



NAVIGATING YOUR LAST MILE ROUTING STRATEGY



WORKWAVE
Route Manager

A MOVING TARGET

The “last mile,” that tricky distance from final transit hub to customer has long been a logistical, management and customer service challenge for delivery service providers. Today, pen and paper just aren’t enough to get business operations where they need to be. With increased delivery volume and customer expectations, the bar is being set higher and higher. Delivery service providers need the right tools to execute a flawless last mile routing strategy and stand out from the competition.

In this guide we are going to focus on

THREE AREAS THAT CAN DRASTICALLY IMPACT

impact your last mile routing strategy:

CUSTOMER EXPECTATIONS

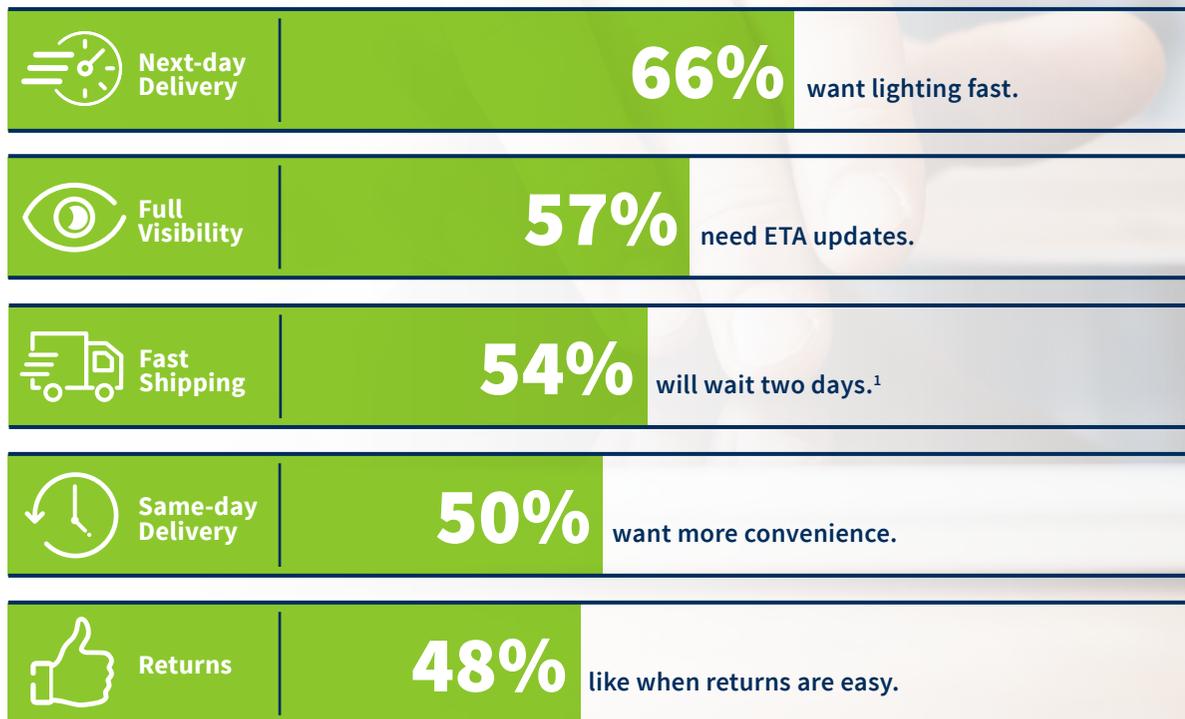
REAL-TIME INSIGHTS

EASE OF ADOPTION

CUSTOMER EXPECTATIONS

Let's face it, today's e-commerce providers have greatly impacted customer expectations around the delivery of online purchases. They have made the delivery component part of their purchasing decision, offering delivery estimates (and often guarantees) before the consumer has even clicked the "buy" button.

Customer expectations don't have to be a guessing game. Here are some stats on exactly what customers expect around delivery:



CUSTOMER EXPECTATIONS



You are heading into the last mile with heightened expectations around transparency, proactive communication, and timing. But to deliver on those customer expectations you need to have the right tools available to your entire team.

To ensure that you are set up for customer support success in the last mile, make sure any route planning tools you are evaluating check these boxes:

- ✓ **Real-time delivery estimate updates**
- ✓ **Tools that speak directly to your CRM**
- ✓ **Transparency between your drivers and your customer service team so you can react to issues before they become real problems**



So the problem that last mile delivery companies have to solve is not only minimizing the cost, and increasing the efficiency, but also ensuring transparency during the whole delivery process.”

- Riccardo Bocci, WorkWave Route Manager Senior Product Manager

REAL-TIME INSIGHTS

Gone are the days when you can evaluate your route planning and management at the end of the week, month, or quarter and make incremental changes to improve your services. Today's crowded and fast-paced delivery landscape requires flexibility, constant review and iteration, and minute-by-minute optimization across all levels of your organization.

In doing so your company benefits, not only from an increase in operational efficiency, but also by ensuring a more positive delivery experience for your end customer. In fact, a 2015 consumer report revealed that 96% of consumers said they would shop with a retailer again following a positive delivery experience.²

But different members of your team need different tools to make that optimized delivery dream a reality.

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REAL-TIME INSIGHTS

Here are some of innovations that could be helping all members of your team optimize your last mile routing strategy:

DRIVERS

GPS tools that integrate with the mobile navigation systems you are already using, so you can easily see the entire route at a glance and get “next stop” instructions in a timely manner.

DISPATCH

Minute by minute updates on route management and the ability to make real-time changes that keep your drivers and deliveries on track and on schedule.

CUSTOMER SERVICE

ETA updates that integrate with your CRM to send automated updates and alleviate the need for manual updates to be made to customers.

MANAGEMENT

An analytics dashboard that takes your real-time data and creates easy-to-read reports focused on the KPIs that mean the most to your business. Driver rankings also let your management team know where to focus their coaching time and energy.

EASE OF ADOPTION

You have a system that, while not perfect, has been working for you in some way or another; otherwise you wouldn't be in business. But you're probably not even aware of the time and energy that you could be saving if you were able to introduce automation and increased connectivity into your operation.

What you don't want to do though, is spend that time and energy on managing your tools instead of managing your last mile routes. And when you build your routes with a SaaS solution that fits your business, you can see instant savings on overhead costs of up to 30%; not to mention work smarter and spend your extra time focused on strategy and growth.³

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30%

EASE OF ADOPTION

The tools that you take on should be easily adopted by your entire team and integrate seamlessly into the tools that are already working for you. Some of these tools include:

MOBILE

Your team is undoubtedly on the move and using mobile devices to manage their tasks. Keep them connected and productive by finding tools that integrate with the devices they are already using. Mobile GPS and navigation programs are a great place to start.

SEAMLESS ONBOARDING

Take the routes you're already running and the information you have on your productivity, and import them to start your optimization from where you are, not scratch.

CRM

The last thing you want is for anyone on your team to be responsible for critical customer communications. Those are things that should be automated so your team's energy and effort can be spent dealing with the issues that require more of a human touch.



We can now take those routes they've already run and bring them into the system and let Route Manager re-optimize them or rerun them for them."

- Hayley Mullen, WorkWave Route Manager Support Team Lead

RISE TO YOUR CUSTOMERS' EXPECTATIONS

and get started on the path to streamlined route optimization today.

Contact one of our professionals at 866-497-4993 or visit us online at workwave.com to see how Route Manager can work for you.

Interested in learning more about the modern customer? [Click Here](#)

GET STARTED >>
WITH ROUTE MANAGER