

ShipRight

Final Mile Delivery



5 Key Questions

TO ASK YOUR HOME DELIVERY PROVIDER

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Home or Final Mile delivery, as it is often referred to in the shipping industry, is much more than simply delivering an item to a residential location. It is the only human interaction in the entire supply chain with the end user, and therefore a critical opportunity for retailers to either add or lose brand value with customers. The delivery experience is an important part of their overall experience with the seller's company and products.

A committed delivery team member should be in charge of the entire final mile process, to:

- › manage receipt and accuracy of the order
- › proactively provide the customer with full delivery details
- › ensure the goods arrive in perfect condition, at the right location and at the requested time
- › engage with the customer in a friendly, professional manner

A first class Final Mile provider will also offer a higher level of service called "White Glove" delivery that includes a careful inspection of the items, in-home set up and installation, and removal of all packing materials.

When sellers explore options for a home delivery service, that selection should be considered an extension of their brand, and like many important business decisions, not dependent on cost alone. The delivery company is a valuable partner providing a seamless experience between the retailer and the consumer.

There are multiple high visibility channels available to allow customers to express either their satisfaction or dissatisfaction with a company or product. Fairly or unfairly, those reviews can harm or help future business, so managing those impressions is critical to continued growth and goodwill. Surveys, feedback, social media are all outlets that can build or damage a seller's brand reputation.

There is also value in choosing a regional over a national company. Regional delivery services provide sellers with a number of easily understood benefits, such as knowledge of locations and neighborhoods, and the ease of establishing a sense of familiarity, trust and credibility with local customers.

It's clear why this is critical to a seller's brand and such an important choice, so what are the **five key questions** to ask any delivery company?

1. Do they have adequate capacity?

This includes adequate clean, well maintained and highly organized warehouse space, and the human resources to manage, prepare and schedule products for delivery. Can they handle seasonal spikes in volume or surges in demand as needed?

2. Do they have well-trained employees?

Professional, experienced and polite drivers and delivery personnel make a major difference in the customer's satisfaction and experience. Some delivery companies elect to use 3rd or 4th party contractors, which may or may not adhere to the same expected standards.

3. Do they offer white glove service?

Customers expect to have choices and are willing to pay for them. Many retailers would like to offer their customers a turnkey delivery experience including in-home and choice-of-room set up and removal of all packing materials. Sellers need to find a service partner that can provide and deliver successfully on these options.

4. Do they have advanced technology?

Logistics is a complex process that demands advanced communications, tracking, scheduling and cost management. All of these elements have to work together to control costs, move goods safely and ensure an accurate timeframe for delivery.

5. Do they have customer engagement solutions?

The ability to proactively engage with customers through an in-house call center creates a positive experience and minimizes potential frustrations. Setting expectations and delivering as promised pays off in myriad ways. The incremental work of earning a strong testimonial and positive survey from each delivery, builds long-term brand strength in the marketplace.

When confident a delivery partner has all the necessary capabilities and services in place, the final decision should also include intangible qualities such as personality, approachability, and integrity. Can they be trusted to be transparent, deliver on promises and stand behind their word? The right core values add up to the difference between a transactional vendor relationship and a great business partnership.

ShipRight exists to help businesses grow and succeed. Over the past 20 years ShipRight has worked tirelessly to provide outsource solutions and support its clients' needs through hard work and attention to detail, as well as taking a personal and collaborative approach to every business relationship. Please contact us with any questions and let us know if we can help your business!



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