



RYDER AND
ESSENTIA:
TURNING LAST
MILE DELIVERY
DREAMS TO
REALITY

Essentia, a leading luxury organic mattress brand, ran into serious logistics challenges that hurt their high-end customer experience. Customers, including wellness enthusiasts and professional athletes, dealt with frustrating delivery delays, inconsistent quality, unclear communication, and missing products. In 2022, Essentia partnered with Ryder Last Mile to tackle these problems head-on. Ryder introduced RyderView™, an intuitive platform that provides real-time order tracking, easier scheduling, and proactive customer updates. This case study details how Ryder significantly improved Essentia's logistics operations, boosted customer satisfaction, and streamlined their charitable mattress donation efforts.

essentia™



THE OUTSOURCING DIFFERENCE

Since partnering with Ryder, Essentia has achieved:



50% fewer delivery-related complaints from customers

A 0.36% returns claim rate on over 800 deliveries



Complete visibility into all deliveries through RyderView™

100+ charitable mattresses delivered



Effective, proactive resolution of delivery issues

Why Last Mile Delivery is Crucial for Luxury Brands

For luxury brands like Essentia, getting logistics right isn't just about operations—it shapes how customers feel about the entire brand. Essentia's customers, who include wellness enthusiasts, pro athletes, and affluent individuals, expect flawless service from purchase to delivery.

Before working with Ryder, Essentia often faced logistical headaches. Products frequently went missing, deliveries were unpredictable, and customers struggled to get clear updates. Communication gaps and accountability problems from their previous provider added frustration, damaging Essentia's brand image.

An additional benefit for Essentia was that, for many customers purchasing exclusively online, the Ryder Last Mile delivery team represented the only in-person interaction they would have with Essentia's brand. This meant the Ryder team needed to reflect Essentia's premium brand image—showing knowledge, professionalism, and respect for customers' homes and personal spaces. Whether customers ordered online or visited a showroom, Essentia itself never directly handled the mattresses. This arrangement made Ryder's role critical—not just as delivery professionals, but as ambassadors representing Essentia's brand at the final, most personal touchpoint of the customer journey. Ryder's ability to convey Essentia's core values of luxury, care, and meticulous attention to detail became an essential part of maintaining customer trust and reinforcing brand integrity.

The Ryder Solution: Visibility, Communication, and Quality

Essentia chose Ryder Last Mile for their expertise in high-value, complex deliveries and implemented RyderView™, a powerful digital tool that gives complete visibility into the delivery process. Ryder first piloted RyderView™ with

“Our customers expect everything to be perfect, from the moment they order until their mattress is set up,” says Silvana Capanzano, Essentia's President and CMO. “When deliveries went wrong, our customers felt disappointed, and it hurt our brand.”

– Silvana Capanzano,
Essentia's President and CMO





Essentia's West Coast deliveries, quickly proving its value, and Ryder provided dedicated account management to transform logistics communication for Essentia.

The solution enabled seamless coordination, timely notifications, and accurate scheduling, contributing to a dramatically improved customer experience. Ryder's dedicated account management further reinforced these enhancements, transforming logistics into a competitive advantage for Essentia.

"We picked Ryder because they communicated openly and provided the transparency our customers demanded," says Silvana.

An Ever Better Experience with RyderView™

RyderView™ changed everything for Essentia customers, giving them real-time updates, automatic notifications, and the flexibility to easily manage their delivery schedules. This significantly increased customer satisfaction.

"We moved to Ryder for better visibility and reliable communication," explains Tipu, Essentia's Logistics and

Procurement Manager. "RyderView made it easy for us to catch and fix delivery issues before customers even knew there was a problem."

Ryder also provided Essentia with a dedicated account manager, Loretta Burnette, who has been instrumental in ensuring smooth operations. "Loretta is proactive, responsive, and truly understands our unique needs," Silvana adds. "She feels like part of our team."

Concrete Results and Enhanced Efficiency

After partnering with Ryder, Essentia saw immediate improvements:

- Customer complaints related to delivery dropped by 50%.
- Achieved an on-time delivery rate of 92% and earned a customer satisfaction rating of 4.7 out of 5.
- Reduced the claims rate to 0.36%.
- "Our customers have been noticeably happier since we started working with Ryder," Silvana confirms. "We're now addressing issues before they become major problems."

Making Charitable Donations Easier

Essentia's charitable mattress donation program, "Betterhood," is a core part of their brand mission. However, donating returned mattresses was previously complicated and expensive. Ryder simplified the entire donation process, making it affordable and straightforward.

"Giving back to the community is fundamental to our brand," Silvana says. "Ryder helped us streamline the donation process, making our community efforts more effective."

About Essentia

Essentia creates luxury organic mattresses designed to support better sleep and overall wellness. Each mattress is handmade in Canada using patented vegan technology and certified organic materials, trusted by health-conscious consumers, professional athletes, and wellness experts for superior sleep and recovery.

About Ryder System, Inc.

Ryder System, Inc. (NYSE: R) is a fully integrated port-to-door logistics and transportation company. It provides supply chain, dedicated transportation, and fleet management solutions, including warehousing and distribution, contract packaging and manufacturing, e-commerce fulfillment, last-mile delivery, managed transportation, professional drivers, freight brokerage, cross-border solutions, full-service fleet leasing, maintenance, commercial truck rental, and used vehicle sales to some of the world's most-recognized brands. Ryder provides services to businesses across more than 20 industries throughout the United States, Mexico, and Canada. In addition, Ryder manages nearly 250,000 commercial vehicles, services fleets at approximately 760 maintenance locations, and operates nearly 300 warehouses encompassing more than 100 million square feet. Ryder is regularly recognized for its industry-leading practices; technology-driven innovations; environmental management; safety, health and security programs; and recruitment and hiring initiatives. [ryder.com](https://www.ryder.com)

Future Growth Together

Essentia continues to expand Ryder's services across the country after their successful West Coast launch. Both companies remain focused on continuous improvement and growth.

"Great logistics directly supports our brand reputation, and Ryder clearly understands this," says Silvana. "Their ongoing commitment to improvement is essential for our growth."

Tipu adds, "Ryder turned our logistics from a major pain into one of our biggest strengths. They're now a key part of our success."

