NAVIGATING THE LAST MILE HURDLE

PLACE OF MANUFACTURE → FIRST MILE → WAREHOUSE → MIDDLE MILE → STORE → LAST MILE

ACROSS THE DELIVERY CHAIN, THE LAST MILE IS THE MOST EXPENSIVE MAKING UP FOR 53% OF THE TOTAL COST.

WHY IS LAST MILE SO EXPENSIVE?

FAILED DELIVERIES
ORDER CANCELLATION — INCORRECT ADDRESS MAPPING

According to a survey of 200+ global enterprises, 15% of all orders don't get delivered on the first attempt.

INEFFICIENT ROUTING
LACK OF ROUTE OPTIMIZATION — UNAVAILABILITY OF ENOUGH DATA POINTS

Manual routing methodologies result in 20-25% extra distance traveled which adds on the cost.

INSTANT DELIVERY EXPECTATIONS
QUICK DELIVERIES — CLUBBING OF ORDERS

Same day and next day deliveries have become the norm, along with add on benefits like choosing delivery time windows.

DELIVERY DRIVER SHORTAGE
SUDDEN RISE IN ONLINE DELIVERIES — NOT ENOUGH DRIVERS

With increasing number of online deliveries, the problem of driver shortage and management has exacerbated.

TECHNOLOGY IS THE MISSING PIECE

Technology provides ease of use for operation managers while enabling them to deliver a great end customer experience.

DID YOU KNOW?
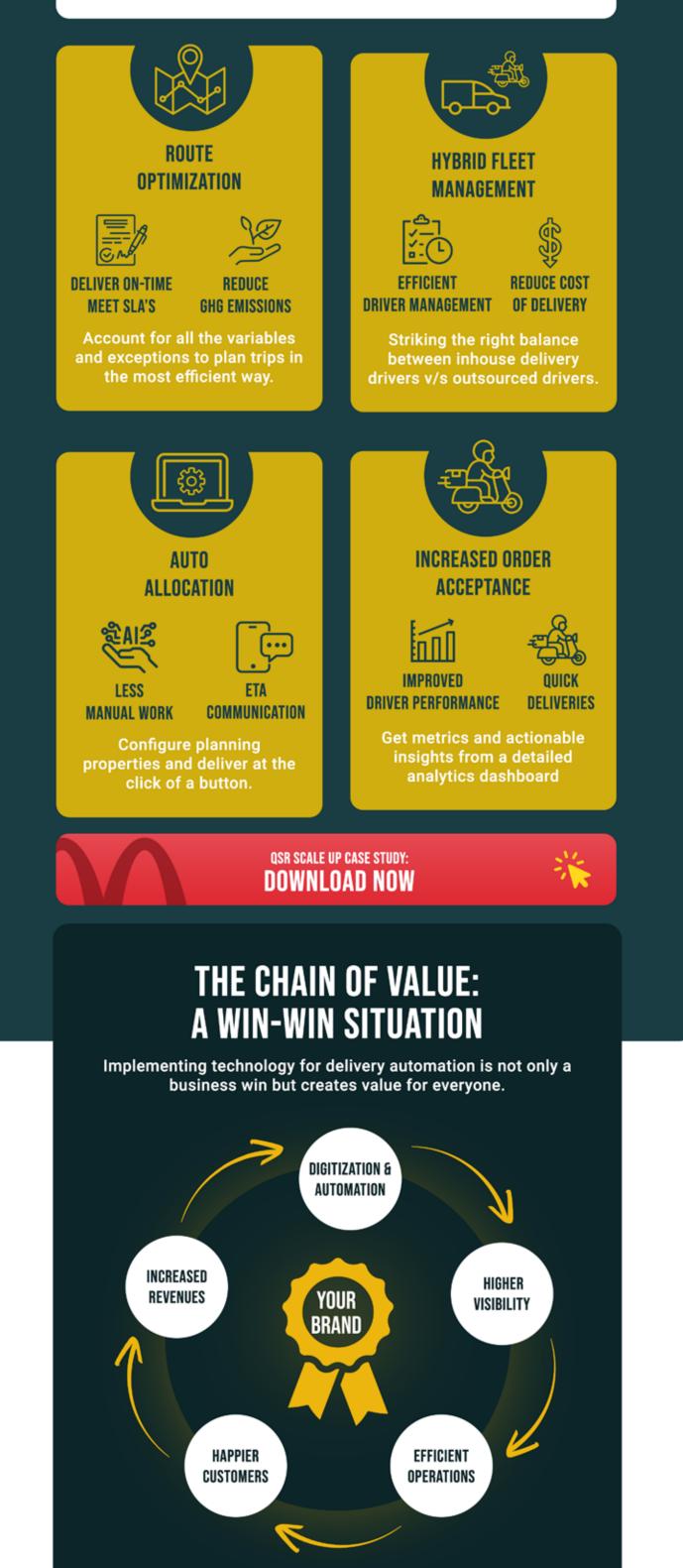
A LARGE AMERICAN QSR CHAIN IMPROVED EFFICIENCY BY 140%!

100 ORDERS / DAY

WITHOUT TECHNOLOGY
1 order/hour/driver

WITH TECHNOLOGY
2.5 orders/hour/driver

*considering 8 hour driver shifts
*1.04 orders/hour/day is the precise calculation

HOW WAS THIS ACHIEVED?

ROUTE OPTIMIZATION
DELIVER ON-TIME MEET SLA'S — REDUCE GHG EMISSIONS

Account for all the variables and exceptions to plan trips in the most efficient way.

HYBRID FLEET MANAGEMENT
EFFICIENT DRIVER MANAGEMENT — REDUCE COST OF DELIVERY

Striking the right balance between inhouse delivery drivers v/s outsourced drivers.

AUTO ALLOCATION
LESS MANUAL WORK — ETA COMMUNICATION

Configure planning properties and deliver at the click of a button.

INCREASED ORDER ACCEPTANCE
IMPROVED DRIVER PERFORMANCE — QUICK DELIVERIES

Get metrics and actionable insights from a detailed analytics dashboard

**QSR SCALE UP CASE STUDY:
DOWNLOAD NOW**

THE CHAIN OF VALUE: A WIN-WIN SITUATION

Implementing technology for delivery automation is not only a business win but creates value for everyone.

YOUR BRAND

- DIGITIZATION & AUTOMATION
- HIGHER VISIBILITY
- EFFICIENT OPERATIONS
- HAPPIER CUSTOMERS
- INCREASED REVENUES

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AN END TO END DELIVERY
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