



Conquering the Last Mile

Surpassing Customer Expectations with Faster, More Efficient Last-Mile Delivery

Global e-commerce sales are increasing at an annual rate of 23% and are expected to reach more than \$4 trillion by 2020.¹ This dramatic growth is driving an exponential increase in the number of parcel deliveries as well as pickups for merchandise returns. To cost-effectively meet this increasing demand, companies are searching for new ways to improve efficiencies. This is particularly critical in the final leg of the journey to the customer's location, often referred to as the last mile, which remains one of the most labor-intensive and costly portions of the supply chain.

As delivery volumes continue to increase, consumer expectations for e-commerce delivery are also rising. Shoppers are demanding more visibility, more flexibility and more control in the delivery process. They want the ability to specify when and where their packages will arrive – whether that's at their doorstep or at a specified click-and-collect location such as the store or other convenient pick-up location, a locker or even the trunk of their car. They want real-time updates on their packages and the ability to change delivery location even after the package is already in transit, without delaying the shipment's arrival.

Meeting those expectations is essential, especially given the fact that delivery plays a key role in customer loyalty and brand perception. A whopping 87% of e-commerce shoppers say that delivery time is a key factor in their decision to buy from an online brand.² Often, the delivery person is the only personal interaction the customer has in the buying process. In a recent Zebra survey, 90% of respondents from retail, manufacturing and logistics agree that delivery is an extension of the retailer's brand.³

That's why savvy organizations are investing in technology solutions that allow them to meet high customer expectations while also improving efficiency and reducing costs.

66% of shoppers want same-day or next day delivery.⁴

Last-mile delivery accounts for an estimated **28%** of total transportation costs.⁵

¹eMarketer, *Worldwide Retail Ecommerce Sales Will Reach \$1.915 Trillion This Year*, August 22, 2016. ²Dotcom Distribution, *Driving Customer Loyalty With Fast Delivery and Quality Packaging*, Page 4, 2016. ³Zebra Technologies, *The Future of Fulfillment Vision Study*, Page 6, 2018. ⁴Zebra Technologies, *2018 Shopper Vision Study*, Page 2, 2018. ⁵MDPI, *A Review of Last Mile Logistics Innovations in an Externalities Cost Reduction Vision*, 2018.

Meeting Rising Consumer Expectations While Controlling Costs

Last-mile companies are finding that the old delivery methods simply aren't adequate in today's instant-gratification economy. Rising e-commerce sales are placing a strain on carriers, requiring more trucks, more drivers, more stops and lengthening the driver's work day. Fortunately, technology can help businesses not only deliver goods faster but also improve customer service and increase loyalty. These solutions are critical in eliminating costly problems like mis-shipments, failed deliveries and overall customer dissatisfaction.



Increasing Speed and Performance at Peak Times

Delivery drivers are being pushed to the limit, particularly during peak season. Downtime and delays reduce the driver's ability to complete on-time deliveries. With enterprise Android™ mobile computers, workers stay connected to business systems and you proactively maintain your investment. Dispatchers can access delivery data to optimize delivery routes, seasonal drivers have an intuitive interface that helps cut training time and IT staff can remotely monitor the health and location of devices to reduce surprise repairs and increase uptime.



Reducing Redeliveries

Up to 57% of residential deliveries require two or three attempts, according to a recent Zebra survey of transportation and logistics firms, hence increasing last-mile costs.⁶ Giving customers the ability to select or change delivery times or locations—and arming dispatchers and drivers with technology that allows them to modify their routes in real time, communicate with each other or even with customers directly—can reduce failed delivery attempts and increase customer satisfaction.



Decreasing Mis-Shipments

Maintaining service level agreements with shippers could be in jeopardy if parcels or goods are loaded on to the wrong truck—opening the risk of late deliveries, lost packages and customer dissatisfaction. In addition, rerouting drivers and reloading packages adds to overall last mile expenses. Keeping unwanted expenses down, honoring service agreements and increasing customer satisfaction can be achieved by incorporating wearable mobile devices with scanning and locationing technology such as Bluetooth low-energy beacons to help ensure freight is loaded on the right truck the first time.



Going Beyond Proof Of Delivery

Moving parcels and goods is a complex process and requires shippers to maintain a secure and frictionless chain of custody by documenting each change in custody or customer interaction—particularly in “white glove” deliveries, which often require signatures confirming damage-free set-up, delivery and onsite deviations or adjustments. With handheld mobile technology, drivers can electronically capture a customer's signature, take photos, document special circumstances, get assistance with product set-up and even accept payment on-site.



Optimizing Omnichannel Fulfillment

To optimize omnichannel fulfillment, shippers need real-time inventory visibility across channels, including inventory in transit. But 55% of organizations still use pen and paper to manage omnichannel logistics.⁷ By using enterprise mobile computing to implement technologies such as distributed order management and blockchain, logistics companies can support shippers' inventory visibility in the last mile by: providing undisputed documentation of location of goods; time-stamping critical events; recording payments; and monitoring critical data necessary to keep goods safe and visible at all times.

⁶Zebra Technologies, Business Intelligence, Omnichannel Survey Results, 2017. ⁷Zebra Technologies, *The Future of Fulfillment Vision Study*, Page 2, 2018.

Zebra Delivers

Retailers, manufacturers and logistics companies are under increasing pressure to optimize their last-mile delivery. Zebra devices are purpose-built to help increase the speed of delivery operations while also reducing costs, offering key features like advanced security, easy-to-use interface, remote device management, built-in scanning as well as the ability to survive both harsh drops and inclement weather.

The Foundations of Last-Mile Delivery



Handheld and Wearable Mobile Computers

Zebra's mobile computers provide last-mile delivery companies with the visibility they need to make informed decisions, cut costs and offer better customer service—from delivering package status updates and seamless driver communication to optimizing delivery routes, communicating with transportation management systems and documenting proof of delivery and pick-up to increasing efficiency and safety on the docks with hands-free loading.

- Intuitive user interface helps drivers stay organized and focused on their tasks
- Ruggedized with long-lasting battery life
- Bluetooth connectivity
- Fast and accurate built-in SimulScan Document Capture
- Secure voice and messaging connectivity
- Photo and signature capture



Tablets

Rugged enterprise-grade tablets are made to run your applications and have the durability to withstand harsh environments. Perfect for last mile delivery “white glove” service, where access to technical specification, set-up instructions or parts look-up might be necessary on a larger screen.

- Large screen
- Integrated scanning
- Wi-Fi and cellular connectivity
- Extended battery life
- Two integrated cameras
- Stylus or touch data entry



Mobile Printers

Zebra mobile printers work seamlessly with mobile computers and tablets to enable drivers to document proof of pickup with a printed receipt.

- Rugged, reliable for maximum uptime
- Seamless connection with mobile computers and tablets
- Intuitive, easy to operate and manage
- Compact size and lightweight to carry



Software and Support

Zebra OneCare Support Services

OneCare support services ensure that Zebra devices achieve maximum uptime and peak performance. Multiple service levels are available to meet every company's unique business requirements.



Asset and Operational Visibility

Better visibility allows organizations to maximize the uptime, performance and ROI of critical assets and optimize business operations. Zebra's Asset Visibility Service (AVS) and Operational Visibility Service (OVS) give detailed insights into asset location, inventory and performance to help improve business outcomes. For logistics providers, that means more up-time and a better on-time delivery record.



Independent Software Vendors (ISVs)

Zebra's global ISV network offers innovative software applications developed to work specifically with Zebra devices and systems. Our ISVs can help identify existing applications that best meet specific last-mile requirements or develop custom software solutions to address individual needs.



Certified Supplies

Improve operational efficiency and productivity with the highest quality receipt printing, labeling and RFID tagging. Zebra Certified Supplies are pre-tested to ensure they withstand harsh environmental conditions, are readable for your scanning devices, workers and customers every time, and are easily replaced to reduce downtime.



Purpose-Built Features

Lifeguard for Android

Software security solution extends the lifecycle of Zebra Android mobile computers.

SimulScan

Captures the contents of an entire form in a single scan, including barcodes, text fields, phone numbers, images, signatures, and even check boxes—and instantly populates the information into a business application.

Workforce Connect

Unifies voice and data communication, including push-to-talk, into one multi-functional mobile computer.

Management Tools

IT support for staging, configuring and managing security for thousands of mobile devices. Mobile device management allows for tracking devices in the field, which includes locating lost or stolen devices.

To learn more about how Zebra can help you operationalize your last-mile delivery, visit www.zebra.com/lastmile



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