

BIG AND BULKY

Last Mile
Delivery
Report



TABLE OF CONTENTS

01

Note to Readers

02

Rescheduling

03

On-Time Deliveries

04

Communication

05

Sustainability

06

Glossary & Methodology

07

About DispatchTrack

01

Note to Readers

As businesses navigate through an unprecedented supply chain crisis that shows no signs of waning, there are numerous factors that remain outside their control, from material sourcing and fuel costs to accelerating demand and many others.

It's understandable that consumers, now accustomed to receiving online purchases at Amazon-speed, are frustrated with the delivery experience of big and bulky products that are frequently delayed.

Our report explores consumer sentiment, demand, and expectations around the big and bulky delivery experience and *provides insight into what businesses can control to not just preserve the customer relationship but to win brand loyalty and market share.*

Here are the important insights from the study >>>

01

Consumer demand for big and bulky products is accelerating. **1 in 2 consumers expect to purchase more big and bulky items this year than last.**

02

Rescheduling is the norm. **More than half (58%) of big and bulky deliveries were rescheduled.**

03

Missing delivery windows is hugely problematic. **6 in 10 consumers are unlikely to purchase from a retailer again when a previous order misses the scheduled delivery window.**

04

Poor customer communication has major brand implications. **Half of consumers blame negative delivery experiences on bad communication.**

02

RESCHEDULING

More than half

of big and bulky deliveries were rescheduled.

580%

of big and bulky deliveries were rescheduled.

Hi, Ana. Due to some unexpected issues Order #3698524 has been delayed. We apologize for any inconvenience.

Of those

47%

rescheduled
once

32%

rescheduled
twice

15%

rescheduled
three times

6%

rescheduled
four+ times

Rescheduled deliveries pushed out by days:

47%

Most rescheduled deliveries were pushed out **days or weeks.**

By weeks:

27%

By months:

8%

Rescheduling was a headache.



58%

of those who experienced a negative delivery experience found the rescheduling process to be frustrating.

03

ON-TIME

DELIVERIES

“On-time” was the best aspect of positive delivery experiences.

01

Delivered **on time**

02

Delivered **what was ordered**

03

Condition of item delivered

04

Delivered **quickly**

05

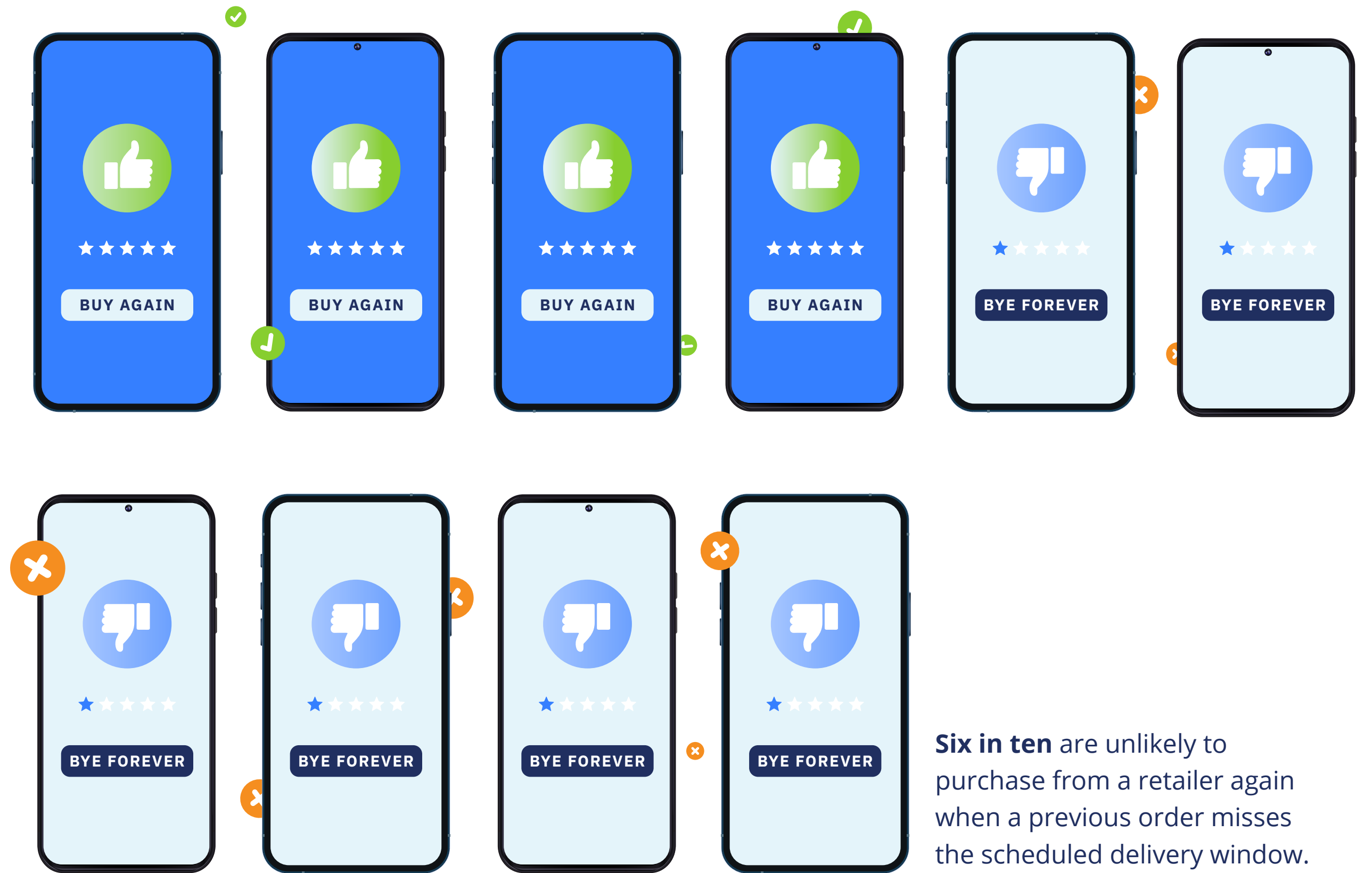
Courteous delivery team



Delivering early isn't always good for business.

31%

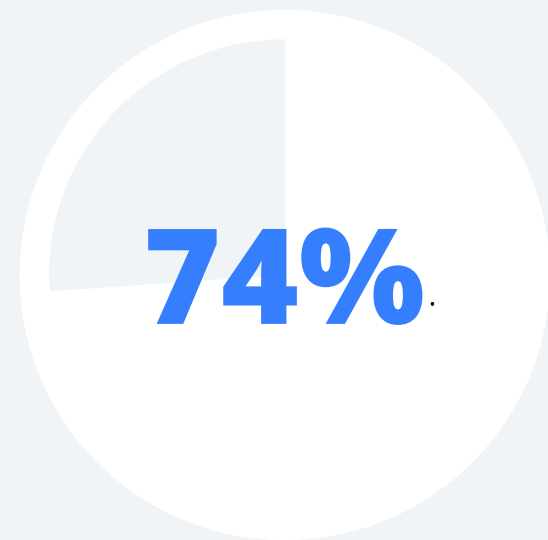
Nearly one in three consider early deliveries inconvenient.



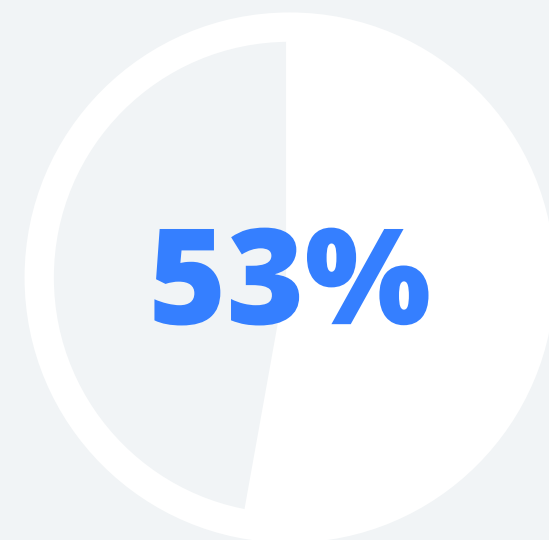
Six in ten are unlikely to purchase from a retailer again when a previous order misses the scheduled delivery window.

Retailers risk **losing customers** when deliveries aren't on-time.

On-time or not,
3 in 4 consumers
consider “signature
required” a hassle.



of consumers are frustrated
when a signature is required
for delivery.




find it especially frustrating
when they haven't been notified
that a signature is required.



04

COMMUNICATION



Half of consumers blame negative delivery experiences on poor communication.

01

Lack of communication

02

Delivery fees

03

Item condition

90%

want the ability to track their order.

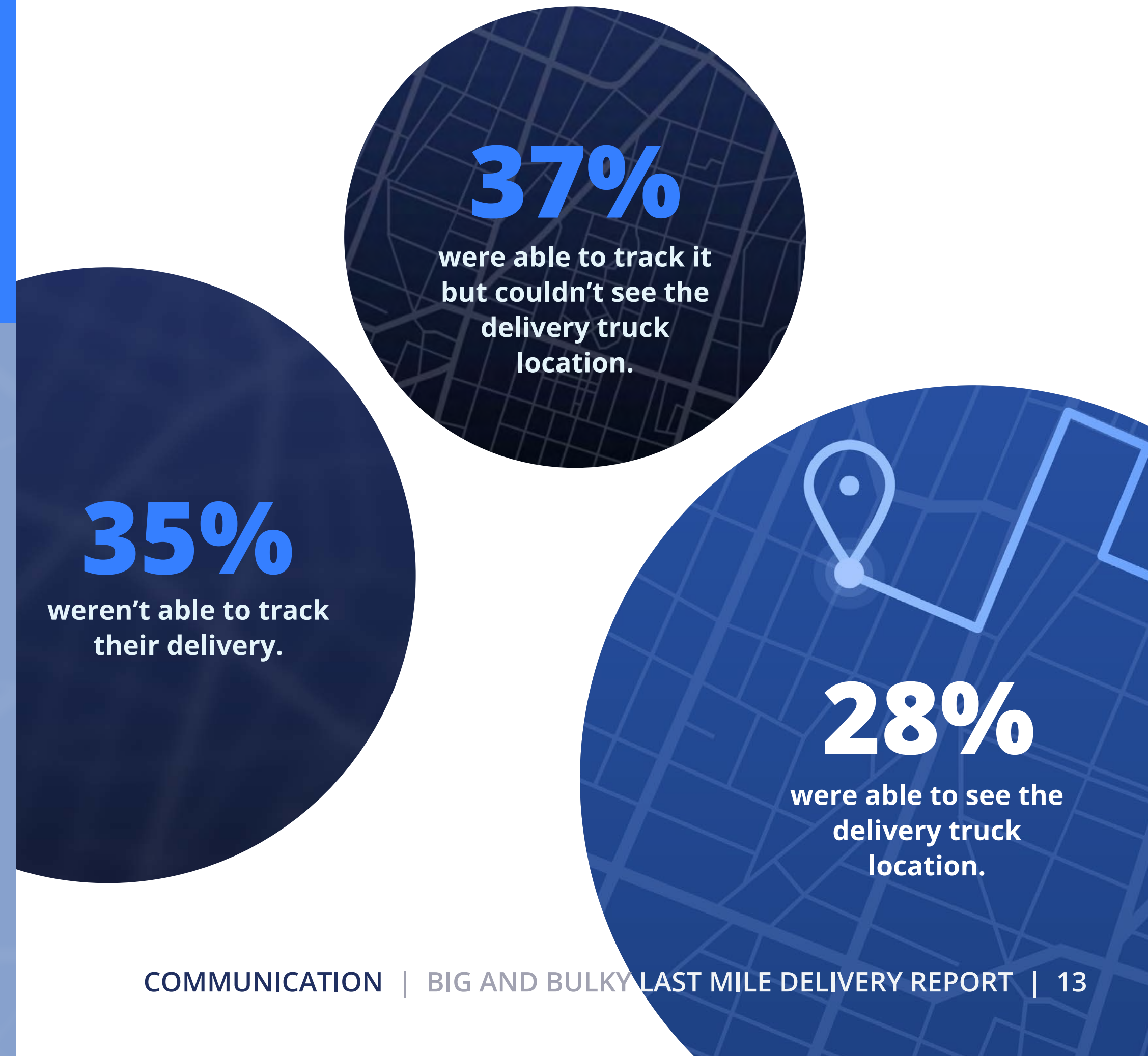


want to know exactly where their order is in real-time.



want a general idea.

Yet **1 in 3** consumers weren't able to track their most recent delivery.



Consumers want **frequent status updates.**



80%

want to receive delivery status updates.

27%

want updates as often as possible even if that means multiple times a day.

39%

want daily updates.

Communication and status update preferences:

01

Text

02

Email

03

Phone

04

Social media

Consumers favored being contacted via text over any other method of communication.

05

SUSTAINABILITY

**Environmental
impact** matters
to consumers.



49%

One in two say the environment and sustainability factor into their purchasing decisions.

More emphasis would be put on sustainability if retailers made it easy.

71%

stated they would consider sustainability more strongly if retailers made it easier to understand the environmental impact of various delivery options.

06

Glossary

Big and bulky

Large items like furniture, appliances, exercise equipment, etc.

Rescheduled delivery

Original time of delivery changed to a different time

On-time delivery

Delivery that arrives at the scheduled time

Sustainability

Refers to the impact of deliveries on the environment

Methodology

The online survey was conducted via SurveyMonkey on March 1st - 2nd, 2022 among a national sample of 1,606 American adults aged 18 and older.



07

About DispatchTrack

DispatchTrack is the leading solution provider of right-time delivery management software, helping top brands around the globe power successful deliveries 180 million times a year. Since 2010, DispatchTrack's scalable SaaS platform has made delivery organizations more connected, agile, and intelligent using highly-configurable capabilities designed to empower better delivery management from end to end.

Our proprietary AI-powered routing algorithm ensures **98% ETA accuracy** in last mile deliveries, and we're constantly innovating to improve performance and better serve our 2,000+ customers, including Walmart, Coca-Cola, Ashley, Ferguson Enterprises, and many others. When businesses make promises to their customers—**DispatchTrack makes sure they deliver.**

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