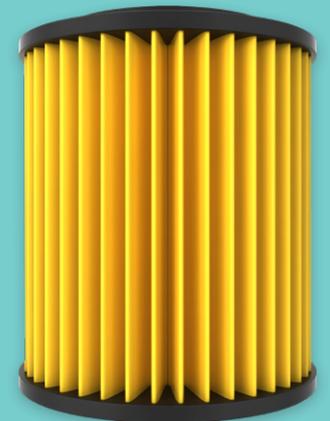
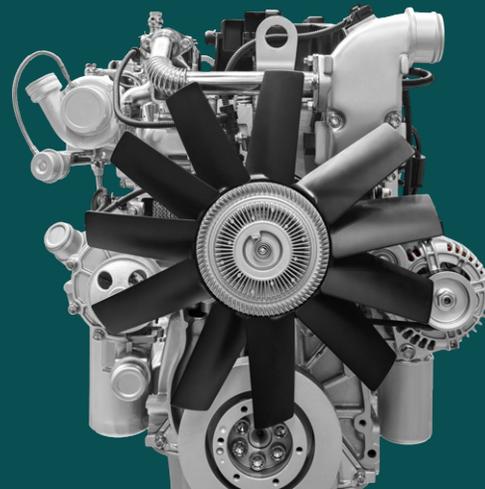




THE ULTIMATE GUIDE

How To Build Scalable, Same-Day Delivery Nationwide



This guide offers key insights to:



SCALE

Scale same-day
delivery nationwide



FLEX

Flex to meet
demand at any time



LIFT

Support delivery of
oversized, bulky items

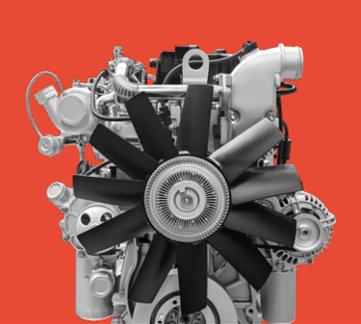
THE AMAZON EFFECT

The age of Amazon has brought about a new kind of customer; one that expects choice, convenience, and personalization. The result is that buyers demand the same benefits in all purchases they make. For auto parts retailers, this has created an environment where business buyers and individual consumers expect to purchase and get the parts they need, when they need them, with as little friction as possible.

Same-day delivery now anchors the center of this expectation, where Amazon has combined the immediacy of in-store product availability with the convenience of online shopping. Parts retailers have an imperative to match Amazon in improving choice and convenience through delivery or risk losing out on sales.

In today's omnichannel world, customers have an infinite number of choices when purchasing parts. They're not limited by what's currently in-stock at the nearest parts store. If a repair shop needs a new battery to complete a repair or if a consumer needs to replace a damaged tire, they can easily identify the retailer that can get them the part and get their vehicle back on the road. Same-day delivery enables you to consistently ensure buyers get parts when they need them.

But the race to win the last-mile isn't just about speed; it's about having a full menu of delivery options to get parts to the right point of purchase, each and every time. No matter where a customer lives, what they buy, or when they need it.



KEY INSIGHTS

Launch scalable, same-day delivery nationwide

Thanks to big e-commerce players like Amazon and Walmart entering the parts space, customers expect fast delivery, especially the DIY-ers. The retail giants have captured [nearly one quarter of this market](#), necessitating that you have a strategy for winning in the delivery game. Leveraging a same-day service that can shift inventory between stores, from DCs to local locations, or direct to customers is key. While there have been strides in same-day within big NFL cities, little has been done to cover smaller towns and communities.

HOW TO SUCCESSFULLY SCALE:

Test same-day in small and large markets

Not everyone lives in big NFL cities. Limiting same-day delivery to large metros leaves billions of dollars and brand equity on the table.

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

Create inventory visibility

While inventory visibility has always been essential to an efficient supply chain, having real-time visibility is critical for a same-day delivery service. Operationally, you need to know where and what inventory is available and that there's enough to fulfill online and walk-in store traffic.

Success relies on how well e-commerce integrates with the ground game.

Once you know where items are, you 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.

Choose a partner with a nationwide footprint

Not only will a nationally scalable partner help save time when expanding to new markets, but managing multiple service providers — particularly when you have thousands of locations — 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, while still providing insights into the nuances of each delivery zone. National partners will streamline SLA management, employee training, standardized tracking, and insurance, and will be able to determine cost and time variabilities in each market.

Integrate point-of-sale and delivery systems

Rather than manually sending CSVs to a delivery provider or calling in orders, you should consider integrating existing checkout and POS systems with the provider's technology.

With integrated systems, you can gain real-time visibility into scheduling, tracking, delivery confirmations and driver information. Not only can you drive and streamline same-day delivery within an existing infrastructure, but you can easily scale it across in-store and online checkout.

Shrink distance from product to buyers

It's not enough to deliver great online and in-store shopping experiences. The new imperative relies on how well your e-commerce strategy integrates with your ground game. That's why many retailers across verticals 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 aisles, but also serve as [hyper-local fulfillment centers](#) designed to get people their parts. Whether delivering from the store, repositioning inventory same day, or activating direct-to-consumer warehouse delivery, your physical properties all become fulfillment resources. Given that logistics always evolves towards maximum efficiency, moving products closer to customers just makes good economic sense.



KEY INSIGHTS

Flex to meet delivery demand during peak

When a customer's car is out of commission, timing is everything. For parts companies, 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 and get customers back on the road. Operationally, you 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.

Re-evaluate courier models

The traditional courier model serves its purpose: predictable delivery schedules at predictable costs. But because most couriers use their own delivery vans to do milk-run deliveries, there's rarely extra capacity available when parts retailers need to meet unexpected demand. Once the van fills up, same-day is done. Unless the order is processed by 10 am on the day of delivery, 'same-day delivery' might actually be next-day.

The courier model simply can't handle urgent or last minute orders. But in the age of Amazon, immediacy has become an essential differentiator, especially for commodity businesses like auto parts. If your courier network can't meet customer demand for urgent and same day delivery, consider a new list of new delivery partners that can fill in the gaps.

Offer better, more full delivery windows

Holidays, weekends, morning, noon and night — auto repairs can't always wait for regular business hours. For parts retailers, that means finding a flexible delivery partner with coverage anytime, anywhere at an affordable

The 24-hour delivery payoff: customers learn they can rely on you to always get the part.



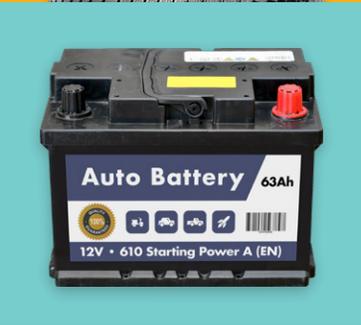
cost. In the end, an investment in around-the-clock delivery will pay off as customers learn they can rely on you to always get the part.

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 coordinate delivery orders, meet drivers, and educate customers as needed. Work with your 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.





KEY INSIGHTS

Support delivery for oversized, bulky items

Auto parts come in a range of sizes, from small stuff that fits in the front seat of a car to huge items. When a part fails or needs replacement, customers still want it as quickly as possible. If it's urgent, retailers can suddenly have a size problem.

Find a fleet with the right vehicles

This one seems simple, but you should make sure you're aware of how much available capacity a same-day delivery partner can provide. Your delivery partner should have a flexible fleet that includes sedans, SUVs, sprinter vans and even cargo trucks to accommodate any size delivery, at any given time. You shouldn't have to wait for a box truck to fill up to get a delivery out the door, but you should still have the ability to send large items when needed. Finding a delivery partner with a variety of vehicles means you get parts of all sizes to customers in a reasonable amount of time.

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, their drivers should have the right equipment, too. Depending on the job, that could mean tarps, straps, and tie-downs to ensure larger items are secure.

Let customers choose and change delivery windows

Consumers want more than next-day, same day or scheduled deliveries. They want the freedom to choose their delivery window at the point of sale, especially when oversized items might require someone to unload. There is no one-size-fits-all solution. Like most things in life, everything boils down to a question of time vs. money.

A flexible fleet delivers parts of all sizes to customers at any given time.

Onboard and train 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 on any specific operational processes for same-day delivery.

Work with a delivery partner to create a driver training program that covers oversized item handling and specific workflows for larger inventory.

Even sending small items requires coordination among the parts retailer and delivery partner, so shipping a set of tires 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!