



E-BOOK

7 Steps To Ensure Profitability and Loyalty in Grocery Deliveries



In the U.S., online grocery sales quadrupled to \$8.2 billion in August 2020 driven by the pandemic. While those numbers have leveled off as pandemic concerns have eased, the demand for online grocery delivery is still prevalent. Grocers must continue to refine their last mile delivery approaches to address online grocery demand, and address some challenges in the last mile.

KEY CHALLENGES

Weighing Down Grocery Home Delivery Operation

Skyrocketing Demand for Home Deliveries

The global instant grocery market is anticipated to grow to \$123.85 billion between 2022 and 2026, accelerating at a CAGR of 16.88%, in part due to increasing demand among consumers as a result of the pandemic. Grocery chains that do not have capabilities to scale delivery operations and ensure a superior consumer experience stand to lose revenue in the guise of lost customers and reduced brand loyalty.

Inconsistent Delivery Experience

Owing to the rapid increase in demand for frequent home deliveries, grocery chains in the U.S. are heavily dependent on more than one logistics provider. From an end-customer perspective, this becomes a challenge, as tracking multiple transporters becomes a tedious task and this often results in inaccurate information being passed on.

Incoherent Loss Coverage

Dependency on multiple delivery service providers makes managing coverage policies extremely difficult. Lack of uniformity in policy rules across the delivery service provider ecosystem also makes it challenging for grocery chains to quickly recover finances in case the goods are damaged, lost or stolen.

Slow Adoption of Modern Technology

Historically grocery chains have resisted implementing modern technology. To save up on some upfront cost of technology deployments, grocery businesses shy away from embracing advanced technologies. It might be a short-term relief, but in the long run, it is bound to have serious consequences in the guise of poor customer experience and uncontrollable delivery expenses.

Poor Visibility of Freight Movement

According to Statista, as much as 22% of supply chain professionals say 'poor visibility' is their number one organizational challenge. Lack of visibility makes tracking freight in-transit extremely difficult. This results in unnecessary delays, inadequate proof of delivery, poor route planning and more.

Lack of Control over Delivery Operation

Managing multiple delivery service providers and poor visibility of fleet movement make it extremely difficult for logistics stakeholders to efficiently manage delivery processes. Things like allocating tasks, ensuring an error-free delivery sequence and managing customer expectations become a problem when dealing with multiple service providers.



LAST-MILE?

How FarEye is Helping Grocers Drive Superior Last-Mile Deliveries

Here are 7 ways FarEye is helping grocery stores gain better control over their last-mile logistics operations.

Contactless Proof of Deliveries

FarEye drives contactless proof of deliveries by sending a photo of the parcel at the customer's doorstep via a URL which is used to track the parcel. The customer then signs on their personal device, which is then automatically displayed in FarEye's application for delivery stakeholders to see the progress of a given delivery task.





Enhanced Productivity

FarEye ensures that every delivery has a defined 'standard of excellence' based on highly accurate KPI benchmarks. FarEye's mobile application helps drivers to follow efficient delivery routes. The app also enables delivery stakeholders to manage and control job allocation, routing, sequence and facilitates real-time communication with customers. FarEye also archives customer feedback on delivery performance and allows shippers to use the same to plan delivery efficiently.

Managing Multiple Service Providers

FarEye ensures high levels of consistency while managing third-party delivery agents. By leveraging FarEye's control tower capabilities, grocery chains can access disparate delivery KPIs of trucks belonging to different service providers on a single dashboard, instead of investing time and effort by individually connecting with each provider. The control tower also provides real-time visibility of all ground-level activities.

Seamless Integration

FarEye seamlessly integrates with existing OMS, WMS, TMS, ERP, and 3PL systems to boost end-to-end visibility of delivery processes, gain critical insights into a service provider's KPIs, and ensure data-driven decision-making.

Better than Amazon Delivery Experience

FarEye hides 3PLs from customers' view, establishing a direct relationship between the grocery brand and the end-customer. It keeps a customer updated about ETAs, delays or any exceptions that may occur. FarEye uses intelligent bots that enable brands to quickly capture special delivery instructions, changes in location or a reschedule request and ties this information into the delivery workflow.

Scalable Delivery Operations

FarEye's intelligent crowdsourcing capabilities make it easy to onboard delivery agents to fulfill elastic demand requirements. Based on cost, proximity, previous performance and delivery urgency the platform can quickly scan for delivery agents across hundreds of markets and onboard the suitable ones.

Improve Margins

By reducing miles per delivery, ensuring intelligent task allocation, scaling operations, improving visibility and ensuring greater productivity, FarEye helps grocery businesses gain better margins.

First Choice for Last Mile

About FarEye

FarEye's Delivery Management platform turns deliveries into a competitive advantage. Retail, e-commerce and third-party logistics companies use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile delivery logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies. FarEye has 150+ customers across 30 countries and five offices globally. FarEye, First Choice for Last Mile.



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