

How HealthKart boosted sales growth with 2hr and same day fulfilment



Executive Summary

HealthKart, a leading direct-to-consumer brand in the health and wellness space, found itself at a crossroads as customer expectations began to shift rapidly in the age of quick commerce. With speed becoming a key factor in purchasing decisions, the brand decided it was time to reimagine its fulfilment process.

It partnered with ElasticRun to implement Swifter, a plug-and-play quick-commerce network built for rapid fulfilment. This move enabled same-day and two-hour deliveries across key markets, resulting in improved conversion rates and stronger repeat purchase behavior.

With 400 orders processed daily, Healthkart witnessed significant impact on sales growth and lifted NPS by 14%.

About Healthkart

HealthKart is a leading D2C brand offering a wide range of health and wellness products to millions of customers. As the brand continued to grow, it became clear that the traditional delivery model needed an upgrade to meet the increasingly demanding quick commerce environment. To sustain its scale and service standards, the brand began exploring faster, more agile logistics solutions suited for the quick commerce era.



Objectives

HealthKart's primary objective was to significantly enhance its delivery speed without compromising service quality. In an environment where customers expect swift order fulfilment, the brand sought to:

Reduce Delivery Time

Speed up fulfilment to reduce order-to-delivery times and boost sales.

Gain a Competitive Edge

Build a quick commerce network to set HealthKart apart in the D2C space.

Drive Repeat Purchases

Drive repeat business by meeting the customers' need for speed.



Access new markets and boost sales

Expand into new markets with the right customer promise and improve conversions

Strengthen Brand Loyalty

Own customer relationships and improve NPS.

Solution

In collaboration with ElasticRun, HealthKart adopted Swifter - a plug and play quick commerce network solution designed to meet the specific needs of fast-paced, high-volume delivery operations. This plug and play quick commerce network connected the brand to a vast array of dark stores and local distribution hubs, ensuring that inventory was always close to the customer.



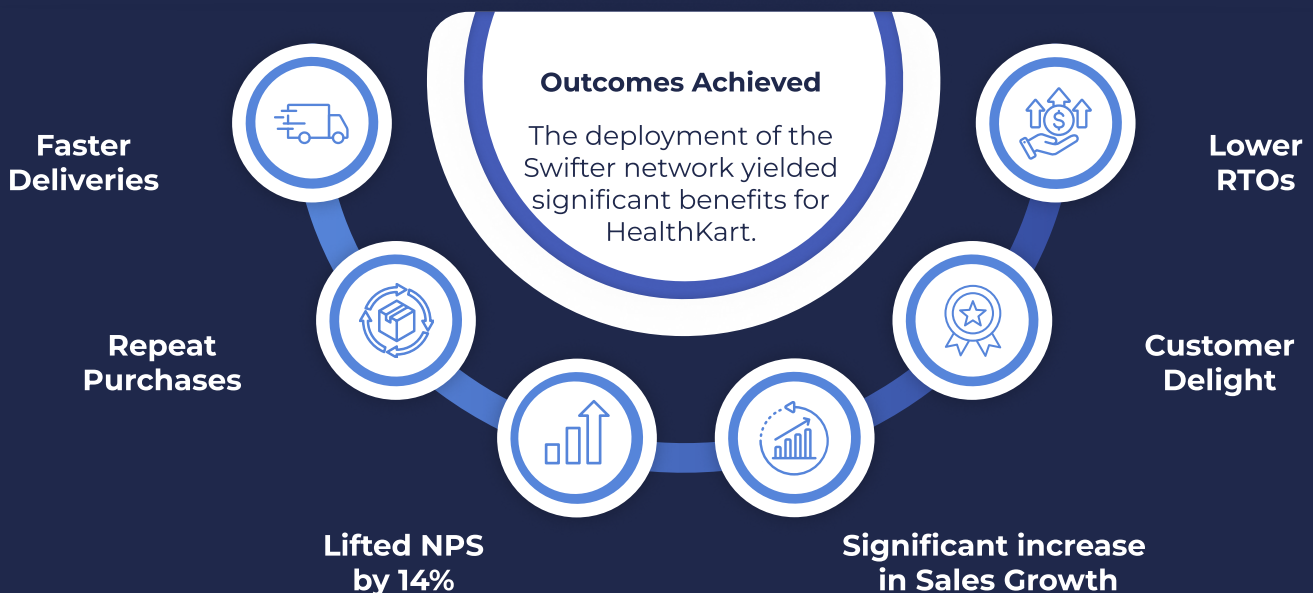
Inventory Distribution Across Dark Stores

The selected SKUs were distributed by HealthKart across a network of dark stores located in key metro areas. This strategic placement meant that products were always close to the end customer, reducing delivery distances and times.



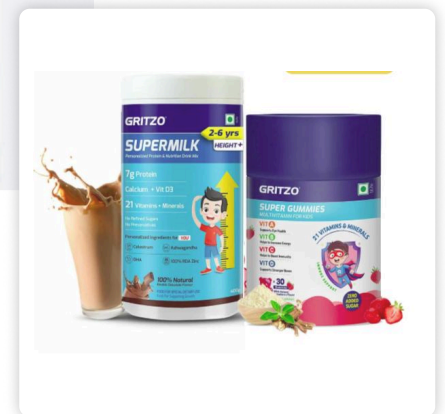
Accurate and Timely Delivery

Once orders were processed, they were assigned for delivery using optimized routes and real-time tracking. The result was a highly accurate, on-time delivery process that consistently met customer expectations.



Conclusion

HealthKart's strategic partnership with ElasticRun to deploy the Swifter network has proven transformative in its pursuit of rapid fulfilment. Healthkart is able to meet the customers' need for speed and drive repeat purchases with ElasticRun's plug and play quick commerce network.



"Our collaboration with ElasticRun has redefined our delivery capabilities. With Swifter, we now offer both 2-hour and same-day deliveries, and our customers have responded with overwhelming satisfaction. The integration of advanced technology and dedicated support has not only reduced our delivery times but also significantly boosted our operational efficiency. This initiative has truly set a new benchmark in quick commerce logistics for us."

- Ankit Garg
AVP-Operations, Healthkart

About Swifter

Swifter is a plug and play, white label quick commerce fulfilment network for D2C brands. Swifter empowers D2C brands to take control of their customer relationships and meet the customers' need for speed. With swifter deliveries, brands can boost sales and make rapid fulfilment their competitive advantage.

With ElasticRun's Swifter network, brands can offer 2-hour delivery, same-day delivery, and same-day returns, enhancing the end-to-end customer experience. Swifter is already live and operational across major cities including Mumbai, Bangalore, Delhi, Pune, Hyderabad, and Kolkata.

Say Hello to the Official Home of SwiftER

Supercharge your brand growth with



2 Hr Delivery



Same Day Delivery



Same Day Returns

