



THE ULTIMATE GUIDE

How To Build Scalable, Same-Day Delivery Nationwide



This guide offers 5 key insights to:



SCALE

Scale same-day delivery nationwide, not only in large metros



FLEX

Flex to meet last mile delivery demand during peak season



LIFT

Create an infrastructure that supports delivery of oversized, bulky items

THE AMAZON EFFECT

The age of Amazon has brought about a new kind of customer; one that expects choice, convenience, and personalization across every buying experience, no matter what device they use or when they want it. For retailers, it means hitting a homerun with every sale or possibly losing the customer forever.

Same-day delivery sits at the center, where Amazon has combined the immediacy of in-store product availability with the convenience of online shopping. The retail giant's \$21.7B shipping investment in 2017 grew sales 25 percent to a jaw-dropping \$114B, dominating online retail and becoming the **third largest retailer** in the US based on yearly sales.

But the race to win the last mile isn't just about speed; it's about giving customers a full menu of delivery options to fit their preferences at the point of purchase, each and every time. No matter where they live, what they buy, or when they need it.



5 KEY INSIGHTS

Launch scalable, same-day delivery nationwide

Customers want faster and free-er delivery, no matter their zip code. In fact, **56% of customers** now expect same-day delivery from their retailers. While there have been strides within big NFL cities, little has been done to cover smaller towns and communities. Here's where to start:

1. Test and scale same-day delivery in small and large markets

Not all customers live in big NFL cities. Limiting same-day delivery to large metros leaves billions of dollars and brand equity on the table, especially when Amazon can service Chicago, Charlotte and every city in between.

Because every market is different, it's important to test same-day delivery in all of them. In smaller markets, retailers can feel more confident knowing that it won't break the entire system if one or two deliveries go awry. In large markets, retailers can immediately find delivery density and reduce last-mile costs from the beginning. Ideally, an initial pilot will allow you to test and learn from both at the same time.

2. Create inventory visibility

While inventory visibility has always been essential to an efficient retail supply chain, having real-time visibility is critical for an omnichannel, same-day delivery strategy. Operationally, retailers need to know what inventory they have where and make sure there's enough product available to fulfill online and walk-in store traffic. Once retailers know where items are, they then need to have enough resultant delivery capacity to make sure it all gets where it needs to go on time. Consider adding RFID tags or barcode scanners to know what's in stores, warehouses or already out the door.

56%

**Retail customers
that now expect
same-day delivery**



Using multiple service providers creates unnecessary complexity

3. Choose a delivery partner with a nationwide footprint

Not only will a nationally scalable partner help save time when expanding to new markets, but juggling multiple service providers — particularly when retailers have thousands of stores — creates unnecessary complexity.

Rather than working with a number of local partners, enlisting a delivery service with a nationwide footprint allows for a uniform and streamlined process across all markets, including SLA management, employee training, and standardized tracking and insurance.

4. Integrate POS and delivery systems

Rather than manually sending CSVs to a delivery provider, retailers should consider integrating their existing checkout and POS systems with their provider's technology.

With integrated systems, retailers can gain real-time visibility into scheduling, tracking, delivery confirmations and driver information. Not only can retailers drive and streamline same-

day delivery within an existing infrastructure, but they can easily scale it across in-store and online checkout.

5. Shrink distances between product and customers

It's not enough to deliver a great online shopping experience. The new retail imperative relies on how well the e-commerce strategy integrates with the retail ground game. That's why many U.S. retailers, from [Walmart and Macy's to The Home Depot](#), are now leveraging existing assets like brick-and-mortar stores and warehouses to extend the reach and efficiency of their supply chain.

Neighborhood storefronts are no longer only showrooms and aisles, but also serve as [hyper-local fulfillment centers](#) designed to shorten deliver-from-store windows, reposition inventory same day, and activate direct-to-consumer warehouse delivery. Given that logistics always evolves towards maximum efficiency, moving products and consumer goods — especially high replenishment items — closer to customers just makes good economic sense.





5 KEY INSIGHTS

Flex to meet delivery demand during peak

During peak season, timing is everything. For retailers, that means flexibility is mission critical in addressing out-of-stock SKUs, extending order cut-off times, and meeting delivery deadlines to capture every sale. Operationally, retailers also need to have product available, both to fulfill online and in-store traffic, and have enough resultant delivery capacity to make sure it all gets where it needs to go on time.

1. Measure and predict peak season demand

Before heading into peak season, every retailer should ask themselves the following questions: How many orders do we expect? How much time will we have to deliver it? How much capacity will we need? With nearly **25 percent of consumers** reporting that they would choose same-day or instant delivery, retailers can expect that growing demand will pour over into peak season.

Collecting specific metrics, such as customer demand for same-day delivery, on-time delivery rates, available capacity, and driver productivity, helps retailers prepare for peak. Rather than going in blind, the data helps retailers understand how much inventory and latent capacity they'll need to fulfill any order, at any time.

2. Ditch old-school courier models

Most emerging delivery solutions are simply tech-enabled couriers with old-school problems: capped resources, limited geographic reach, and little-to-no flexibility. Because most couriers use their own delivery vans to do milk-run deliveries, there's rarely extra capacity available when retailers need to meet unexpected spikes in demand. Once the van fills up, same-day is done. Unless the order is processed by 10am on the day of delivery, 'same-day delivery' might actually become next day. In the hyper-competitive age of Amazon, these solutions risk leaving retailers and their customers empty-handed.

25%

Consumers that would choose same-day or instant delivery

90%

Retailers that expect to use crowdsourced delivery within the decade

3. Consider crowdsourced delivery

If crowdsourced delivery still seems like a fad, think again. More than **90% of retailers** expect to use crowdsourced delivery within the decade.

Crowdsourcing drivers in close proximity to stores and warehouses enables retailers to expand their delivery radius, extend same-day order times, and flex to meet volume spikes. As delivery volume goes up, the number of active drivers delivering within the system goes up as well, while delivery times and costs remain the same. That means retailers can offer true same-day delivery on those need-it-now purchases.

4. Offer better, more full delivery windows

Holidays, weekends, morning, noon and night — customers may want delivery at any and all times throughout the day. For retailers, that means finding a flexible delivery partner with coverage anytime, anywhere at an affordable cost. In the end, an investment in around-the-clock delivery will pay off for saving the sale and convenience-hungry customers looking for the retailer-delivery team that best fits their schedule.

5. Prepare in-store employees for delivery

Getting your supply chain prepared for same-day delivery is more than making sure you have enough trucks on the road. In-store employees are the frontlines of any delivery business, so they need to be properly trained to fulfill delivery orders, meet drivers, and coordinate with customers as needed. Work with the delivery service directly to create go-to-market training guides that clearly outline expectations and processes — your team (and your customers) will thank you for it.





5 KEY INSIGHTS

Support delivery for oversized, bulky items

Customers are requesting next- and same-day delivery for small stuff that fits in the front seat of their car — but they're also requesting delivery for huge items and bulk orders. It's the psychology of free. It's not enough to just get a 36 pack of Gatorade, but the customer is ordering enough Gatorade for the entire team in one order, and suddenly, the retailer has a size problem.

1. Find a fleet with large vehicles

This one seems simple, but retailers should make sure they're aware how much available capacity a delivery partner can provide. For example, if retailers partner with a service that has a limited numbers of van, they end up needing to choose if that vehicle should carry one couch or a number of small orders.

The delivery partner of choice should have a flexible fleet that includes sedans, SUVs, sprinter vans and even cargo trucks to accommodate any size delivery, at any given time.

2. Ensure drivers have the right equipment

Before selecting a delivery partner, make sure they have the proper equipment to transfer oversized items in rain or shine. Beyond having the right vehicle for the job, drivers should have the right equipment — including tarps, straps and tie-downs to ensure larger items are secure all items in the delivery.

3. Let customers choose and change delivery windows

Same-day delivery has become the defacto delivery option. Make sure you give customers that same level of choice even when they choose (or need to change!) their delivery windows, especially when oversized items might require someone to unload and set up in-home.

A flexible fleet can accommodate any size delivery at any time

4. Onboard and train in-store employees and drivers

There's no doubt that extra training may be needed for oversized and bulky deliveries; it takes expertise to load and deliver oversized items. Onboard and educate employees who may be handling oversized items, including any specific operational processes for delivery. For oversized deliveries, training needs to extend beyond employees to ensure customers have a great delivery experience. Work with delivery partner to create driver training program that covers oversized item handling and specific workflows for larger inventory.

5. Open lines of communication with customers

Even sending small items requires coordination among the retailer, delivery partner and customer, so shipping a couch or a set of golf clubs takes an even more concentrated effort. Outside of allowing customers to select delivery windows, create a direct line between customers and your delivery partner for easy pickup and drop off.



**Want to learn more about
flexible, scalable same-day delivery?**

We'd love to talk about your delivery needs and how Roadie can help.

[Get in touch with our team](#) to schedule a call today!