# Trexity Case Study





Retail



Toronto, ON



2011

## How Cocktail Emporium streamlined same-day delivery with Trexity

Cocktail Emporium, a Toronto staple since 2011, has been serving up stylish barware, glassware, and cocktail ingredients to home bartenders and pros alike. Known for their curated selection and fun, approachable vibe, they've built a loyal following. As demand grew, they needed a delivery solution that could keep up — without compromising their brand experience.

## Cocktail Emporium's results, delivered







## The challenge

Cocktail Emporium needed a dependable delivery solution to meet the demands of customers seeking last-minute cocktail ingredients and fragile barware.

Traditional shipping options were often slow and posed risks of damage. With busy bars, restaurants, and home bartenders relying on timely deliveries, they required a local service that could provide fast, careful next-day or same-day delivery across the challenging GTA traffic.



# **Enter: the Trexity solution**



#### Approach:

Cocktail Emporium partnered with Trexity to deliver fragile, last-minute orders quickly and reliably in the GTA.



### Implementation:

Trexity integrated seamlessly with their operations, providing live support and an easy-to-use and intuitive portal.



### **Key features:**

Same-day and next-day delivery, flat-rate pricing, real-time tracking and communication, and gifting options.

## Cocktail Emporium & Trexity: A recipe for success

## 1. Faster & more reliable deliveries

- Before Trexity: Limited same-day or next-day options meant customers often faced delays, mainly for last-minute orders.
- After Trexity: Trexity enabled dependable same-day and next-day local delivery, meeting urgent customer demands.

## 2. Careful handling of fragile items

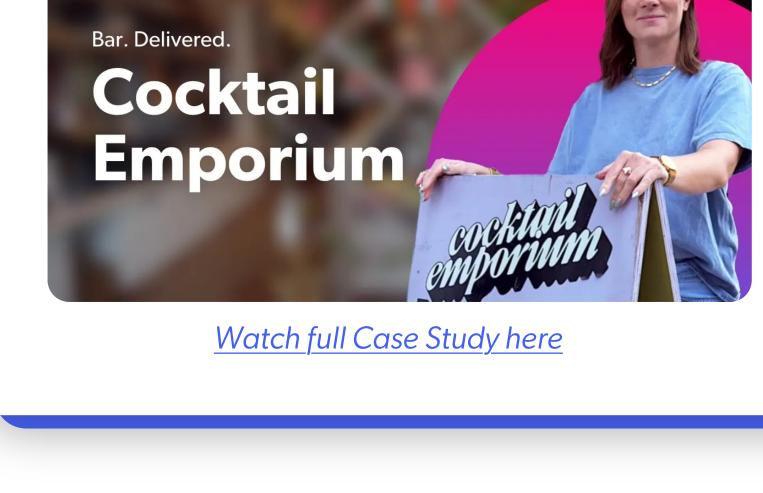
- 🗴 Before Trexity: Fragile glassware and liquids were at high risk of damage with traditional shipping methods.
- After Trexity: Trusted local couriers handled delicate items with care, ensuring safe delivery and reducing breakage.

#### (x) Before Trexity: Manual order processing and limited integration slowed daily fulfillment and increased workload.

- 3. Streamlined operations & easy integration
  - After Trexity: Smooth Shopify integration + an easy-to-use portal simplified order management and sped up operations.

#### 4. Enhanced customer experience & business growth 🗴 Before Trexity: Lack of delivery visibility and delays led to higher customer support inquiries and dissatisfaction.

- After Trexity: Real-time tracking, friendly drivers, and flat rates boosted satisfaction, cut inquiries, and drove growth.



drivers because we know they're going to

66

take care of them. — Kristen Voisey, Founder, Cocktail Emporium

We enjoy sending out bags with the

#### Cocktail Emporum's delivery Since partnering with Trexity, Cocktail Emporium has completed over 5,000 reliable same-day deliveries across Toronto, handing off carefully packaged orders to friendly

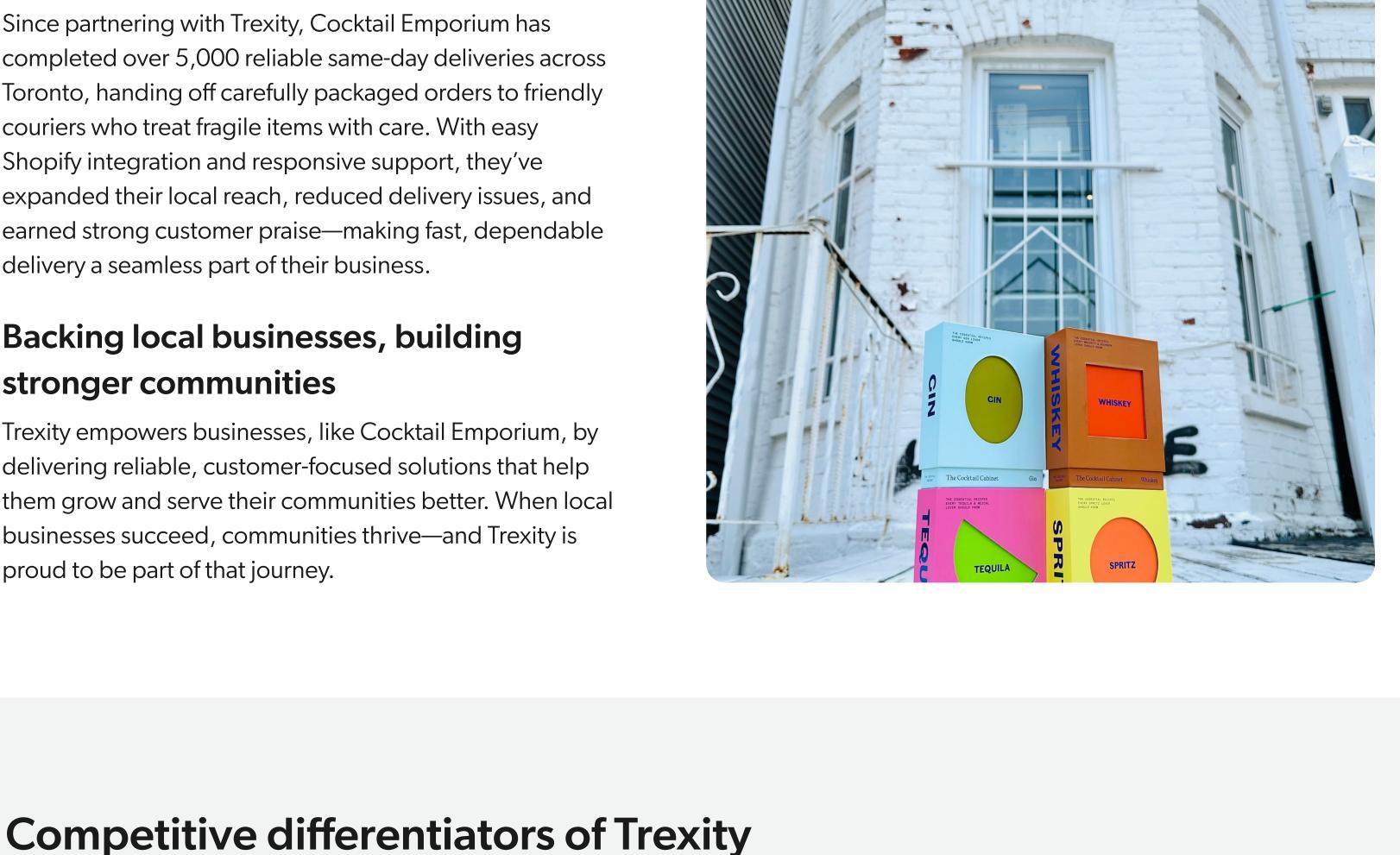
couriers who treat fragile items with care. With easy

How Trexity transformed

Shopify integration and responsive support, they've expanded their local reach, reduced delivery issues, and earned strong customer praise—making fast, dependable delivery a seamless part of their business. Backing local businesses, building stronger communities Trexity empowers businesses, like Cocktail Emporium, by

delivering reliable, customer-focused solutions that help

#### them grow and serve their communities better. When local businesses succeed, communities thrive—and Trexity is proud to be part of that journey.



# **Trexity**

**Delivery speed** Same-day, on demand

vs Canada Post and other delivery platforms

**Pricing model Business focus Seamless API & e-comm integrations** & ease of integration (ex. Shopify, Lightspeed), SMB-friendly **Real-time tracking** 3 secure options with timestamps and **Proof of delivery** digital proof: Photo, PIN, and Signature **Customer experience** Available Weekend & evening delivery Trexity sends couriers direct **Delivery process** from business to customer **Support** 

Transparent, flat rate pricing No subscriptions, distance-based

Live GPS tracking for businesses & customers

Personal, real-time updates

Human-first, real people in Canada

Fast communication, direct access Hands-on support

Weight & size-based pricing with surcharges. Subscriptions, hidden fees

Complex setup, requires e-comm plugins

Tracking updates at sorting points (not live)

**Canada Post & Other Delivery Platforms** 

Next-day to several days

or manual setup

(varies by service)

Signature or delivery confirmation

Limited (extra fees may apply)

Packages go through sorting facilities, warehouses, multiple days to deliver

Standardized postal delivery

Formal claims process, may take time

Automated systems, call centres, requires

multiple steps/long waits for resolutions

Lost/damaged

package handling

Trexity Trexity is a last-mile delivery platform designed to help all businesses offer local same-day, or next-day local deliveries.

With seamless integrations, real-time tracking, and a user-friendly dashboard, Trexity enables businesses to streamline their

delivery process, reduce costs, and enhance customer satisfaction—all with a simple setup. From there, we take care of every delivery detail.

Supercharge your local deliveries today!

Book a demo with our Customer Success Team

Canadian Built for Canadian Businesses | trexity.com