DispatchTrack

The 5-Step Implementation Guide for AI in Delivery Experience



AI in the logistics industry is here to stay—and businesses that use AI to evolve their existing processes can set themselves up for real ROI. In the realm of customer delivery experience, businesses are already using AI-powered agents to handle customer inquiries and streamline customer service and communication.

Here's a step-by-step framework for implementing an AI agent for customer delivery experience:

5 Steps to Get Started Using AI to Streamline Delivery Experience



1.- Enable 2-Way Messaging with Customers

Your customers will encounter the AI agent primarily via chat, which means that you need to start with a foundation level of two-way messaging capabilities between your customers and your team. Customers should be able to respond to system-generated text messages and receive a response in the same thread, which your team interacts with via a streamlined chat flow in your last mile delivery software interface.

2.- Scope Your AI Agent Properly

There's a lot that you can expect your AI agent to handle, but it's not magically going to handle every customer interaction. We recommend starting out a deployment with the chat agent set up for these use cases:

- Providing order details and other order information including item descriptions
- Informing customers about delivery schedules and estimated time of arrival (ETA)
- Capturing and processing delivery instructions
- Escalating cases to customer service when the chatbot cannot provide an answer, including requests for cancellations, rescheduling, and address changes

Having this technology already in place will make it much easier to capitalize as LLMs improve time—so this is a strong setup for a future scenario where your agents are handling rescheduling, order updates, and more.

3.- Gather the Right Data

You've set up your two-way messaging and scoped out what you want your AI agent to actually do. Now it's time to get your data ready to go. This is less daunting than it sounds. Whatever AI you're leveraging will be relying on the capabilities of existing LLMs, so you'll just need to input the information that's specific to your business:

- Name and address
- Description
- Customer service hours
- Website

Customer service hours are a particularly important puzzle piece. That information effectively enables your agent to manage customer expectations about when your human customer support reps will be available to handle inquiries that have been escalated.

4.- Configure and Brand Your AI Agent



This is where you match your AI agent to your existing brand identity by giving it a name and a distinctive voice. Ask yourself a few questions:

- What's a name we can give the agent that will resonate with customers and project the right image within the context of your brand?
- Is there anything unique or distinctive about the tone of your overall brand that you'd like to impart to the chat agent?
- Are there any types of queries or customer messages that your chat agent should ignore automatically?

5.- Decide How and When to Escalate to a Human

For inquiries that are outside the scope of your AI-powered agent, the agent needs to escalate to a human customer support rep. This means that you need to decide who gets alerted, and how, when a customer has a question or request that the AI can't handle. We recommend email alerts to stakeholders including the customer support team and managers, to ensure visibility into how these follow-ups are being handled.

Make sure to train your team on what to expect from the handoff from the AI agent and to clearly define the protocols for dealing with particular customer needs or requests.

How Does This Power ROI?

- Virtually eliminates WISMO calls
- Reduces customer service workload
- Speeds up issue resolution
- Centralizes and streamlines customer interactions

Want to Learn More About Leveraging AI in Customer Delivery Experience? Reach out to **sales@dispatchtrack.com**