

7 LOGISTICS MYTHS

THAT COST COMPANIES MILLIONS

Outdated assumptions lead to poor decisions, inefficiencies, and unhappy customers. It's time to bust these myths.


01


**More Drivers
= Faster Deliveries**



Reality:

More drivers don't guarantee better performance. Route optimization and intelligent dispatch management maximize fleet productivity without increasing fleet size.

02


**GPS Tracking
Means Complete
Visibility**



Reality:

GPS only shows where a vehicle is. Real-time visibility provides insights into route deviations, delivery delays, predictive ETAs, and operational exceptions.

03


**Route Planning Is
a One-Time Task**



Reality:

Traffic, weather, cancellations, and new orders constantly change delivery conditions. Route planning software continuously optimizes routes to keep deliveries on schedule.

04


**Manual Dispatch
Works Fine
at Scale**



Reality:

As delivery volumes grow, manual planning slows operations and increases errors. Delivery management software automates dispatching for faster, more accurate execution.

05


**On-Time Delivery
Is the Only KPI
That Matters**



Reality:

Leading fleet management teams also track OTIF, ETA accuracy, first-attempt delivery success, fleet utilization, and cost per delivery to measure operational performance.

06


**AI Is Replacing
Logistics Teams**



Reality:

AI supports dispatchers by automating repetitive tasks, improving planning, and enabling faster decisions through logistics automation and predictive insights.

07


**Delivery Problems
Start on the Road**



Reality:

Most last mile delivery issues begin before vehicles depart, caused by poor planning, inaccurate data, and inefficient dispatch processes.



**DID YOU
KNOW?**

Over **50%** of total logistics costs are incurred during the last mile, making it the most expensive stage of the delivery journey.

