



Deliver faster. Operate smarter. Take control.

Africa's most trusted last-mile delivery platform.

Founded 2016

Bringing clarity, control, and connection to every delivery journey across Africa and beyond.

Loop helps businesses scale their operations, reduce complexity, and deliver with precision every time.

150M+
Deliveries
completed

5M+
Monthly orders
processed

<10s
Driver
assignment speed

95%+
ETA
accuracy

20%+
Average travel
cost reduction

Trusted by



How It Works

A seamless experience from checkout to doorstep

01 Capture orders

Seamlessly ingest orders straight from your POS, ERP, or e-commerce checkout via Loop's API. Eliminate manual entry and friction with instant, accurate data capture built for enterprise scale.

02 Assign intelligently

Loop's Management System takes over instantly, evaluating vehicle capacity, driver proximity, and live constraints to assign the right driver to the right order in under 10 seconds.

03 Plan routes

Best-in-class route optimisation sequences complex multi-drop runs, eliminates driver overlap, and aggressively reduces fuel costs.

04 Execute in field

Drivers manage the entire journey via the Loop Driver App. Turn-by-turn navigation, drop-off instructions, and real-time alerts for flawless execution.

05 Track & communicate

Customers receive live tracking links and highly accurate ETAs via SMS or email, eliminating "where is my order?" support calls.

06 Capture POD & review

Secure digital proof-of-delivery with signature and photo capture, feeding straight into custom analytics dashboards to review ETA accuracy, route effectiveness, and network performance.

Reliability & Security

Engineered for uncompromising stability at every layer, so your operation never depends on us going down.

Proven in production on a national scale, processing millions of deliveries a month.

Supporting Services

Platform

Run your delivery operation from one place with total visibility over every order and driver.

A connected operating environment for order visibility, driver management, and analytics, proven in some of the region's most advanced on-demand and logistics operations.

2s driver assignment

95%+ ETA accuracy

50% less support time

Route Planning & Optimisation

API Cut kilometres, fuel spend, and planning time without ripping out your existing systems.

A powerful API that plugs intelligent route planning directly into your operation, handling multi-stop sequencing, vehicle capacity, time-window scheduling and live traffic routing automatically.

Up to 22.6% reduction in travel distance

Delivery as a Service

Scale delivery capacity instantly, with no fleet to buy and no drivers to hire.

Plug straight into the Loop platform for full visibility and on-demand access to a trusted, national network of vetted drivers.

14,500+ vetted drivers

98% on-time performance

Territory Planning

Eliminate driver overlap and wasted capacity.

Replace static, hand-drawn delivery zones with data-driven territory design: balanced workloads, road-aligned boundaries, zero overlap.

100% balanced workloads

zero overlapping zones

Data Intelligence & Consulting

Turn your delivery data into a clear plan for where to expand and where to cut costs.

Work with Loop's experts to convert raw operational data into actionable strategy, as a once-off diagnostic or ongoing advisory support.

60–75% demand capture in modelled case studies

Integrations & Technical Fit

API-ready and built to slot into your existing operational stack, not replace it.

ERP & Order Systems:

- SAP | Oracle | Microsoft Dynamics

Commerce Platforms:

- Shopify | WooCommerce | Magento

Fulfilment & Fleet:

- Custom TMS | dispatch tools | fleet management software

Industries We Support

Find the perfect fit for your delivery environment

On-Demand | Fast Moving



Fast Food Deliveries



Grocery Deliveries



Pharmacy Deliveries



Retail Deliveries

Logistics | Route-Based



Courier



Distribution



Manufacturing



Retail (Omnichannel)

Loop's last mile delivery platform is the perfect match for your most complex delivery needs, whatever your delivery model.

Real Results from Real Operations

Powering South Africa's first same-day grocery delivery platform to scale

A leading retailer lacked the infrastructure to launch same-day delivery. Loop deployed its On-Demand Platform as the operational backbone, successfully scaling the network from an 8-store pilot to a national category leader, processing over 100 million cumulative orders at a sustained 94% on-time delivery rate.

Shaping smarter delivery windows for a scaling retailer

A leading retailer wanted flexible delivery times without compromising efficiency. Loop modelled multiple slot strategies, rigid two-hour windows drove up distance by 43% and fleet requirements by 29%, while morning/afternoon windows delivered comparable customer choice at only a 19% distance increase, giving the retailer an evidence-based, lower-waste delivery promise.

Transforming fleet capacity planning for high-volume delivery operations

To solve severe backlogs caused by fluctuating demand, a delivery operation used Loop's predictive planning tool to optimise its daily vehicle mix, slashing total backlog volume by 99.7%.

Optimising dark store location strategy for a retailer

A Johannesburg-based retailer struggled with inefficient store placements around the city. Loop's data-driven geospatial strategy identified the optimal corridor to secure 60–75% demand coverage, relieving physical store pressure and significantly reducing total fulfilment costs.

Optimising delivery routes for a fresh produce distributor

A large South African fresh produce distributor partnered with Loop to re-engineer inefficient delivery sequences. Across 10 test trips, Loop's route optimisation algorithm cut planned travel distance by 22.6%, reducing driving time, fuel consumption, and diesel costs.

What Differentiates Loop



Technology that feels human.

We design intuitive, operator-first interfaces that empower dispatchers and drivers, turning logistics into effortless execution.



Long-term partnership.

Loop's team operates as a strategic extension of yours, through continuous data analysis and operational consulting, long after the initial roll-out.



Scalability by design.

Uncompromising stability engineered into every layer, so you can scale operations with confidence, not fear of systemic failure.



Data intelligence as a strategic asset.

Real metrics, grounded in millions of deliveries across Africa, to help you build a more resilient, predictable delivery network.



Let's build your last-mile advantage together.

Let's Talk



1

Start the conversation

A short call about your operation, no commitment required.

2

Scoped to fit

Start with one service (like the Route Planning API) or the full platform. Flexible engagement models, scoped to your volume and goals.

3

Go live in weeks, not months

Proven national roll-out capability, from pilot to full scale in as little as 6 weeks.



Speak to Loop's team and discover how we can tailor our delivery management software to your needs.



+27 87 147 4100



info@loop.co.za