

# How can logistics software influence the customer journey?

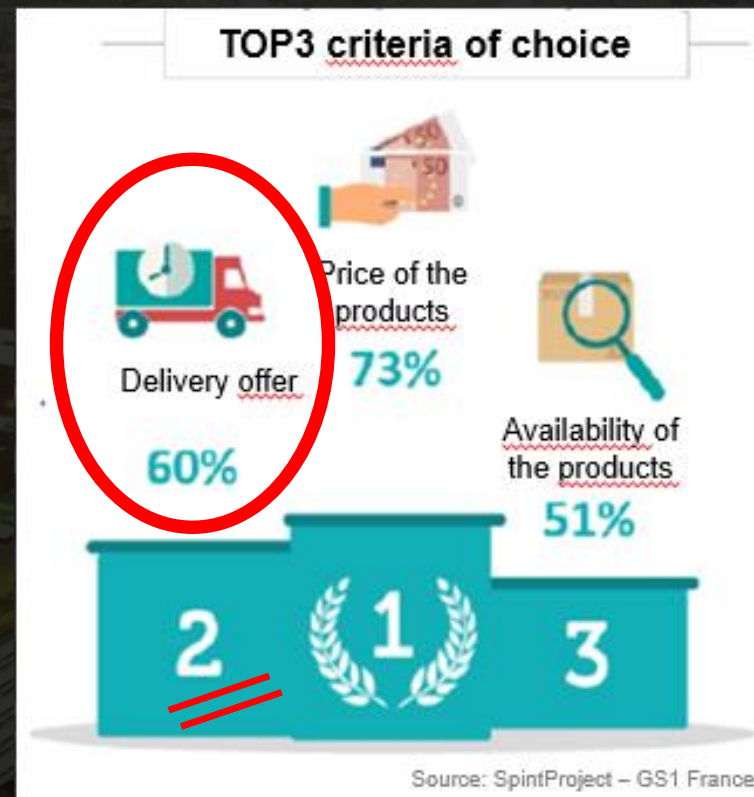
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Strategic Business Development Logistics Software



## REASONS TO LEAVE, REASONS TO STAY

- 60% of cyber-customers give up the order process if the delivery is not very interesting (StarService)
- 57% of customers give up the purchase if the delivery isn't for free (Adocta)
- 55% of customers with a bad delivery experience, decide to change retailer
- 20% say they have abandoned a website after a delay in delivery





# THE CHALLENGE

## ATAWADAC

Any Time – Any Where – Any Device – Any Content

New services

New constraints

New processes

New tools





# LOGISTICS SOFTWARE

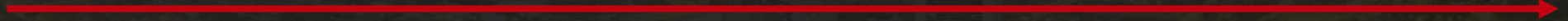
Strategy

Tactic

Operational

Execution

Time line



Customer journey



Research  
Enquiry  
Comparison



Decision  
Purchase



Delivery  
Customer care

Logistics software

Logistics flow studies  
Depot location  
Strategic transport plan  
Omnichannel structure  
...

Setting-up:  
- Processes  
- Control tower  
...

Implementation of processes  
Stocks visibility  
Order management  
...

Delivery to customer  
Real-time optimization  
Order tracking  
ETA notification  
...



## FOCUS ON EXECUTION

# Delivery within one hour, or delivery on time?

**85%**

on appointment

**67%**

same day  
narrow timeslot

**57%**

on Sunday or  
in the evening

**57%**

within the hour



## FOCUS ON EXECUTION

85%

on appointment

### At customer's choice

The optimization software will propose the best tours to the retailer

More service  
Less optimization gains

### At retailer's choice

The optimization software will propose the most profitable slots to the customer

Max optimization gains



## PREMIUM DELIVERY?

45% of the French e-customers are **ready to pay a premium** for a “tailor made” delivery

(Adocta)

Example #1: Retailer

Step 1: Classic (free)

“You’ll receive your order on”:  
May 18th - 14h to 16h

Step 2: **Premium (charged)**

“Choose your appointment”:  
- May 17th - 16h to 18h  
- May 18th - 12h to 14h  
- May 18th - 14h to 16h  
- May 19th - 10h to 12h

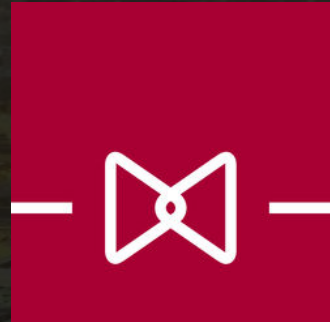
In both cases, the timeslots have been selected by the optimization software according to the customer address and the existing open tours

## PREMIUM DELIVERY?

45% of the French e-customers are **ready to pay a premium** for a “tailor made” delivery

(Adocta)

Example #2: Premium Concierge service by a Last Mile specialist



Premium Concierge service :

- 18h to 00h, Monday to Friday
- 9h to 14h on Saturday
- 30 days caretaking
- grouping all your parcels in one delivery
- real-time geo-tracking of the deliveryman

Thanks to the consolidation of parcels, as well of customers, the optimization software is able to create profitable tours with massified volumes, for more loaded vehicles, less vehicles on road, less kilometers, less CO<sub>2</sub>, ...



# LAST MILE

Most expensive part of  
the deliveries

Showcase of the brand

The contribution of **logistics software** becomes essential:

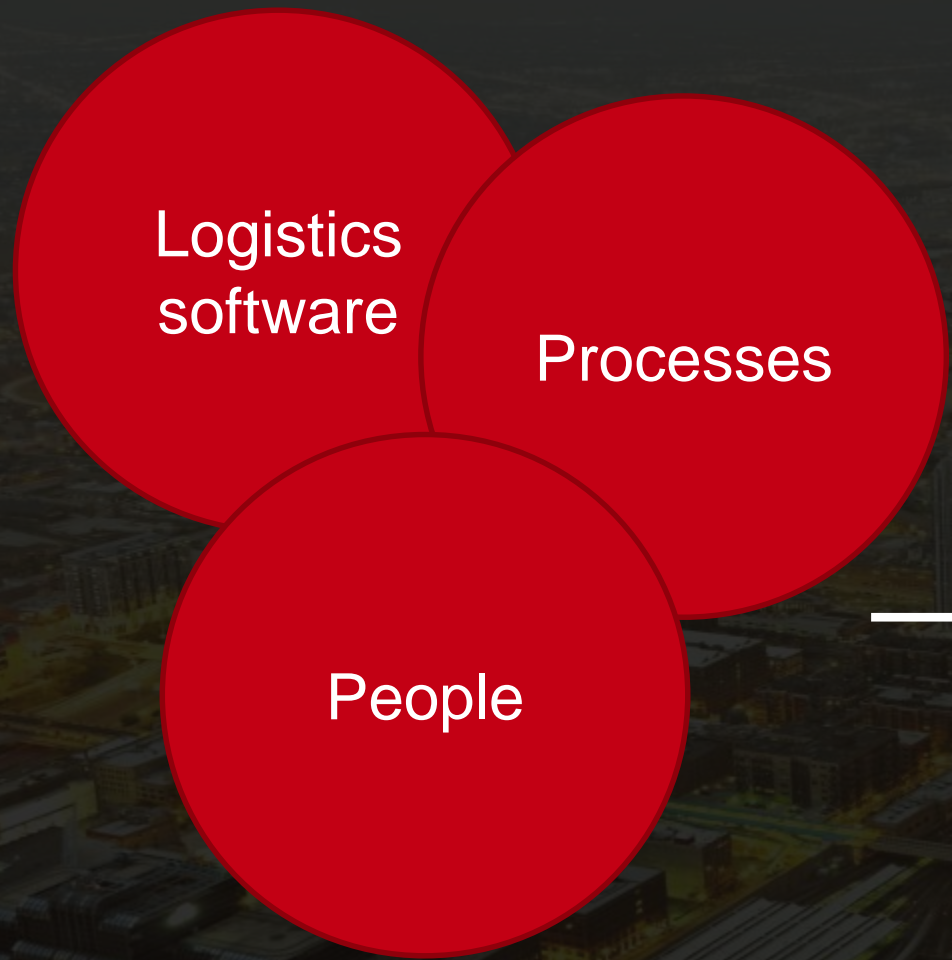
- to propose narrower delivery slots
- to create reliable tours to meet the promised punctuality
- to offer a tracking service
- to notify the estimated time of arrival (ETA)

Efficiency

Quality of service



# DIGITIZATION



→ **Creating Value**





Thank you  
Danke  
Merci

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