Improving Last-Mile E-Commerce Deliveries with Workforce and Asset Tracking

Delving into the Realities of This Market

Survey piloted by Mahindra Logistics reveals last-mile delivery concerns quoted by customers and logistics service providers (LSPs):

a) Problems faced by customers

- The Internet of Things (IoT) enables a faster and real-time flow of information in supply chains. It helps connect devices such as loading/unloading equipment, workers' smartphones, vehicles, and back-office computing systems.
- Workforce Tracking and Asset Tracking are essential IoT tools that help in improving last-mile delivery experiences for both customers and LSPs.
- With their mutual benefits, the combination of these tools also helps in reducing last-mile delivery costs.

b) Problems faced by LSPs

- Improperly explained address
- Delivering only one or two packages
- Customer not available even after appointment
- Route planning issues
- Delivery delayed due to traffic and other problems
- Difficulty in finding the address
- Customer not picking up phone

The Solutions in Technology Innovations

- IoT-based Workforce Tracking: Tracks staff whereabouts and manages location-based routes.
- IoT-based Asset Tracking: Manages location-based routes, facilities, and avoids deadheading.

With their mutual benefits, the combination of these tools also helps in reducing last-mile delivery costs.

Overview of E-Commerce Retail Logistics in India - 2018

1. Cost Split in E-Commerce

   - Order Fulfilment: 40% - 45%
   - Processing: 2%
   - Line Haul: 8% - 9%
   - First Mile: 45% - 50%
   - Last Mile (45% - 50%)

2. The Last Mile Delivery Challenges

   - Delivery slot not convenient
   - Delivery boy calls too often
   - Delivery boy doesn’t pick call
   - Tracking the location
   - Condition of parcels in transit
   - Eliminates hassles of contacting delivery executives

E-Commerce Deliveries with Workforce and Asset Tracking

- Improves customer experience
- Enhances accountability and productivity
- Facilitates workload distribution
- Improves customer experience
- Facilitates better communication – via SMS/E-mails/calls – on exact delivery time for customers

USD 1.35 billion market 36% - 5 years' CAGR 19 lakh shipments/day

E-Commerce retail transportation cost split

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