"Deliver"
A Best-in-Class Experience

November 9, 2021

Who are we?

Manufacturing

The process of turning raw materials or parts into finished goods through the use of tools or human labor

Service

A business that does work for a customer, and occasionally provides goods

Manufacturing

✚

Service

According to consumers,
the number one reason
dissatisfactions occur is due to
delivery issues or failures

*85% of florist refunds are attributed to
Non-Delivery*

Creating a White Glove experience

Crafting a bouquet is a tough job....

But getting your arrangement into the recipients' hands is the true finishing touch.

The Last Mile……

Last mile delivery is the movement of goods from a transportation hub to the final delivery destination

Last Mile Challenges

- **Lack of visibility** - Visibility into the delivery processes is the most important prerequisite for ensuring customer loyalty.

- **High delivery costs** - Higher efficiency and better route planning can lower those expenses.

- **Inadequate route planning** - Ineffective route planning leads to delayed deliveries, increased customer frustration, and high costs

- **Unpredictable elements** - unpredictable situations can disrupt last-mile delivery. Traffic, bad weather, or vehicle issues are among the elements that are out of your control.

Note : Non and Late deliveries - Harm a brand's reputation, increase customer churn, and affect your bottom line

Focus has been placed on last mile logistics

Operational Consistency: proper people, processes, and tools are in place to continuously provide excellent service

- UPS, Amazon, FedEx are setting expectations

- Retailers who provide a great last-mile delivery service will realize significant benefits
  - Key differentiator for retailers
  - Gain market share
  - Build brand loyalty and trust
  - Satisfied customers are more likely to purchase at a higher frequency

  We should remember that consumers can easily shop for product alternatives.

Five-Star Ratings Matter: Today's consumers are hyper connected to each other via social media, they do their homework before ever engaging with a company, and read online reviews to gauge credibility.

What do consumers do when they are satisfied with the delivery services?

58% — Share positive feedback on social media

73% — Be more willing to try new offerings

74% — Increase spend with the retailer

82% — Share your positive experiences with friends and family

Service and Delivery Benchmark

Reactive - putting out fires

Migratory - a high percentage of the work is still reactive, not proactive. Already laid the foundation for strong operational efficiencies.

Best-in-Class - A strong commitment to predictive maintenance where service data is viewed as a critical asset and utilized across the entire organization

Often said - "Retail is Detail", meaning sales and customer loyalty come to those who leave no stone unturned in their quest to be the best. The same can be said for a Best in Class Delivery Experience

Delivery Efficiencies

- Design a day ahead

- Run multiple routes – AM/PM

- Routing - Optimize (E,W,N,S), tools available

- Packaging/Clear delivery instructions and details, call tags

- Special delivery times

- Calling on special details, funeral homes, hospitals, schools

- Driver training program

    - Care and handling, temps

    - Transportation stability and van packing, avoid water spillage

    - Contactless delivery

    - Have a plan for attempted deliveries

Choose the right distance

Distance and cut off times
Manage at peaks or when you face other
challenges - i.e. weather etc...
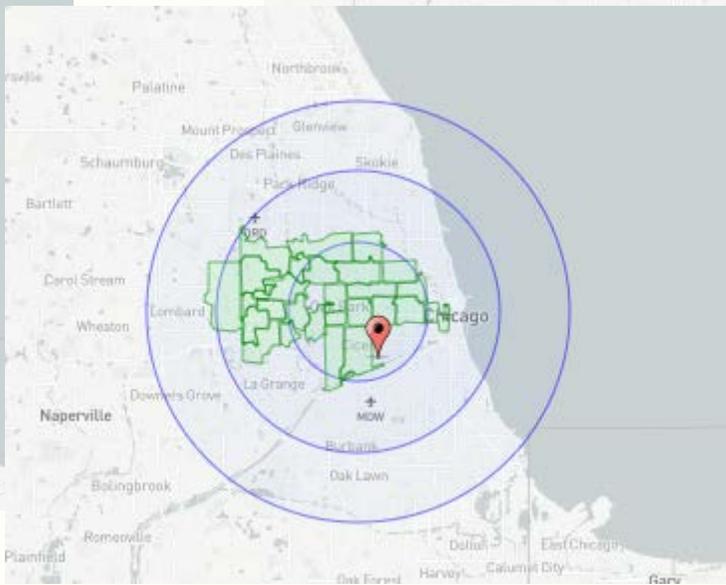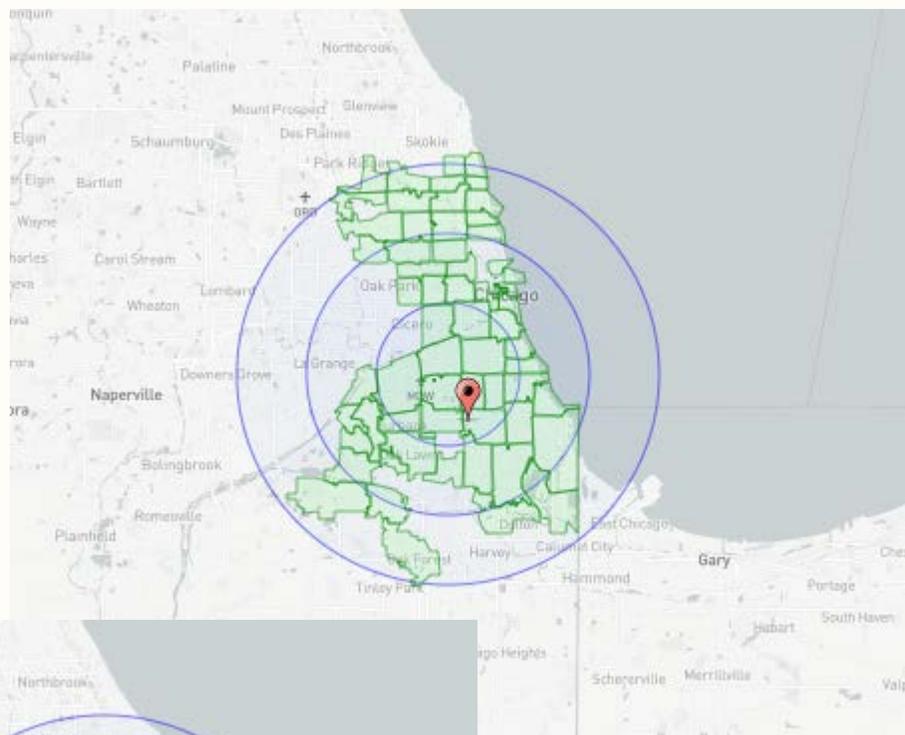
Incoming Wire Order Management

- When you receive a wire order you should:
  - Verify delivery details
  - Verify product
  - If you are unable to fill the order as requested, reject this order within 2 hours

Delivery – For best customer experience

- Final Quality check for accuracy (Remember Add-Ons)
- Special timing – AM and PM routes
- Contactless delivery
- Delivery Pools
- Collect proper Proof of Delivery
- Presentation
  - Package
  - Driver
  - Vehicle
- Driver Tools – Phones, Delivery log, Call tags
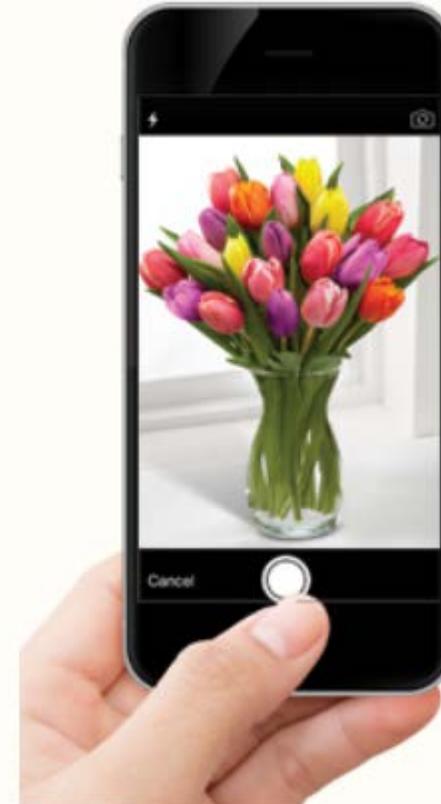
Delivery Confirmation

- Real time or before 7pm local time
- Do not DCON prior to delivery
- Sending a DCON messages the consumer
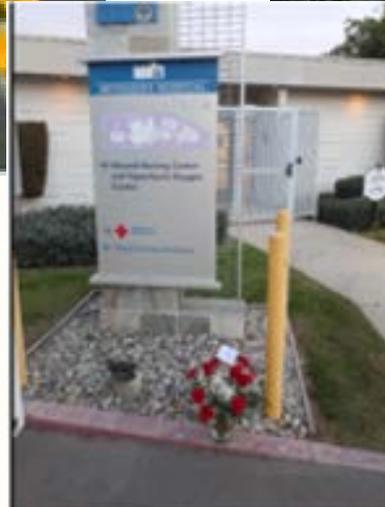- Only DCON completed deliveries

Delivery Attempts

- Communicate to sender

Proof of Delivery

- Pictures

- Delivery log

- Technology

Valid Proof of Delivery - Contactless

Invalid Proof of Delivery

Delivery Solutions – FTD Delivery Service

- Supplement

- Holiday or everyday

- Time deliveries

- Handles DCON removes/reduces DRP issues

- Could allow in house team more flexibility to deliver best-in-class service

Handouts are available at:
www.FTDi.com/FTDUniversity/WebinarMaterials

Webinar recording will be available to view at:
www.YouTube.com/FTDMercuryNetwork

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