

# How to Build Trust with Elevated Customer Delivery Experiences



## Why Is Customer Delivery Experience So Important?

When we talk about the Amazon Effect, we mostly talk about rapid delivery turnarounds—but really, the Amazon Effect is all about trust. When their customers place orders, they have complete trust that the company will fulfill those orders on time. This is a recipe for repeat business—but when it comes to big and bulky items or other scheduled deliveries, trust-inspiring customer experiences that solidify a company's brand are rare.

## What Makes for Great Last Mile Delivery Experiences?

The stakes for customer experience are much higher when you're installing a \$3,000 refrigerator than when you're dropping off a phone charger on someone's doorstep. Luckily, there are steps you can take to offer trust-inspiring, brand-enhancing deliveries:

- **Offer (short) time window options.** When customers can select delivery windows from a set of good options, they feel taken care of—especially when the window is two hours instead of six.
- **Communicate constantly.** If you send reminder notifications the night before, when the driver starts their route, and when the customer's stop is next—plus real-time tracking capabilities—the customer can relax a little.
- **Be on time.** When you make a promise to a customer, their trust depends on your ability to keep it. Easier said than done—but optimized routes and accurate ETAs are a good starting point.

## How to Translate Elevated Customer Experience into ROI

Trust is important—it's essential to building a powerful brand that customers will respond to. But that's not the only reason to invest in customer experience: When you automate delivery scheduling and customer notification, you cut out the expensive and unscalable process of calling customers one at a time. And when you meet your promised ETA 98% of the time, you can radically decrease the number of failed deliveries and the significant costs that come with them. **Thus, by offering a strong customer experience, you can also optimize last mile delivery performance.**

*“DispatchTrack is more than just fleet management, it's customer satisfaction management. It's been a game changer.”*

**Tony Mitchell**

*General Manager, American Furniture Warehouse*

## Key Stats

- 87% of consumers say that poor delivery experiences make them less likely to patronize a particular brand in the future.
- 46% of businesses list customer experience as their top priority for the next 5 years, beating out both pricing and product.
- Depending on the industry, each failed delivery can cost upwards of \$17.