

RUGGED RELIABILITY:  
HOW **RYDER** HELPED  
ERNESTA DELIVER  
PREMIUM CUSTOMER  
EXPERIENCES

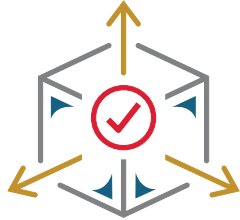
Ernesta is redefining the way high-end customers think about rugs. Specializing in custom-sized, handcrafted pieces, the brand has quickly captured attention from customers who care deeply about home design. But selling made-to-order, custom-sized rugs and getting them safely and professionally into customers' homes nationwide posed major logistical challenges. To grow effectively, Ernesta needed a delivery partner that could uphold their premium brand reputation at every doorstep, every time. That's when Ernesta turned to Ryder.

ERNESTA



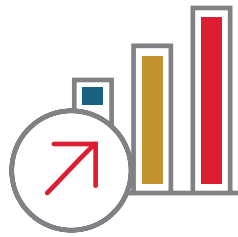
# THE OUTSOURCING DIFFERENCE

Since partnering with Ryder, Ernesta has achieved:



98% damage-free deliveries, significantly reducing costly claims and customer escalations

4.8-star customer rating on Google, reflecting a consistently high-quality end-to-end customer experience, including Ryder's professional delivery service



Rapid scaling: 13,854 in 2025, up more than 200% from 2024.

Complete, accurate visibility into deliveries through RyderView™, enhancing Ernesta's customer experience and satisfaction



Thousands of rugs delivered monthly, nationwide, in the lower 48 states

## CHALLENGE: Growing Pains and Logistical Complexities

Ernesta set out to revolutionize the high-end rug market with a bold vision: creating meticulously crafted, custom-sized rugs delivered directly to customers nationwide. The brand quickly drew attention, propelled by a reputation for stylish design, premium quality, and unmatched personalization. Ernesta has grown quickly, scaling their operation to deliver thousands of handmade rugs monthly from their manufacturing center in Georgia. With demand soaring, Ernesta knew logistics is essential to a great customer experience, making the selection of their delivery partner critical.

Early on, Ernesta faced two big challenges—limited delivery reach and inconsistent customer experience from their previous logistics provider. Their initial delivery model combined a small internal team with a provider that did not fit their needs. This arrangement proved unreliable, offering minimal visibility, inconsistent delivery experiences, and, too often, customer frustration.

Jamie Beck, Ernesta's COO, explains, "For our customers, it's about a great experience—delivery that's thoughtful, reliable, and executed with care from start to finish."

Additionally, Ernesta's unique, custom rugs presented complex logistical challenges. Each rug, heavy and delicate, had to move seamlessly from their Georgia manufacturing facility to homes across the country. Mishandling these bulky items frequently led to damage, driving costly claims and risking Ernesta's growing reputation.

To scale their business effectively, Ernesta needed a reliable, professional partner that would become an extension of their business and provide genuine nationwide reach. One capable of delivering thousands of custom rugs each month without compromise.

"RyderView™ transformed our customer experience overnight, offering accurate and proactive updates."

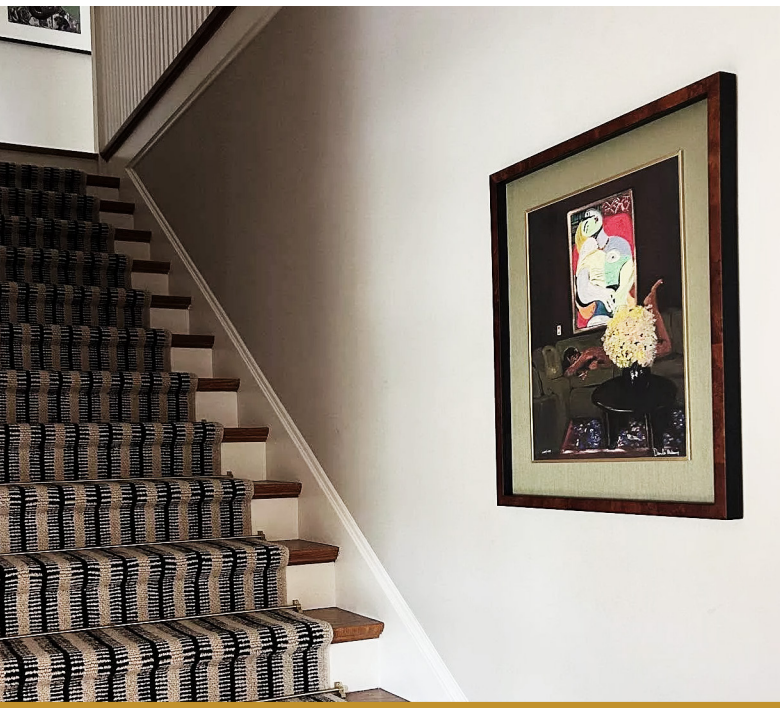
— Jamie Beck,  
Chief Operating Officer at Ernesta

## SOLUTION: Professionalism, Proven Results, and True Partnership

Jamie first learned about Ryder Last Mile through a case study highlighting exceptional results in last-mile delivery for another premium brand, ICON Fitness (NordicTrack). He recalls, "Coming from Peloton, I was familiar with the complexities of delivering premium products into people's homes. Ryder's professionalism and results stood out immediately. I knew we had to talk to them."

Maryam Yehia Amr, Ernesta's VP of Operations, initially connected with Ryder at a logistics conference, driven by the need for reliable nationwide service and accurate visibility into deliveries. Maryam says, "We quickly realized Ryder was different. From day one, the onboarding felt incredibly professional. Even though we wanted things to move faster, Ryder's team stuck to their proven process—something we deeply respected."

What set Ryder apart was not just their network, but their commitment to transparency, proactive problem-solving, and continuous improvement. As Ernesta's needs evolved, Ryder collaborated with the brand to introduce a new tier of service: **White Glove Signature**. This enhanced offering helps ensure installation can be completed in the home by allowing Ryder delivery professionals to move furniture and other items as needed to prepare the space for rug setup. That added flexibility addressed a real friction point in the customer experience and gave Ernesta greater confidence that each delivery would end the way it should—with the rug properly installed and the customer satisfied.



## Real-Time Visibility and Expert Delivery

With Ryder, Ernesta benefits from RyderView™, a state-of-the-art tracking platform providing real-time visibility into every step of the delivery process. Jamie noted, “With our previous partner, customers received a dead tracking link until the day before delivery. RyderView™ transformed our customer experience overnight, offering accurate and proactive updates.”

Beyond technology, Ryder’s experienced delivery teams proved vital for handling Ernesta’s specialized products. Maryam explained, “Our rugs are heavy, bulky, and require careful handling. Ryder’s professional delivery crews reduced damage rates, delivering thousands of rugs monthly with precision and care.”

Additionally, Ryder’s operational excellence streamlined processes. Early in the partnership, Ryder advised Ernesta on improving delivery scheduling methods. Maryam recalls, “Ryder guided us to adopt their proven scheduling process—simplifying our operations and enhancing customer satisfaction.”

## Elevating Customer Satisfaction and Operational Efficiency

Since partnering with Ryder, Ernesta experienced a significant drop in product damages—down to under 2%, far below industry standards of around 5-7%. Customer ratings soared to 4.8 stars, and the rate of repeat customers exceeded initial expectations.

Operationally, Ryder’s efficiency allowed Ernesta’s internal team to remain lean. Maryam shared, “With Ryder handling deliveries, my small team could easily manage thousands of rugs each month. Ryder truly feels like an extension of our team.”

Consistent performance was further demonstrated through Ryder’s weekly reporting. Jamie emphasized, “The weekly reports are consistently impressive. I rarely spend more than five minutes reviewing them because Ryder consistently meets or exceeds expectations. They’ve made logistics a stress-free part of our operation.”

# CONTINUOUS IMPROVEMENT: Growing Confidently Together

Looking ahead, Ernesta plans significant expansion, with new showrooms across major U.S. markets. Ryder's scalable network positions Ernesta perfectly for this growth. Jamie confidently states, "We're rapidly growing, and excited to continue our partnership with Ryder. I know they'll handle the increased volume smoothly. That trust lets us focus entirely on crafting our premium custom-sized rugs."

Maryam concludes, "Partnering with Ryder was one of the best decisions we've made. For any high-end brand looking to scale logistics seamlessly, Ryder should be your first call."

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– Maryam Yehia Amr,  
VP of Operations at Ernesta

## About Ernesta: *The Art of Custom Rugs*

Ernesta is a New York-based custom-sized rug company focused on making it easy for interior designers and homeowners to find the perfect rug for any space. Ernesta offers designer-quality, custom-sized rugs, curated design selections, transparent pricing, and fast delivery through a growing omni-channel platform that includes e-commerce, trade tools, and experiential retail showrooms. Already the largest retailer of custom-sized rugs in the US, the company's mission is to build the leading rug brand in the broader rug category.

## About Ryder System, Inc.

Ryder System, Inc. (NYSE: R) is a top provider of logistics and transportation services, including dedicated transportation, fleet management, warehousing, e-commerce fulfillment, last-mile delivery, professional driver services, and freight brokerage. Ryder manages approximately 260,000 vehicles and nearly 300 warehouses across North America, totaling over 95 million square feet. [ryder.com](https://www.ryder.com)

