

REROUTE

YOUR STRATEGY FOR LAST-MILE DELIVERY

Customer demands are shaking up the last-mile delivery ecosystem. Offers for “free and fast” delivery are no longer enough.

CONSUMERS WANT MORE

36%

of online shoppers are willing to wait for free delivery

46%

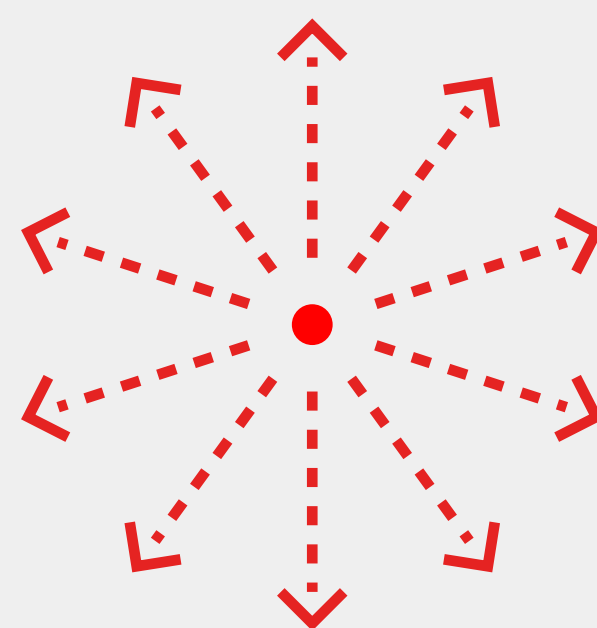
expect next day delivery to be free

56%

would not pay more than \$5 for next day delivery

81%

are not willing to pay more than \$5 for same day delivery



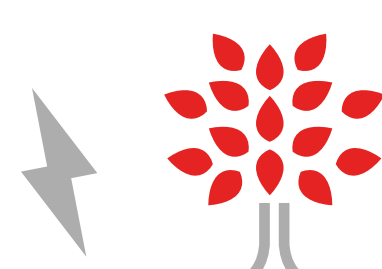
WHICH DIRECTION TO GO?

Every player must adapt to the new industry landscape. Tomorrow’s winners will use emerging platforms to connect with customers, own the relationship and deliver added value through differentiated services.

Logistics/postal companies



Relocate logistic hubs to city centers. Proximity shortens lead times and expands delivery time options.



Reinvent hubs to be faster and greener or risk being replaced by governing bodies or retailers.



Adopt new approaches, like cross-docking to load vehicles quickly and minimize the need for storage.

Retailers

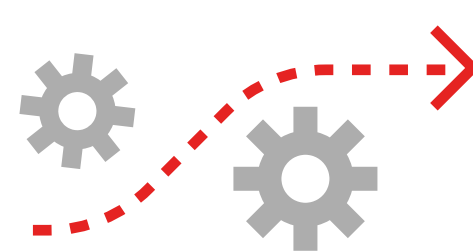


Capitalize on urban brick and mortar stores by offering services that extend beyond shopping. Design stores to support parcel operations.

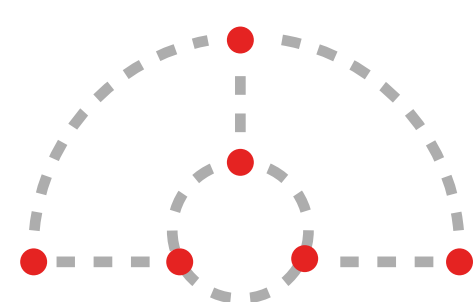


Offer convenience and fast pickup while monetizing new customer traffic.

Manufacturers



Move to more agile operations to deliver on promises (such as time/place) and differentiate in last-mile interactions.



Share the supply chain to boost efficiency and enable cost savings. Collaboration is critical for manufacturers to operate in urban environments.

Learn more about how to create a winning strategy for last-mile delivery with our full report: www.accenture.com/lastmile