Optimizing Customer Experience in Last-Mile Logistics through Click and Easy Delivery™

Planning with customer engagement, Simultaneous Algorithmic Optimization of Scheduled Delivery Time Windows, Load Planning, Vehicle Routing, and On-Time-In-Full Delivery

When it comes to improving logistics processes, we have noticed a growing demand from customers for a more convenient delivery experience, one that accounts for their input and their ever changing schedules and lives. Customer experience management(CEM) is something that is often overlooked by large logistics companies. Yet in 2017 alone we saw that **29%** of customers had changed the delivery date/location of their order post dispatch; a further **50%** said if this option had been available they would've used it. Another **60%** of consumers bought from one online merchant over another because the delivery options were more convenient for their needs.(EN Consumer Report 2017).

Demand for highly customer-centric services built around customer-experience presents a considerable challenge for many ecommerce operations and carriers. The challenge is to execute on this new ethos within transportation management systems (TMS), last-mile Vehicle Routing Systems (VRS) as well as legacy CRM or ERP solutions. The challenge at its core is that these systems were designed around internal functional operations and internal processes, and were not designed first and foremost around the crucial end-customer experience.

With traditional models for the design of these systems, end-customers are often only engaged during the last mile when the trucks are already loaded and routed, and perhaps even dispatched, and any deviation from the schedule from this point forward involves extra costs. Within that traditional

engagement system customers are only sent estimated delivery times or called last minute to see if there needs to be a change in delivery. Which is indeed very helpful for them, and now is expected as a baseline. Yet It's far better to give the customers true agency and choice in choosing a delivery window earlier in the process. The stats on customer experience for dynamic delivery options show the growing consumer demand for dynamic options. Yet there is no system that takes customer engagement input into accordance with schedule planning from the very beginning or at any other point in the process other than the last mile. There is a demand for a dynamic routing system that no longer has delivery as an output of the equation, but instead an input, with the input coming from those who need the delivery, the customers themselves.

-- After recognizing this trend this is precisely what we have catered to with Click & Easy Delivery™ -- The customer experience when ordering something online needs to begin the second they reach a site. Dynamic times tables for delivery can be shown to consumers before they even add something to their cart. Proactively pleasing the **77%** of customers who expect delivery options to be displayed in product page(EN Consumer Report 2017). During the checkout process we offer further optimized delivery time options displayed with dynamic pricing tables. After order confirmation we proactively assist and engage the parcel recipient through mobile engagement; while simultaneously & dynamically matching delivery time windows and routes which are both cost efficient for the fleet and convenient for the recipient. The end user themselves are engaged in the process yielding better results than can be had through traditional optimization algorithms. In summary what we have created is real time optimization order by order, seamlessly integrated throughout the entire process, from initial checkout to delivery. All by using customer input and engagement. By catering to the end user, they in turn provide the data for the most efficient delivery process possible. Something unyet seen in the e-commerce and logistics space.

Achieving end-to-end alignment of end-customers and internal operations requires far more than mere *concepts* -- it requires agile, lightweight, modern integration tools and middleware to drill into legacy systems that were often designed for locking-out competition rather than with partner needs in mind. It requires combining the best automation technology for trackable, actionable, interactive customer dialogue and mobile engagement. It requires the right error-handling tools and session handlers to tie together synchronous and asynchronous processes. It requires authentication and privacy controls. It requires dozens of dynamic algorithms calculating over a wide number of constraints. It requires systems capable of handling customer feedback and consuming this feedback within planning processes in a streamlined manner. The end result of all this working in concert is a customer-centric re-orientation which yielded superior outcomes. We present to you a snapshot of customer outcomes.

postnord

Postnord adopted our service to optimize their last mile customer experience and route/scheduling optimization. Our service saved them crucial time and money in their last mile service by predicting delivery trends and increasing customer engagement and response.

Results:

- 90% Increase In Customer Confirmed Deliveries.

- 75% Increase in positive feedback.

- 50% Increase in redirections people changing home delivery to a pick up point delivery.

- 40% Decrease in time spent during last mile delivery.

- $3M In annual savings.

posti

Posti, the leading Finnish parcel delivery company, uses Click&Easy mobile technology to gather customer experience data in real-time at its 1,300 pick-up locations. Using our digital CX platform, Posti gained a view of its service level status throughout the entire country or down to the status of a single parcel for a single customer. The solution has turned the customers' mobile phones into remote control devices to manage all services related to parcel deliveries. For Posti, the solution has enabled a great customer experience, real-time responses to feedback, and a very efficient last mile.

Results:

- 90% Increase In Customer Confirmed Deliveries.

- 35% increase in pick up point deliveries.

- 30% increase In responses to customer surveys.