



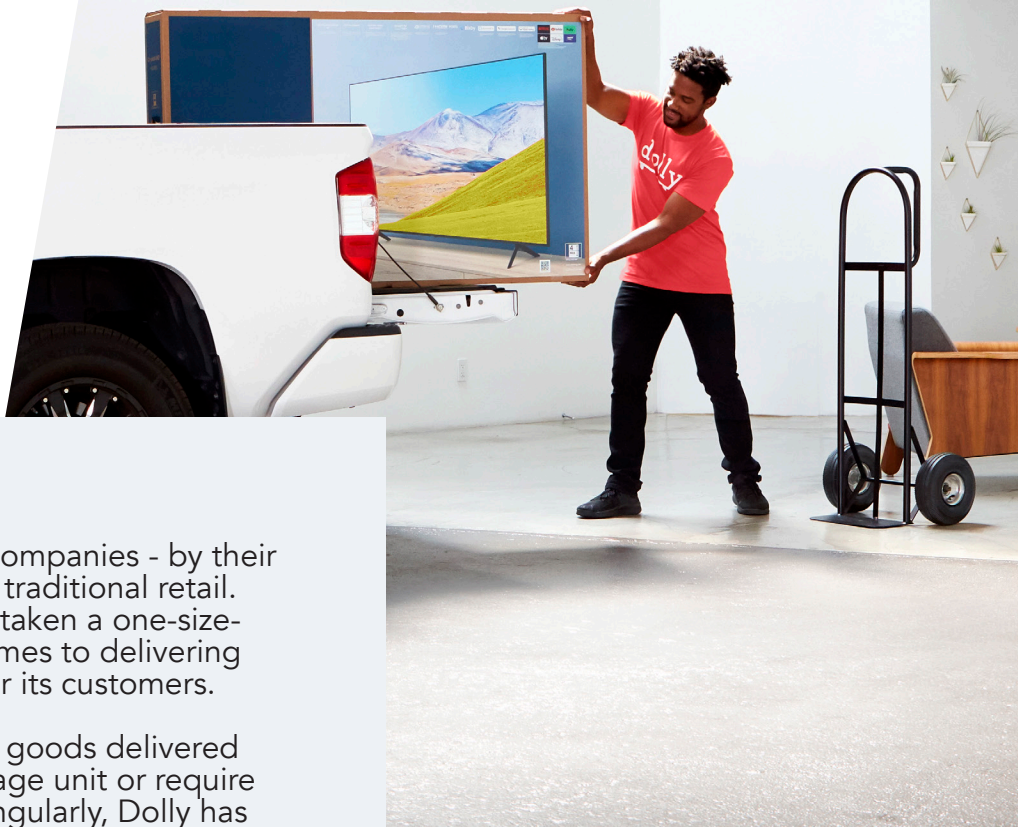
CASE STUDY

Partnering with a Fellow Disruptor:

How Dolly Helps DTC Companies Reimagine Delivery and Customer Experiences



A New Approach to Delivery



Direct-to-consumer (DTC) companies - by their very nature - are disrupting traditional retail. This is why Dolly has never taken a one-size-fits-all approach when it comes to delivering oversized and bulk items for its customers.

Whether our partners need goods delivered from a warehouse or a storage unit or require palletized items shipped singularly, Dolly has it covered, no matter the size of the client. In doing so, Dolly understands the needs and challenges each company brings to the table, always keeping an eye on flexibility.

The positive results speak for themselves. From introducing efficient routing to filling delivery gaps, our partners see Dolly as a fellow disruptor that is changing how delivery works.



Routing and Return Logistics that Tackle Inefficiencies—Rove Concepts

Founded in the Pacific Northwest over a decade ago, [Rove Concepts](#) needed a partner to help provide linehaul shipments to multiple markets using a combination of local warehousing partners and the filling and unloading of storage units. It also needed help with return logistics. Today, Dolly provides faster and better delivery with dynamic batching and routing and provides returned orders back to the origin warehouse.

Ha Pham, a logistics manager at Rove Concepts, notes Dolly's adaptable and motivated team helps to provide a higher level of delivery service in some of its largest markets. In addition, Dolly's far reach and ability to service multiple markets allows the company to provide "a consistent level of customer service to more areas with permanent dedicated delivery teams." Additionally:

“**Dolly's delivery teams go above and beyond a traditional final mile delivery model by providing inventory management at self-run storage facilities. We are constantly impressed by Dolly's flexibility with hiring and training delivery teams without Rove's direct management, allowing us to expand into new markets quickly and easily replicate our supply chain model. We value our partnership with Dolly and look forward to growing it in the future.**



According to a Rove Concepts senior sales manager, customer satisfaction is up 31% since partnering with Dolly, with 93% of customers giving five-star reviews.

Traveling Beyond the Delivery as a Traveling Beyond the Delivery as a Final-Mile Partner— The Perfect Rug

In 2010, the folks behind [The Perfect Rug](#) realized its customer base had grown tired of buying rugs in the same standard sizes. As a result, the company shifted resources, allowing customers to order flooring in any size, style, and budget. It also sends out samples to would-be customers as needed. Unfortunately, The Perfect Rug started having problems on the shipping front when it became more difficult to find local companies to provide the white-glove service it promised customers.

The Perfect Rug tasked Dolly with its final-mile freight delivery and occasional pickups. It ships single orders less-than-truckload (LTL) to a market and also picks up orders from terminals for delivery to customers. Dolly also picks up and delivers from The Perfect Rug store locations. Using the same partner for DTC delivery and store delivery has helped the company immensely.



As Jeffrey Lilly, a customer service manager at The Perfect Rug, explained, larger rugs can be pretty heavy, making it impossible for some customers to bring them into their homes. This is where Dolly came in. The shipper now provides white-glove service where large rugs are brought into a home, unrolled, and unpackaged without moving furniture.

Since partnering with Dolly, the company has eliminated the need for The Perfect Rug to find local installers — a significant time-saver. Additionally, the company provides the final-mile leg as another service to its customers. The Perfect Rug provides national DTC delivery and store delivery options.

Moving forward, The Perfect Rug and Dolly continue to look at new ways to improve the shipping experience for customers. As Dolly's reach grows around the U.S., so should The Perfect Rug's.

Boosting Customer Experiences with Efficient Infrastructure Integration—AuthenTEAK

In what started as a weekend-only business, [AuthenTEAK](#) is an Atlanta, Georgia-based provider of outdoor furniture. Customers turn to AuthenTEAK to find industry-leading brands, design expertise, and superior customer service.

Like other companies, AuthenTEAK turned to Dolly to help improve the white glove delivery service it provides. Previously, traditional providers had kept falling short, which wasn't good for customer relations.

Today, Dolly has stepped in to provide white-glove deliveries and pickups from LTL hubs. As Dolly's sales team would tell you the partnership works because Dolly is middle-mile agnostic and was able to plug into AuthenTEAK's existing delivery infrastructure without causing any disruption.

Whether it's modular sectionals or lounge chairs, gas patio heaters, built-in gas grills, or anything else AuthenTEAK sells, Dolly has shipping covered.

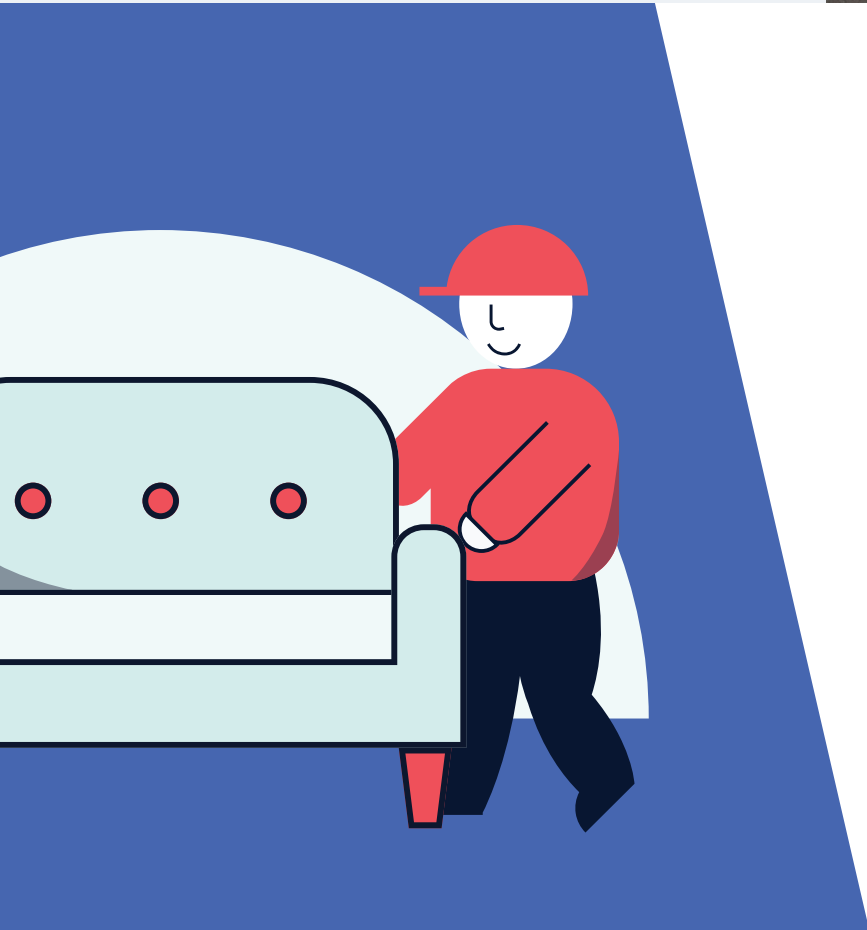


Enhancing Services by Plugging Delivery Gaps—Outer

Say hello to [Outer](#), another furniture provider with an online and showroom presence. The company's relationship with Dolly didn't start as a full-time partnership. Instead, Dolly was turned to when other delivery companies dropped the ball last minute. Outer realized it struggled with consistent white-glove deliveries, and a true Dolly partnership was finally born.

Dolly now handles Outer's nationwide white-glove deliveries and pickups from LTL provider hubs from companies like UPS and Old Dominion. Dolly also has a hand in Outer's reverse logistics, assisting in picking up returns from customers and taking them back to an Outer warehouse or UPS. Regardless, the process is seamless.

Outer is known for terrific outdoor furniture, including sectionals and sofas. It also offers fire pit tables, coffee tables, outdoor rugs, and side tables.





The Dolly Advantage

The word “flexible” is often used to describe Dolly and what it does. From large retail to personal delivery, Dolly makes it possible for companies to deliver items on their terms at affordable price points.



outer® authenTEAK ROVECONCEPTS the perfect rug
Your size. Your style. Perfect.

Based in Seattle, Washington, Dolly operates nationwide, providing delivery in 45 cities, and continues to expand quickly. Some of the biggest names in retail now count on Dolly for on-demand delivery services, including Lowe’s, Costco, Crate & Barrel, Big Lots!, and many more.





Dolly's competitive advantages include the following:

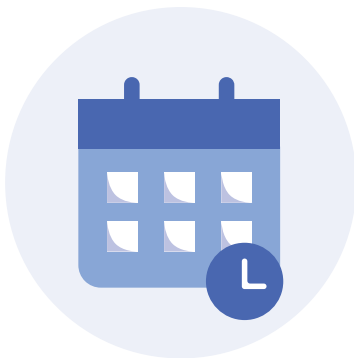
Dolly Helpers

Dolly has a network of over 12,000 independent truck owners nationwide. These well-trained, courteous individuals ensure prompt, friendly, and quick delivery—known as “Dollies”—from showroom to home, according to customer specifications. Helpers don't just leave the inventory on a porch or front step. They'll carry, and even assemble bulkier items, inside the room of choice, based on customer preference.



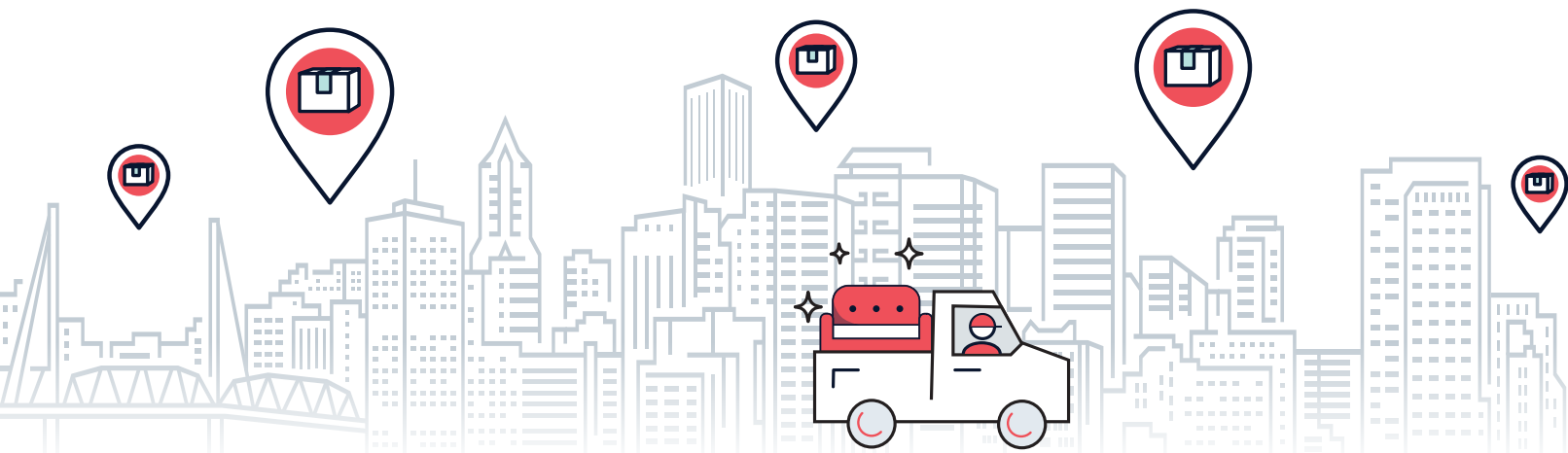
Cutting-edge technology

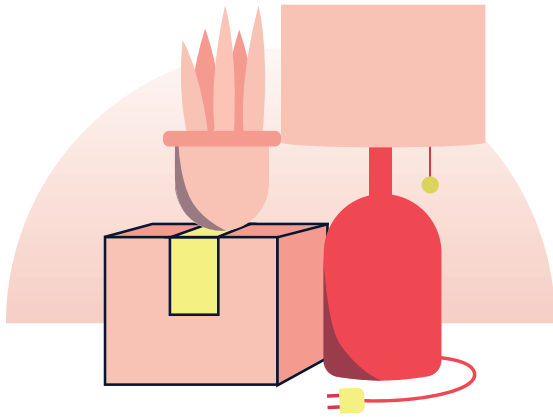
Dolly relies on Lighthouse, a proprietary enterprise-grade delivery management system. This technology helps retailers create and manage deliveries for their customers, while supplying real-time delivery information. Lighthouse immediately connects customers with Dolly Helpers at checkout, allowing the former to schedule convenient delivery times. Customers can see the details of their delivery, communicate directly with their assigned Helper, and track their items in real time through Dolly's free customer app. These technologies keep both retailer and customer in the loop, from the time a product leaves the store or warehouse, until it arrives at its final destination.



Timing flexibility

Thanks to its streamlined, adaptable model, Dolly provides delivery services based on customer demands and requirements. This includes same-day service, geared to meet the customer's schedule.





Dolly is trusted by DTC brands across the country to provide the flexible, on-demand delivery experience that your customers want.

Visit [Dolly.com/partners](https://dolly.com/partners) to get a demo and learn how our approach to last-mile delivery helps keep your customers happy and allows you to sell more.

dolly

