home service expectations. This resulted in **highly dynamic and non standardised delivery planning.**
- The business relied heavily on **manual routing, paper-based workflows** and institutional knowledge within dispatch teams. This limited scalability, created inefficiencies in planning and made it difficult to optimise their delivery partners.
- **A lack of real-time visibility** meant teams called drivers every time they needed a progress update. This created delays and inefficiencies across dispatch, customer service and operations.

- **High volumes of customer inquiries,** particularly “Where is my delivery?” calls, strained customer service team and impacted the overall customer experience.

- As a premium brand, Nick Scali needed a seamless, transparent, and reliable experience; however, **inconsistent delivery execution and limited customer communication** made it difficult to meet rising expectations.



> “Before Radaro, we had a lot of manual processes. We were constantly calling drivers to find out where they were, while customers were calling us asking where their deliveries were."
>
> – George Kapnopoulos | **National Dispatch Operations Manager**

02. | The Solution

- Nick Scali implemented Radaro’s capabilities to **automate route planning and optimise delivery runs** based on vehicle capacity, geography, driver availability and delivery constraints. This replaced manual processes with a scalable, data-driven approach.

- The Radaro driver app **digitised delivery execution,** enabling drivers to access routes, manage job sequencing, capture proof of delivery, complete pre-delivery inspections, and communicate in real-time from a single interface.

- **Real-time tracking and proactive notifications** gave customers visibility into the delivery status, significantly reducing uncertainty and status inquiries.

- **Integrated analytics and reporting provided operational leaders access to performance metrics for continuous improvement** related to on-time deliveries, driver performance, failed deliveries, and customer feedback.

- The platform created a **connected ecosystem across dispatch, drivers, customer service teams, and partners,** bridging the gap between planning and execution while supporting consistent delivery standards across third-party carriers.



> "The platform bridges the gap between the backend of logistics and the frontend of logistics. It ensures greater reliability and transparency with drivers. We now have the ability to easily see what goes on with deliveries.
>
> – George Kapnopoulos | **National Dispatch Operations Manager**

03. | The Outcome

- Enhanced customer communication dramatically **reduced daily customer calls from 600 calls down to 360–400 calls.**
- Improved predictability allowed the company to **reduce delivery windows to 3 hours** and provide customers with more reliable and convenient delivery experiences.
- **Nick Scali is now achieving a 98-99% on-time performance** in smaller states, and 97% in bigger states due to the increased volume.
- **Customer satisfaction increased from 4.5 to 4.8,** driven by better on-time performance, clearer communication and more consistent delivery outcomes.
- Nick Scali **significantly reduced operational friction** enabling teams to plan faster, respond to issues in real-time and scale more efficiently.
- The company increased delivery efficiency by grouping jobs, reducing travel time and **enabling peak volumes to be handled with fewer trucks,** while maintaining the same delivery volume.



> "Successful implementations of this magnitude rely on a good partnership with your vendor. In this case, we're talking almost daily about how we can do things better, we're leveraging Radaro's experience with other customers, and then working together to bring that experience into our world.
>
> – Eitan Schleissner | **CIO, Nick Scali**

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TALK TO US

results@radaro.com

1800 723 276

