

Last Mile Delivery Management: Finding Balance

Last mile delivery management is not an added benefit. It has become the key element that is needed for the success of last mile deliveries. Last mile deliveries are crucial to perfect in today's time because of the delivery criteria that has been set by renowned companies like Amazon. Same day deliveries and last mile delivery processes executed by these companies have escalated customer demands to a whole new level. These customers expect businesses, even small businesses and startups to act the same way.

This level of customer demand is hard to match. Companies and managers are therefore confused about how to find the perfect balance in their last mile delivery operations. Here are some of the important things that you must keep in mind in order to create balance in the last mile delivery management process, and execute delivery that match the level of competition that is prevalent in the market.

Investing in technology

Know which technological updates to make use of and which not to use. For last mile delivery management, a software for managing these types of deliveries would be required. This software must have the capability to become customized to match your exact business needs. Your last mile delivery software must also provide access to driver application, real time tracking, driver allocation, route optimization, and more.

Keeping check on the finances

Last mile deliveries can be very costly and can have a negative impact on your finances. Companies need to keep in mind that while it is important to invest in successful deliveries, it is also important to not go overboard with costs. There needs to be careful monitoring and cost optimization done in the process. Research data reveals that more than 41% of the costs involved in the supply chain process are spent on completing last mile deliveries.

Balancing customer expectations

It is no secret that customer expectations are the driving force for any brand. However, this doesn't mean that brands lose their identity or go into loss based on these expectations. Make sure that your product pricing is such that it does not automatically drag you towards loss. This becomes evident in the cases where brands miss out on including the delivery costs into the price of the products.

Shipox is a data-driven **Last Mile Delivery Management System** that enables its users across a multitude of diverse industries to avail market competitive features and customer support in order to automate and perfect their delivery process. Shipox users are able to increase the efficiency of their delivery process, optimize their costs effectively, and enhance their customer experiences. To learn more, you can [sign up for a quick demo here](#).