

FarEye Launches Foodeligent, An AI-Based Platform For The Food Delivery Market
Helps restaurants and food delivery companies enhance customers' service experience and cut delivery times by up to 15%

London, Dubai and New Delhi – 2 May 2018 - [FarEye](#), a digital logistics platform, today launched Foodeligent, a 'last mile' SaaS-based delivery platform that uses machine learning and AI to enable restaurants offering food delivery companies to cut delivery times by up to 15%, and provide a far superior delivery experience.

Available immediately, FarEye Foodeligent has been designed to resolve the unique challenges facing the intensely competitive and fast growing food delivery market. Working to extremely tight delivery windows, and juggling high demand at peak periods (e.g. lunchtimes, evenings, weekends), restaurants and food delivery companies are judged by customers on how well they manage the overall delivery experience. FarEye's Foodeligent AI platform for last mile logistics gives them the insight they need to: speed up deliveries; improve the customer proposition and experience; optimize operations; and reduce costs.



The platform uses machine learning to leverage a range of specific data points concerning order density and delivery time windows to improve delivery predictability. It also intelligently allocates orders to riders based on the time they are expected to be back at base. When fully integrated with last-mile logistics companies' systems, Foodeligent enables the deployment of an elastic and scalable network that helps to reduce costs and is far more efficient at handling periods of peak demand.

System-based scoring of each delivery, as well as suggested improvement areas for individual delivery riders to help them become more efficient and make more deliveries in a given time frame, are also features of the new platform. Furthermore, an Uber-like tracking experience means that hungry customers can track their delivery on their mobile, while the real-time rating engine lets them give immediate feedback on the whole experience.

To help companies achieve a perfect delivery score from customers, the FarEye delivery platform dynamically calculates the estimated arrival time for each delivery taking into account variations in factors such as travel time, the day of the week & seasonality. It does this by collecting and storing data from eight key milestones during the entire delivery process (e.g. food handover time, drive to customer, courier to door, deliver and finish the transaction, and drive back to base), and applying AI & machine learning algorithms to this data to help identify and anticipate peak demand periods, expected delivery duration vs actual time taken, and the manpower required to cater to the expected demand.

“The online food delivery market is about to be transformed by the advent of AI & machine learning applications that allow companies to radically improve their food delivery service. By applying AI and machine learning algorithms and techniques to the wealth of delivery data collected by the Foodeligent platform, our customers will have insights and information at their fingertips to improve their customer proposition and optimize operations, making it possible to cut delivery times by up to 15%,” said Kushal Nahata, CEO and Co-Founder of FarEye.

“In this highly competitive market, where consumers demand the delivery of great quality food in ever shorter timeframes, Foodeligent helps companies to outpace their competitors by delivering a superior customer experience,” added Nahata.

About FarEye

FarEye, a technology for predictability and customer-centricity, is digitalizing last mile deliveries for enterprises globally. It is a carrier-agnostic SaaS platform that can build applications with a simple drag and drop feature, enabling organizations to reduce time to build new processes from quarter(s) to week(s). FarEye uses data-driven optimization algorithms to help organizations champion operational efficiencies, increase their revenue streams and deliver a superior customer experience.

SAIF funded FarEye is enabling digital logistics and continues to grow at an astounding 362% year on year (Deloitte reports). With a presence in more than 20+ countries, FarEye enables digital logistics for the world's largest retailers like Walmart, Future Retail & Amway, logistics companies like BlueDart and eCommerce giants like Noon. FarEye executes more than 500 million shipments annually for more than 100+ clients.

After being awarded as the 'Digital Disrupter of the Year' by International Data Corporation (IDC), we have also been recognized by Gartner for our [real-time visibility platform](#) and [Vehicle Routing and Scheduling](#) module.