



Creative Approaches to that Costly Last Mile of Delivery

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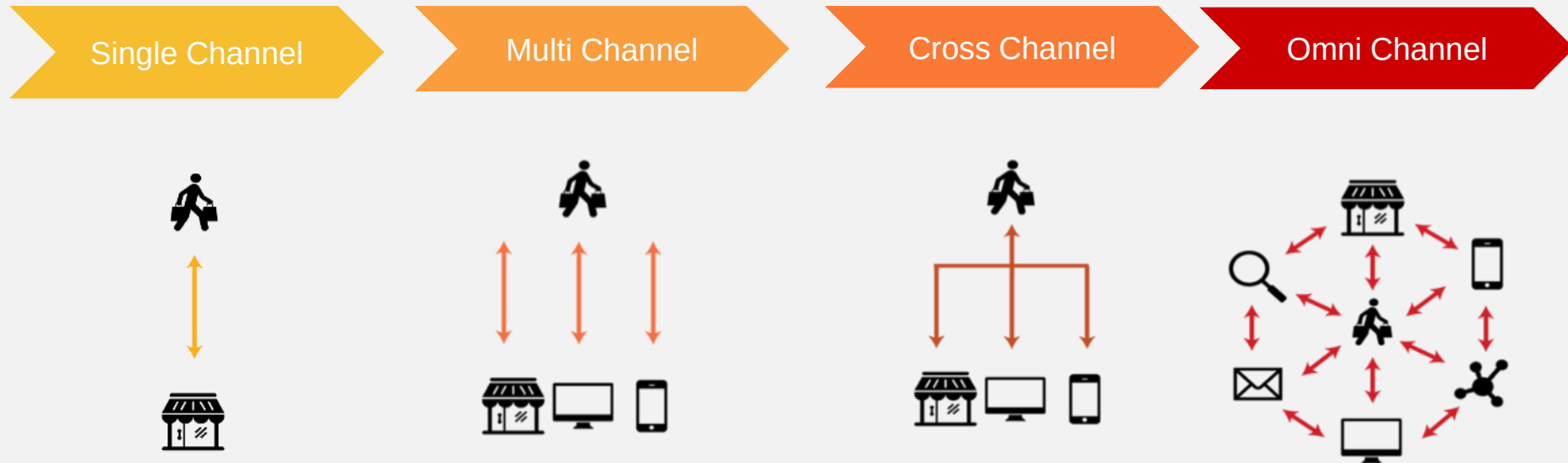
**National Home
Delivery Association**



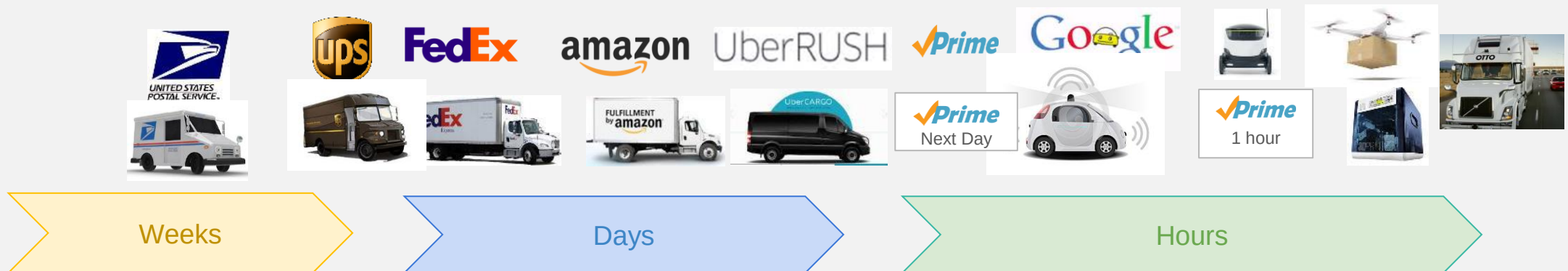
Many changes in the last 5 years alone

- Amazon/Uber mentality
- Increased frequency of shipments, lower volume per shipment
- Amazon shifts from online retailer to B2B service infrastructure provider.
- Online purchases rises to 30.9% in big box items, 51 % of all purchases*
- Delivery used as a “*differentiator*” for retailers
- People pay for more value, but not the core service level expected (23% will pay more*)
- Software becomes essential, including compatibility with mobile devices
- Communication with customer is a necessity (info sharing & visibility)

Rise of the Omnichannel: E-commerce emerges



A decade ago used to be a mailman delivering your mail. Today there is UPS, FedEx, Amazon, Google, etc.

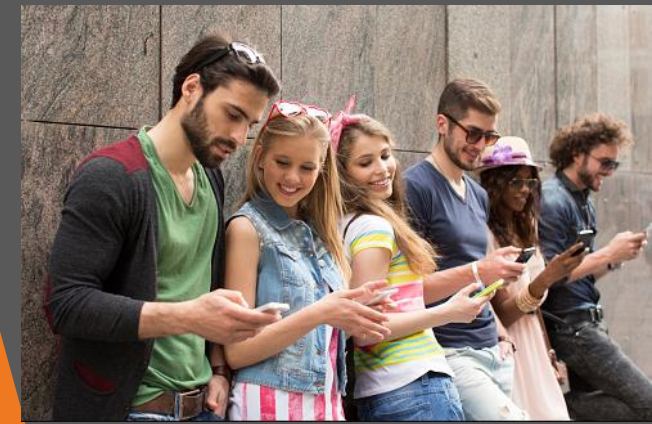


Issues with Big Box Deliveries

- Software & Technology
- Dedicated vs. Comingling
- Difficulty with the “Uberization” of last mile delivery
- Regulatory and political environments (employee vs. contractor model)
- Training of white glove delivery agents
- Liability and insurance expensive (never can automate handling)
- Coverage issues for the omnichannel
- Communication with delivery agents & customers
- Cost: Last mile 28% of cost*, approach 51% for two people on truck*

So what now?

- Develop a solid reliable software platform (personal technology adoption and innovation is outpacing many corporate efforts)
- Partner with reliable delivery agents to “streamline” customer white glove experience, and sharing information
- Set up customer information sharing pathways
- NHDA source for better understanding & building partnerships
- Do you have an infrastructure? (network for online). Join existing?
- Streamline processes!
- Winners will be companies that fully comprehend they are *technology companies & operating entities*..... or the technology companies will overrun them.



108.5 million Americans shopped online, as
compared to 99 million in stores Black Friday*

* National Retail Federation

The Path Forward.....

