

Why Last Mile Transparency Is Key to Elevated Customer Delivery Experiences



What Does Transparency Mean for Your Customers?

On delivery day, your customers are eagerly awaiting their new sofas, fridges, you-name-it—but that excitement can quickly turn into worry. If they don't know when their order will arrive, they could spend the whole day fretting and still step out just before the truck appears. The flipside of this pitfall is that **boosting transparency represents a huge opportunity to delight customers, strengthen your brand, and grow your business.**

How Transparency Impacts Costs

Transparency—in the form of accurate, real-time delivery updates—can seriously elevate customer experience. But you can also be leveraged it to optimize costs:

- If you can spot order exceptions at a glance and work to resolve them, you can manage the last mile more proactively, reducing failed deliveries.
- By letting customers track their orders in real-time, you can minimize inbound customer service calls.
- When you know everything that's happening in the field, you can call the customer before there's a problem, reducing inbound calls even further.

Visibility and transparency give you control over your processes from end to end. When you can see everything from truck and order statuses to customer requests in real time, you can be truly proactive.

How Do You Make Last Mile Transparency a Reality?

Last mile transparency is about more than just delighting your customers—it's about staying agile. How do you make that a reality? You'll need a few things:

- **Centralized data:** information in shipping goes stale quickly; you can't spend time hunting for the right data.
- **Single-pane-of-glass dashboard:** If you can see live truck and order statuses from a single screen, you can drill down to important details more quickly.
- **Driver and customer interfaces:** when customers can track their orders in real time, they feel empowered and confident—resulting in fewer not-at-homes.
- **Automated communications:** this enables you to turn insights into action.

By implementing the above, you can keep customers in the loop while taking proactive steps to ensure great customer delivery experiences—all while optimizing costs.

“For many years, the biggest challenge identified by supply-chain leaders has been achieving visibility.”

Rich Sherman

Rich Sherman, Supply Chain Brain

Fast Facts

- Only 49% of supply chain leaders report being able to capture and act on real-time data.
- An increasing number of customers see phone calls as an unwanted escalation.
- More than 60% of businesses that implement last mile tracking software list customer service as a top area of improvement.