

Bird uses real-time text alerts to manage scooter inventory



TRANSPORTATION

SONAR
SMS MESSAGINGIMPROVE
OPERATIONS

Bird is an electric scooter company with locations in large cities around the world.

Challenge

Bird needed to control inventory loss due to poor weather. Bad weather exposure shortens the lifespan of the electric scooters. Bird has employees in the field called "chargers" whose job it is to keep the scooters in good working order and available in designated locations. Communications are handled over text.

Solution

Bird partnered with a weather service to keep up-to-date on potential bad weather hyper-locally. When a weather announcement triggers specific criteria, Bird sends SMS alerts to field employees instructing them to pick up scooters in the affected area and keep them until the weather clears up. This allowed Bird to ramp up and ramp down field staffing very quickly and hyper-locally. The result was a big reduction in the loss of inventory due to weather.

THE RESULTS



Reduction in
inventory loss due
to weather

Results

The result was a big reduction in the loss of inventory due to weather.

Learn more at [Marchex.com](https://marchex.com)
or call or text 833.459.2442