



MAXIMIZE RELIABILITY WITH LAST MILE DELIVERY

Last Mile Delivery Success

In today's fast-paced and highly competitive business environment, companies that sell furniture, mattresses, appliances, fitness equipment, and other big & bulky products face unique challenges when it comes to last mile delivery. The current last mile delivery landscape is rapidly evolving, driven by advancements in technology, changing consumer expectations, and the need for efficient and cost-effective logistics solutions. With more customers shopping online, there is a growing demand for quick and reliable delivery of products whether it is to their doorsteps, over the threshold, room of choice, or white glove delivery with installation and trash removal. Companies are adapting to this shift by optimizing their last mile delivery processes to meet the increasing volume of online orders.



Retailers and logistics providers are investing in infrastructure and partnerships to enable expedited delivery services. Additionally, customers now demand greater visibility and control over their deliveries. They want real-time tracking, accurate notifications, and the ability to reschedule or customize delivery preferences. To meet these expectations, companies are investing in delivery tracking systems, mobile apps, and customer communication platforms to provide enhanced visibility and transparency throughout the delivery process.

In this report, we'll explore how companies can save costs, improve customer experience through technology, and maximize brand integrity with last mile delivery.

Saving Costs with Last Mile Delivery

One of the key challenges is the rising cost of warehouse space. As urban areas become more densely populated and land becomes scarcer, warehouse space is becoming increasingly expensive. Companies that need to store large quantities of inventory may find it difficult to secure affordable warehouse space, which can significantly impact their bottom line.

To save costs in last mile delivery, companies can explore various strategies. One effective approach is forward deployment, where companies strategically position their inventory closer to the end customers. By storing products in local warehouses or distribution centers, companies can minimize warehouse and transportation costs, while reducing cycle times. This approach allows for quicker and more cost-effective last mile delivery. One thing to note is you don't have to forward deploy all your inventory, it could be just faster moving items.

Another challenge is the costs associated with having a fleet of delivery trucks. Companies that have their own trucks often face financial losses due to idle assets. During periods of slow sales or seasonal fluctuations, these companies may struggle to utilize their trucks efficiently, leading to increased costs and reduced profitability.

Outsourcing last mile delivery is a viable option for companies looking to cut costs. By partnering with third-party logistics providers like Ryder Last Mile, companies can leverage their expertise and resources to handle the complex logistics of big and bulky product delivery. Companies will not have to worry about idle assets, hiring and training delivery teams, or warehouse space. Everything is covered through an outsource provider, which can include pay as you go options that give you lower and more predictable costs.

CHALLENGE:

Rising last mile warehousing and delivery costs.

SOLUTION:

Outsourcing fulfillment and pay as you go solutions.

Improving Customer Service with Last Mile Delivery

In addition to cost savings, companies can enhance their customer service through last mile delivery improvements. Customers today demand better visibility and control over their orders and deliveries. They expect real-time tracking, accurate notifications, and the ability to self-schedule deliveries on any device and on their terms. However, many companies struggle to meet these expectations. According to a last mile industry survey, 46% of supply chain executives believe that their delivery technology requires immediate and significant improvement.

Outsourcing last mile capabilities to a third-party provider like Ryder can address these technology gaps. Ryder's innovative digital platform, RyderView™, provides complete visibility and control of deliveries for both customers and retailers. Through this platform, customers can track their orders in real-time, receive accurate notifications, and have greater control over the delivery process. By partnering with a reliable logistics provider, companies can enhance their customer service and meet the growing demands of today's consumers.

Maintaining Brand Integrity

One crucial aspect of last mile delivery for companies shipping big and bulky products is maintaining brand integrity. Customers often associate their overall experience with the brand, including the delivery process. A bad last mile delivery experience can tarnish a company's reputation and lead to customer dissatisfaction and loss of future business.

Outsourcing last mile delivery can help companies uphold their brand integrity. Established logistics providers like Ryder have extensive experience in handling complex delivery operations. They have delivery professionals, advanced technology, and robust processes in place to ensure timely and professional deliveries. By entrusting their last mile delivery to a reputable provider, companies can maintain consistent and positive customer experiences, reinforcing their brand reputation.

RYDERVIEW™

The ultimate last mile delivery platform for complete control and visibility of your orders.

- Self-scheduled deliveries
- Delivery notifications
- Order tracking
- 100% real-time visibility



Winning the Last Mile

With the ongoing advancements in logistics and the continuous evolution of consumer preferences, the last mile delivery landscape is expected to further transform in the coming years. Collaboration between retailers and logistics providers is becoming increasingly important in the last mile delivery landscape. Partnerships enable companies to leverage each other's strengths, share resources, and optimize delivery networks. This includes collaborations with third-party logistics providers to enhance capabilities and provide seamless customer experiences.

At Ryder Last Mile, we help you overcome the challenges you face every day. Our industry leading final mile logistics solutions with pay as you go options allow you to meet customer demand while protecting the integrity of your brand, and saving you time and money.

With warehousing and transportation infrastructure in place, we extend your footprint. You'll also benefit from the ability to merge multi-piece orders at a Ryder facility so consumers receive a single, complete delivery. Through our proprietary technology tool, RyderView™, you enhance your customer service levels with self-scheduled deliveries, delivery notifications, order tracking, and 100% real-time visibility. Additionally, our nationwide network, which already covers 100% of zip codes in the U.S., continues to grow to put you and your products closer to customers.

Discover how outsourcing your last mile delivery with Ryder can make you *Ever better™* at [ryder.com](https://www.ryder.com).



[ryder.com](https://www.ryder.com)

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