



TheLorry Malaysia  
thelorry.com

# From logistics to groceries, TheLorry switches gears to become relevant in uncertain times.

TheLorry is an on-demand logistics solutions platform for small businesses and consumers with presence in Malaysia, Singapore, Thailand, and Indonesia.

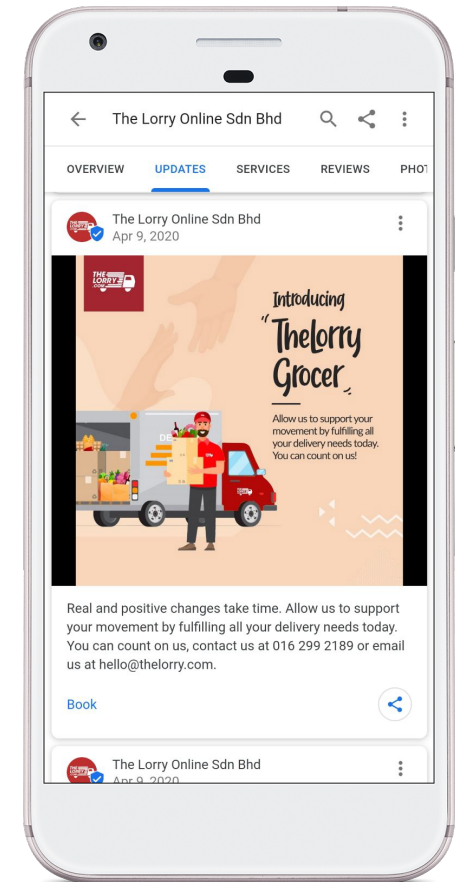
## The challenge

Since the Movement Control Order was implemented in March, TheLorry experienced a 70% decrease in requests, resulting in severely underutilized drivers and trucks. To stay afloat, TheLorry needed a way to understand what was important to their customers and what their target audiences were searching for.

## The approach

To understand their consumers, TheLorry turned to [Google Trends](#) and discovered a significant surge in demand for both online groceries and grocery deliveries. This realization drove TheLorry to pivot from a logistics business to a fresh groceries and home essentials delivery business called “TheLorry Grocer,” allowing them to meet rising consumer demands.

Aside from announcing the launch of their new services through their website, the team further amplified TheLorry Grocer on their [Business Profile on Google](#) and used Google Search Ads campaigns. This helped their new business become not just easily discoverable, but it made them top of mind for Malaysians searching for similar services.



## The results

Within the first 2 weeks of launching TheLorry Grocer on Google, TheLorry received a 2x increase in bookings week on week and a 180% increase in new customer acquisition vs historical performance in the same period last year. Customer actions such as website visits, direction requests, calls, and photo views on their Google My Business profile increased 100% month on month, while their fleet utilization grew from 25% to 70%.

# 2x

increase in order request week on week

# +100%

increase in engagements on Google My Business month on month

# +180%

increase in new customer acquisition vs historical performance in the same period last year



More people are getting comfortable with using the internet to seek services. We believe in building towards our vision of becoming an everyday super service. Ultimately, we want to serve more of the everyday needs most relevant to consumers' lives. At the same time, it is about improving livelihoods. Operating in a dynamic environment means rethinking what we know about our consumer trends and remembering that little things go a long way in helping our consumers.

Nadhir Ashafiq, Co-Founder & Executive Director, TheLorry

