

How Routing Impacts Customer Experience in Last Mile Logistics



Why Customer Experience Is Crucial to Last Mile Success

Delighting your customers increasingly depends on accurate time windows. When you can't meet those windows, you risk irate customers and negative Yelp reviews. Worse, you have to deal with the cost of failed deliveries. **If you're not providing elevated customer experiences, one of the most likely culprits is poor route optimization.**

The Power of Accurate ETAs

Route optimization should have two elements: sequencing stops and generating ETAs. The former is incredibly complex, but the latter is even more so. Why? Because delivery ETAs are impacted by a complex set of factors:

- Drive-time differences between different vehicle types, loads, drivers, etc.
- Service time estimates for different types of delivery or installation
- Road conditions, traffic, weather, etc.

Accurate ETAs are critical to customer experience. **When you adopt a routing solution that can actually solve this problem, you can start making promises that your drivers can keep.** You can delight your customers by delivering right on time, and you can reduce failed delivery costs.

What to Look for in a Route Optimization Solution

If delighting customers while optimizing costs sounds like a recipe for delivery success, then your next step is simple: finding a route optimization solution that powers precise, accurate ETAs. This requires:

- **Flexible Routing Options:** Every delivery operation is different, which means you need a solution where you can adjust your routing for different vehicle types, loads, drivers, services, etc.
- **AI:** A mind-boggling number of factors impact ETAs—luckily, AI-powered technology can learn from historical data to improve precision over time.
- **Scalability:** Your routing software should be SaaS-based and capable of routing thousands of trucks in minutes. Here, you also want your solution to integrate easily with your existing technology.

With a solution that meets these criteria, you can do more than just save money on fuel and labor—you can leverage **smarter routing into better customer experiences.**

“When drivers are working to meet ETAs that are actually realistic, they can keep delivery promises, delight customers, and reduce last mile disruptions.”

Satish Natarajan
CEO of DispatchTrack

Key Stats

- More than 70% of consumers say that valuing their time is the most important thing you can do.
- 13% of consumers say that they'll never order from a particular retailer again after a late delivery.
- DispatchTrack's routing engine produces ETAs that are accurate 98% of the time.