

# AI enabled -Smart Service Time For



Presented By  
Belinda Minieri  
GM, Supply Chain



# About JB- Group



## What We Do

Australia's leading retailer in consumer electronics, home entertainment, and appliances. They have 340 stores in ANZ, 20+ carriers.



## Australia's Largest Consumer electronics Retailer

Stores: 340+ | Revenue: \$10.55B AUD | Drivers: 500+  
Brands: The Good Guys, JB Hi-fi Australia, JB Hi-Fi New Zealand, E&S Trading



## Our Aim

To connect customers with the products and services that make life better — through iconic and trusted retail brands, offering the best value and exceptional customer service across ANZ.



**Belinda Minieri**

Group GM Supply Chain

## AUSTRALIAN OPERATIONS

# Journey with FarEye: 2024 — 2026 Status

• START 2024

NOW 2026 •



**1.3M**

Big & Bulky



**3.5M**

Parcel



**3.5%**

Futile rate · down from  
8% in 2024

**Direct to our  
customers' homes.**

Premium D2C delivery  
experience across metro  
& regional Australia.

**Scheduling up to 500 DRIVERS across 5 states in Australia  
team members on a daily basis**

Scheduling up to 500 drivers across 5 states in Australia on a daily basis.

THE NORTH STAR

# Key Priorities: The **Delivery Experience**



## Delivery Choice

- Choose delivery speed & windows
- Schedule specific appointment times
- Click & Collect flexibility



## Delivery Certainty

- Reliable & accurate Estimated Time of Arrival (ETA)
- Improved DIFOT metrics
- Optimized carrier performance & execution



## Transparency

- End-to-end real-time shipment visibility
- Proactive tracking updates for customers
- Consistent communication throughout the journey

● NEXT UP

# Planning



# Current Route Structure



**Loading**  
45 Min



**Service**  
3 to 4.5 Hrs



**Travel Time**  
3 to 4 Hrs

Route Duration = Loading + **Service** + Travel Time

**Total: 9.5 Hrs**

Service time = Time from Vehicle Stop to Vehicle restart

● SCOPING

# Sizing the Opportunity.

# Baseline Overview

**29,730**  
Orders

**5**

Hubs

**15**

Days

**265**

Drivers

**Period**

1st to 15th February 2026

**Service Time**

Time From Vehicle **Stop to Restart** at Stop  
Actual Service Time is calculated from **GPS**

**Analysis  
Levels**

Hub level  
Product level  
Day and hour level  
VAS

**Data  
Cleanup**

Failed deliveries  
95th percentile rule

● DIAGNOSTICS

# As in Analysis

# Analysis Factors

## Hub Analysis

Detailed evaluation of service time performance and deviations across different hub locations.

**States: VIC, NSW, QLD, WA, SA**

## Product Analysis

Assessment of delivery factors based on specific product categories and types.

**i.e Fridge, TV vs Dryer**

## VAS Analysis

Value Added Services analysis to understand their impact on overall delivery timelines.

**i.e Delivery, Unpack, Connect**

## Temporal Analysis

Day of the week and hourly analysis to identify peak performance windows and bottlenecks.

**i.e Monday, Tuesday vs Friday**

## Geographical Clusters

Spatial analysis of performance across geographical area clusters for optimization.

**i.e CBD vs Suburb**

# Hub-wise Service Time Analysis per Stop

**67.1%**

Stops Delivered Faster Than  
Planned ST

**13.04 min**

Avg Planned ST

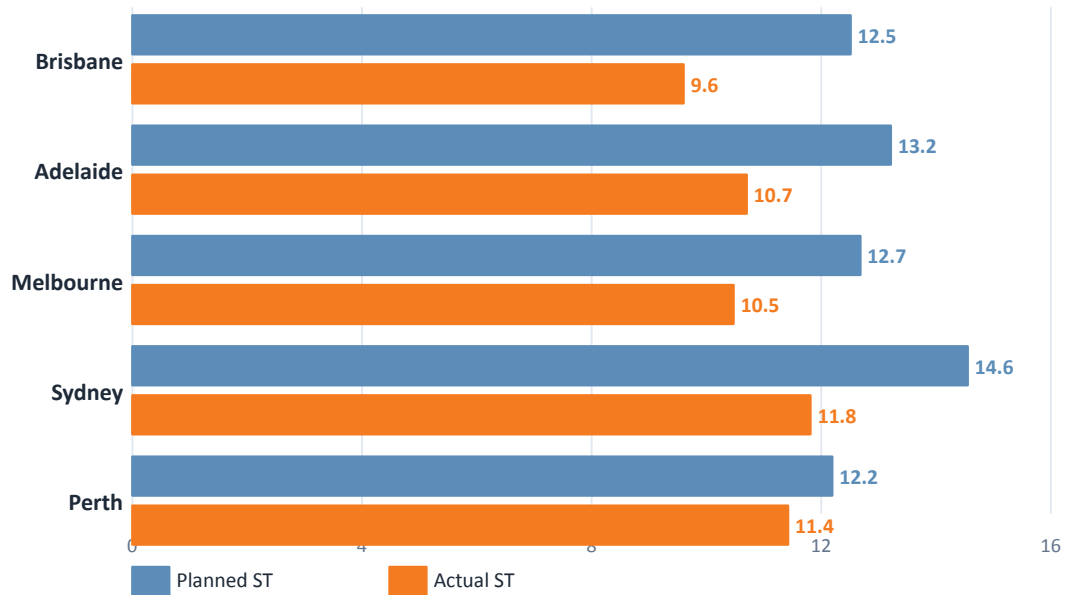
**10.70 min**

Avg Actual ST

**-2.34 min**

Planned- Actual gap

Planned vs Actual Service Time by Hub (min/stop)



Deviation Heatmap — Planned vs Actual by Hub (min/stop)

(negative = actual lower than planned = over-planned ST)

Hub	Stops	Planned	Actual	Deviation	% Under Plan
Brisbane	7,756	12.5	9.6	-2.91	69.7%
Adelaide	2,267	13.2	10.7	-2.51	69.4%
Melbourne	8,877	12.7	10.5	-2.21	67.1%
Sydney	6,845	14.6	11.8	-2.74	67.5%
Perth	3,985	12.2	11.4	-0.77	60.4%

# Day-wise Service Time

Monday – Sunday | Planned vs Actual ST (min/stop)

**-2.34 min/Stop**  
Avg daily gap

**-3.3 min/Stop**  
Wednesday Max Gap

Hub × Day Deviation Heatmap (Actual – Planned, min/stop)

Hub \ Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Brisbane	-2.5	-2.3	-3.3	-3.1	-3.0	-3.3	-3.0
Adelaide	-2.2	-2.4	-3.1	-2.5	-2.7	-2.8	-2.1
Melbourne	-2.3	-1.9	-2.1	-2.4	-2.4	-2.5	-2.0
Sydney	-2.6	-2.5	-3.0	-2.9	-2.8	-2.6	-2.4
Perth	-0.5	-0.8	-1.0	-0.9	-0.9	-0.7	-0.6



Highest Gap



Lowest Gap

# Hour-wise Service Time

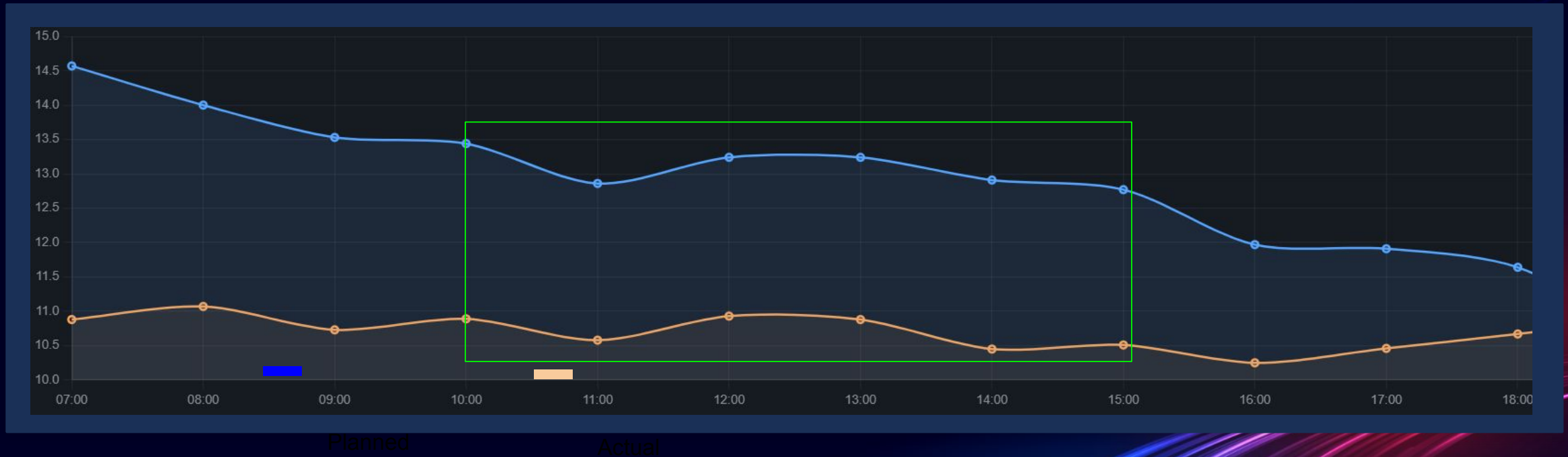
7 AM-6 PM | Planned vs Actual ST (min/stop)

10 AM - 2 PM

Peak window ( 52 % deliveries)

2.3 - 2.5 min/stop

Planned vs actual gap



**Key Insight:** \*There is no significant difference in the gap between actual and planned time between key hours.

# Product & VAS Service Time Analysis/Stop

D=Deliver U=Unpack C=Connect R=Remove

**TV + Deliver**

#1 Combo — 5,717 stops

**Fridge+D+U+R**

#2 Combo— 5069 stops

**WM + D+U+C+R**

#3 Combo — 4,853 stops

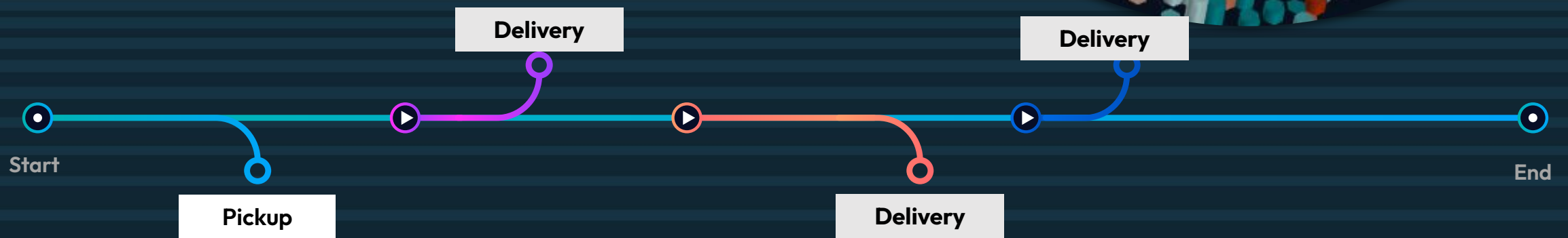
Product x VAS Heatmap — Planned / Actual Service Time (min/stop)

Product \ VAS	Deliver (P/A)	D+U (P/A)	D+U+R (P/A)	D+U+C+R (P/A)
Fridge (9,349)	8.2 / 8.6	11.2 / 11.9	<b>14.4 / 14.4</b>	37.5 / 29.7
Washing Machine (7,601)	8.2 / 7.5	11.2 / 11.2	15.0 / 13.8	<b>24.0 / 21.1</b>
TV (6,172)	<b>7.1 / 6.9</b>	11.0 / 9.8	14.1 / 12.5	25.0 / 21.3
Dryer (1,574)	8.3 / 7.2	12.1 / 9.9	14.7 / 10.0	38.8 / 28.4
Freezer (1,149)	7.5 / 7.6	11.0 / 9.2	14.6 / 11.6	34.5 / 27.0
Cooktop (407)	9.5 / 7.5	—	17.9 / 9.5	—

**Key Insight:**

- > 3.3min per stop overplanned opportunity
- > D+U+C+R jobs are planned at 31.86 min but drivers take only 25.53 min.

# Smart **Service Time**



# Introducing SMART Service Time

Better predict service time

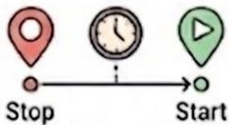
## How it Works



Sections the world into hexagons.



Dynamically predicts expected service time for each hexagon.



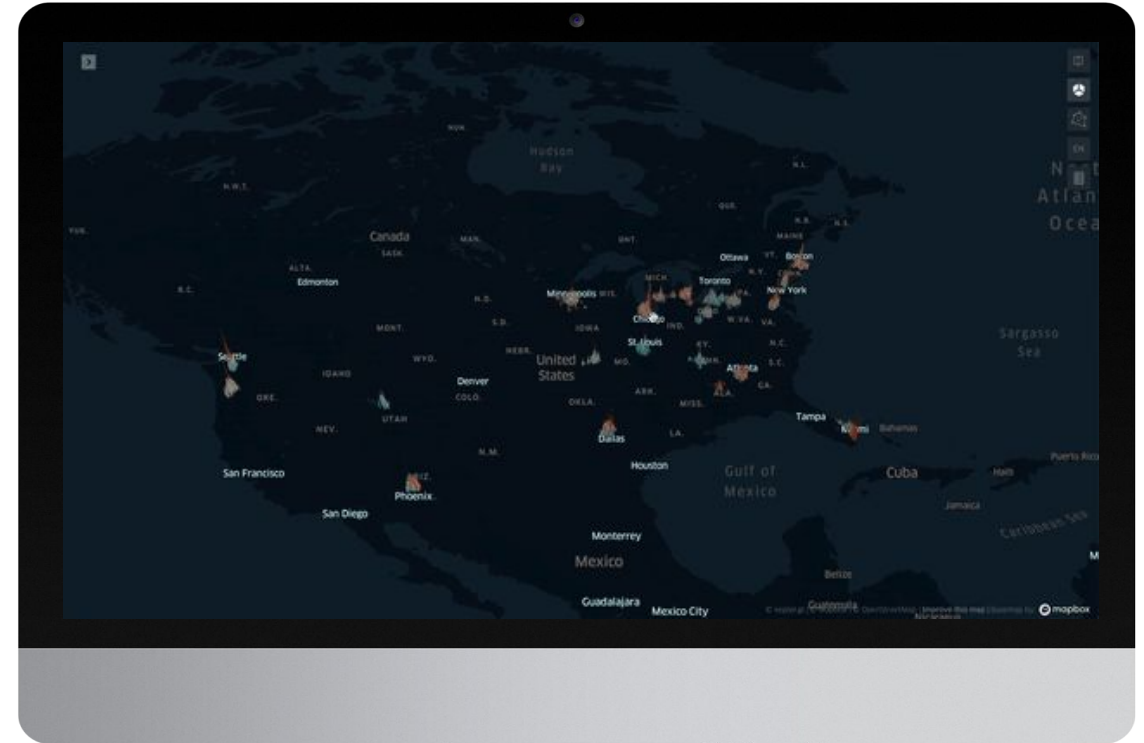
**Service Time:** Time from vehicle stop to vehicle restart.



**Color-coded predictions:**  
Darkest = Highest Service Time.



Uses predicted times for more accurate next-routing.



## The SMART Advantage



Improved planning accuracy.



Cost-effective deliveries.



Happier drivers through better routes.

Leading to better route planning and overall operational efficiency.

# Factors

Key inputs for the ML prediction engine.

## Order Data Inputs

Consider the order characteristics and data points:

- Number of items
- Product Type
- Weight, Volume
- Value added services (VAS)

## Location Context

Area-based location identifier (hex code/location grid) and historical service time patterns in that specific region based on order inputs.

## Timing Considerations

Day of the week, holidays, and peak periods.

## Historical Patterns

Past delivery durations and zone-specific service behaviors.

## ML Prediction Process



Shipment Information



Identify Feature Data



ML Prediction Engine



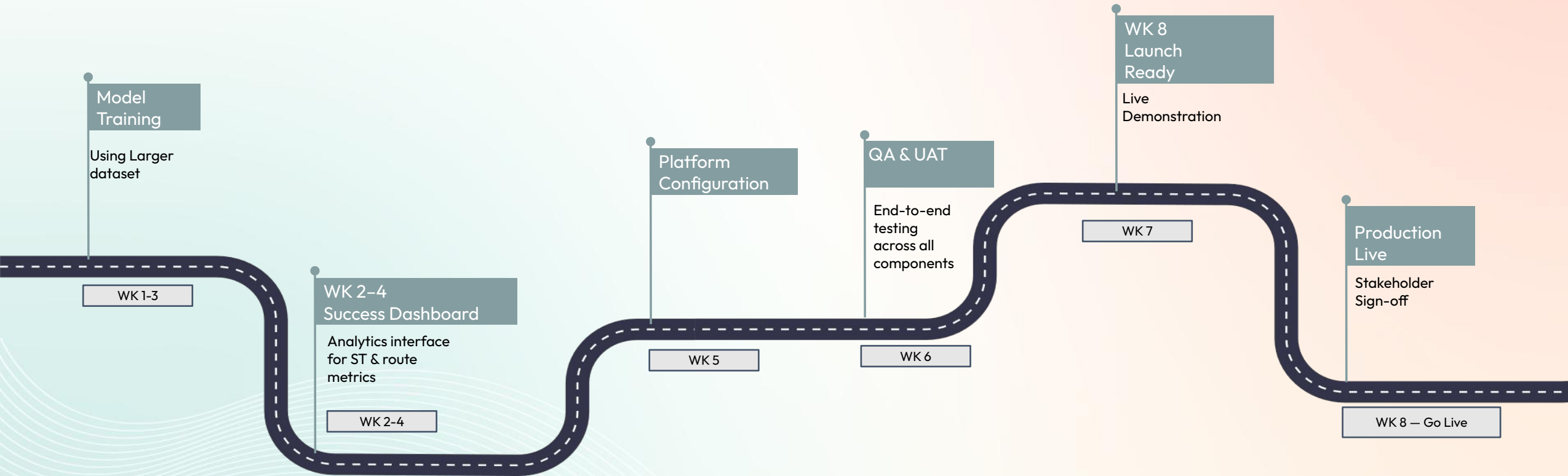
Predicted ServiceTime

# Summary: ROI / Impact

State (Hub)	Trucks/Day	Avg Stops/Truck	Avg Savings/Stop	Hrs Saved/Day	Trucks* Saved/Day
Brisbane	38.0	21.0	1.90 min	25.27 hrs	2.5
Adelaide	12.1	22.0	2.18 min	9.67 hrs	0.9
Melbourne	41.2	22.5	1.98 min	30.59 hrs	3.0
Sydney	38	21.5	2.93 min	39.89 hrs	3.9
Perth	18	22.9	1.74 min	11.95 hrs	1.1

- > **Total across all hubs: ~11.4 trucks saved/day**
- > **117.37 driver-hours consolidated, improving density, reducing min hours**
- > **Sydney showing highest savings at 2.93 min/stop**

# Implementation Plan



Thank  
You

