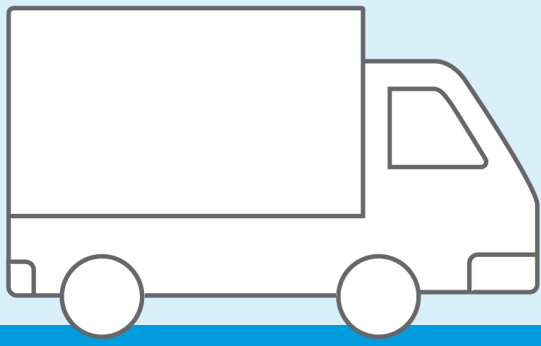


Why your **LAST MILE** needs to be one of your **FIRST PRIORITIES**



LAST MILE MAKES A DIFFERENCE

Last mile refers to the final leg of an ordered item's journey.

From transportation **HUB to HOME** delivery.

Last-mile costs make up [over half](#) the total shipping costs for a retailer.

WHEN IT WORKS

- Consumers are willing to:
 - **Share positive feedback** on social media about their experiences ([58%](#))
 - **Try new offerings** ([73%](#))
 - **Increase spend** with the retailer ([74%](#))

WHEN IT DOESN'T

- **Customers go elsewhere.**
- [55%](#) said they'd switch to a competing retailer if it offered faster delivery.



MAKE LAST MILE FIRST

How can middle market retailers improve last-mile efforts?

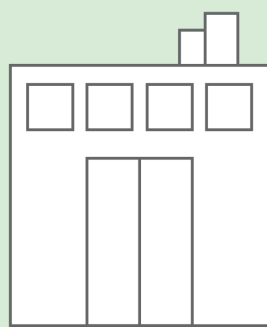


Listen, evaluate and adjust

- Listen to **consumer feedback** on the delivery process.
- Assess current operations and systems data and **identify delays and errors.**
- **Make changes, automate**, consider updating fulfillment and delivery management solutions, and revisit the process often to **evaluate and adjust.**

Centralize and optimize

- Look for ways to **minimize and centralize** warehousing. Some stores are actually becoming **micro-warehousing** centers and improving on-site inventory management, packaging, returns and pickup capabilities.
- Centralization and optimization **control costs** and aid profitability.



Provide security and transparency

- The last-mile experience and eventual delivery is **part of the customer's buying experience** and if packages arrive safely, undamaged and secure, **trust and brand loyalty are nurtured.**
- Likewise, allowing the customer to track location and timing during the process fulfills that need for **inclusion and transparency** in the delivery journey.



Sources: Business Insider; Capgemini Research Institute



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