



SOLUTION GUIDE:  
**Improving Efficiencies  
and Visibility for Proof  
of Pickup and Delivery**

# A SEISMIC SHIFT IN THE PARCEL DELIVERY MARKET

The life of a package is an interesting one. From the moment it gets picked up it goes on a trip often spanning many miles, passing through multiple hands, and travelling on different modes of transportation. Combine that with the rise in packages being delivered and our on-demand society, and it's clear that proof of pickup and delivery is more important than ever.

Research company Market Realist, expects a 4% annual revenue increase through 2018 for large network couriers. Omnichannel is a key contributor to the growth the parcel delivery industry is experiencing. Thanks to the advent of online shopping and mobile commerce solutions, ordering a package from virtually anywhere takes just a few clicks.

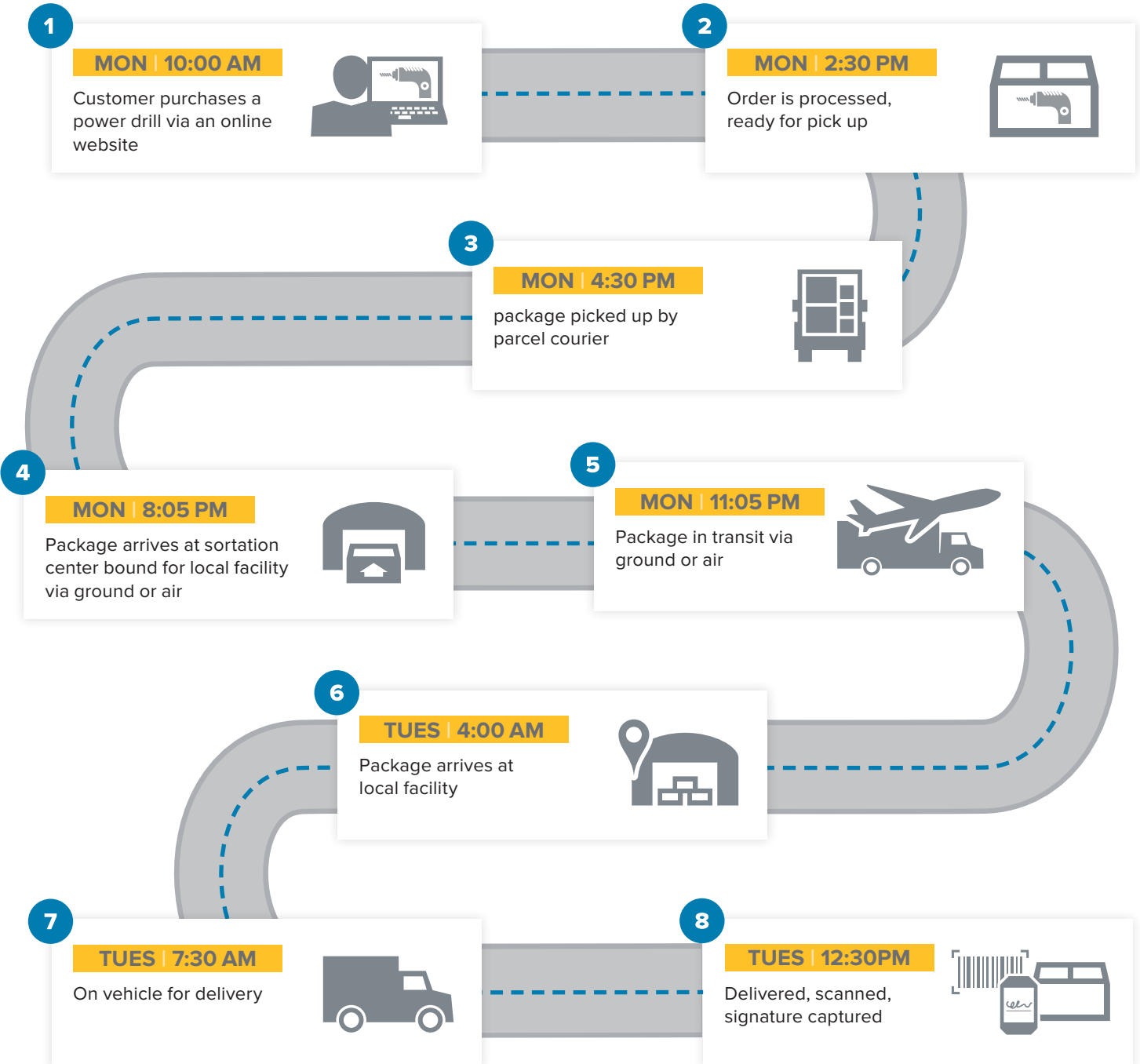
As a result, the amount of packages in transit is growing exponentially and customers are expecting faster delivery times. Retailers are responding by offering more options including same-day, next-day, and in some instances, two-hour delivery windows. These expedited services have also fostered an environment where complete transparency of a package from pickup to delivery is standard operating procedure. The increase in packages, shorter delivery windows, and need for package visibility are creating stressors on an industry in transition.

Courier services are seeing an uptick in the amount of packages processed, while postal agencies are experiencing a decrease in mail volume. To help meet demand, courier services have begun to outsource deliveries to third-party companies including postal agencies. This shift is causing duress on existing operations because of the massive amount of items going through a system that may or may not be equipped to handle it. Making it imperative that both operations increase efficiencies and keep up with demand without incurring financial losses.

Combine these changes with existing parcel delivery challenges and it is evident solutions are needed that work today and can adapt to meet the needs of the evolving ecosystem and customers.

# Tracking the Package Journey

When a parcel is picked up, it's scanned into the system, a proof of pickup record is generated and a chain of custody transfer is initiated. The package is scanned at every point on the journey from the moment it is picked up by the courier, to going through a distribution center, to coming off the conveyor to getting on the truck for final delivery. The sheer number of stops can cause an issue if a parcel isn't scanned correctly into the system that provides visibility for customers. Once the package arrives at the final destination the driver is responsible for obtaining a chain of custody handoff either in the form of a customer signature (if required) or marking it as delivered which provides proof of delivery.



## Addressing Today's Package Shipping Challenges

Perhaps one of the most important aspects of deliveries is having confirmation of where they start and end. Picking up a package marks the beginning of its journey and sets the entire process in motion. The parcel becomes the courier's responsibility from the moment it is logged into the system to the time it's delivered. There are many challenges a package can encounter while en route which could affect when it's delivered and even if it arrives, which ultimately impacts the bottom line. That's why it's also imperative to have an effective proof of delivery solution.

**COMPLIANCE ISSUES AND SERVICE LEVEL AGREEMENTS:** Private couriers and postal agencies must adhere to local and international regulations that cover a broad range of areas including physical package characteristics, size and weight. While a different set of restrictions and guidelines govern what's being delivered (hazardous materials, alcohol and pharmaceutical goods) and delivery locations (specific destinations, restricted deliveries, countries). When offering expedited services government postal agencies and private couriers are obliged to achieve specific timeframes (same-day, next-day). Failure to comply can adversely affect impact a carrier's bottom line.

**THEFT:** It's not uncommon for packages to be stolen once delivered, especially when left at a door. If the chain of custody handoff is not accurately completed the courier service is responsible for the missing package, which can be costly. In this regard, proof of delivery is imperative and can be achieved, for example, by having the driver take a picture of the parcel at its final destination.

**SHIPPING ERRORS:** Perhaps one of the costlier challenges courier and postal services encounter are packages that have the wrong dimensions and weight listed. These errors cost couriers millions every year and are virtually impossible to recoup. Parcels packed in used boxes often have too many labels, making it difficult for drivers to identify the correct shipping information quickly adding more time to an already busy route. Damaged barcodes can cause errors in processing and create challenges throughout the delivery process. A proof of pickup solution that can solve these issues at the point of origin could save companies millions and dramatically increase efficiencies.

**REPEAT DELIVERY:** When someone isn't present to sign for a package, it must be delivered again. This extends the chain of custody period where potential issues could arise and taxes the driver by having to alter the next day's route to return to the location. One option that can help is to harness the package transparency that's already in place and schedule automated calls to customers alerting them of the driver's arrival time. Alternatively, many firms are embracing delivering to a self-service locker in a transit (train, bus, etc.) station or other public location and sending an automated message with an unlock code to the customer.

**CUSTOMER SERVICE:** Couriers are beginning to offer white glove service to maintain a competitive edge and improve margins and profits. This service informs a customer that the parcel will arrive within a one-hour window. Not only is this a value-add service, but it can also help minimise repeat delivery.

## Providing Visibility into Proof of Pickup and Delivery

At Zebra, we're meeting the needs of the courier and postal industry as it continues to evolve with durable devices that improve performance in the field, manage customer expectations, and drive efficiencies through automation. You can rely on Zebra and our team of seasoned professionals to ensure a seamless transition and flawless integration into your operations.

### REAL TIME TRACKING OF SHIPMENTS AND PERFORMANCE

Drivers can quickly scan parcels at pickup and delivery to provide proof of pickup and proof of delivery, respectively. Use the built-in camera to take a picture of the package to validate an unsigned delivery has been made. Zebra's multifunction devices can also procure payment electronically at delivery. Mobile point-of-sale applications help reduce the order-to-cash cycle time and improve profitability. Real time invoice processing via WAN-enabled mobile computers provide real time connectivity to company billing. Performing all of these actions in the field on a compact, rugged device that connects with the backend system improves efficiencies, driver productivity and package visibility.

### CONSISTENTLY MANAGE THE CUSTOMER EXPERIENCE

Transparency has become the norm, allowing customers around the globe to track packages every step of the way. An automated system that provides updates at each stop on the parcel's journey gives your customers information about its transit route and arrival time. The efficient delivery performance increases customer satisfaction and retention. Transparency also enhances customer loyalty through improved service level agreement compliance.

### USER-FRIENDLY DURABLE DEVICES

Zebra's rugged devices are designed to work flawlessly in extreme outdoor environments and are compatible with backend solutions used in postal and courier businesses. Drivers will appreciate a user interface that is as familiar as their smartphone and battery life that won't quit before the end of a shift. Customers will value the wide variety of integrated mobile proof of pickup and delivery applications available through our extensive partner program. Explore our product portfolio from our versatile mobile computer solutions and portable printing devices to our applications and services.



#### Mobile Computers

Durable handheld mobile computers and tablets seamlessly integrate into enterprise systems to document proof of pickup and delivery.



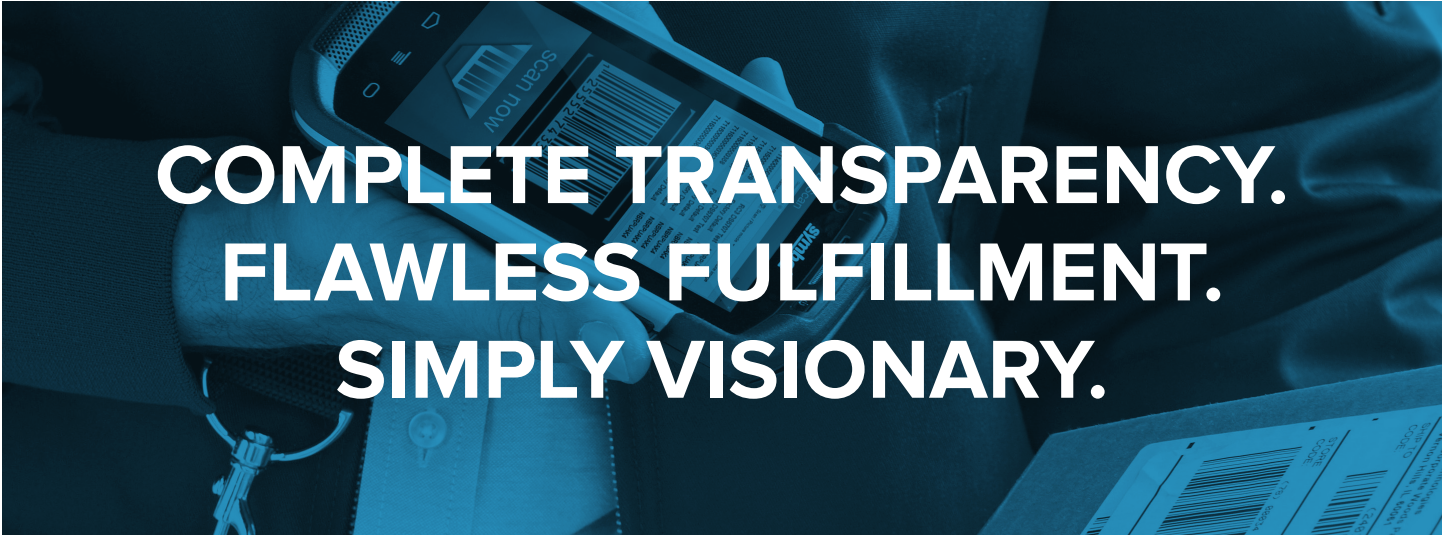
#### Mobile Printers

Lightweight, compact printers for producing receipts, labels, and invoices in the field.



#### Applications and Services

Providing added benefits and support to the Zebra line of mobile computers and printers.



# COMPLETE TRANSPARENCY. FLAWLESS FULFILLMENT. SIMPLY VISIONARY.

Zebra provides visibility into the location, health and performance of each asset, package, and worker within your supply chain. But more than sight, Zebra products give you insight with real-time data that keeps you ahead of today's demands. The result? Improved efficiencies across the board, increased customer satisfaction, and the ability to make smarter, more informed decisions. Our rugged, purpose-driven fleet and delivery solutions ensure proof of delivery, enable communication between colleagues and customers and maximise visibility into every step of the delivery process to ensure flawless fulfillment.

For more information on how Zebra can help you improve efficiencies and visibility for proof of pickup and delivery, visit [www.zebra.com/transportationandlogistics](http://www.zebra.com/transportationandlogistics)



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