




BRINGG

THE DELIVERY
LOGISTICS PLATFORM

DEMOCRATIZING YOUR DELIVERY OPERATIONS

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Democratize Your Deliveries



As companies around the world improve their logistical capabilities, they face major strategic challenges when it comes to deciding how to best manage their delivery operations. Build an in-house fleet or outsource it? Need delivery partners, such as 3PLs, to scale? Which regions or cities are the best ones to get started in? What's the right time to roll out after a pilot? And the list goes on.

The fundamental shift is that while customers will remain loyal to their favorite businesses and brands, it's not always necessary for companies to 'own' every piece of the supply chain. Deliveries, which used to be in the hands of a few big players or fleet owners, are now accessible to virtually every business through different channels.

Similar to the way in which ride-hailing companies such as Uber and Lyft, democratized rides by enabling any driver to become a part of their 'fleet', companies will have to find solutions that provide them with the flexibility to manage their delivery operations through a network of smaller partners so they are able to reach each and every of their customers.

This new landscape, in which deliveries are in the process of being democratized, is opening up huge opportunities for every company – enabling them to grow their commerce with an unprecedented level of freedom, flexibility and scalability. To achieve this consider the issues outlined in the next four pages.

Walled Garden vs Open Model

There are upsides to owning the infrastructure for your supply chain. Building a fleet, or even contracting an exclusive delivery partner, can be an enticing prospect since it provides you with tighter control over the entire delivery experience, your fleet's availability, and a clear chain of custody.

However, the reality for most companies is that this model also comes with serious limitations that can jeopardize business growth – and ultimately customer experience. For example, if a company prioritizes delivery services in areas with more clientele, the 'unlucky' customers who don't live near those areas will experience the product differently.

Another limitation is the ability for them to recruit and grow their workforce as fast as the business demands. Even for businesses that assign all deliveries to a single third party, there's a risk of becoming over-dependent on a supplier.

Creating a brand new fleet and workforce is probably the hardest – but the level of service, attention and know-how are priceless. Enough companies have proved by now that it is possible and highly profitable. Many of the perceived hurdles about opening your own operations can be solved with technology that helps companies, fleets and drivers operate successfully in an open and transparent environment.

Speed and Scale

Scaling up takes time and effort. However, when it comes to deliveries, we're at a point in time when companies can scale at unprecedented speed if they play their cards right and tap into existing infrastructure and networks. In a world that is more open and connected than ever before, a better way to handle logistics has become an absolute necessity for relevant companies. Most will have no choice but to choose local partners to help them evolve their delivery operations.

For example, a remote location with low customer density might not merit establishing a fleet, but a small delivery company in the region could be a key partner that enables the company to reach customers in that area without having to invest in a local fleet.

That small delivery company will benefit from additional business and bring the workforce and regional knowledge to help their customers broaden their horizon and give their customers an exceptional delivery service – wherever they may be. While 54% of the world's population lives in urban areas, every customer deserves the best experience, and companies must work hard to bring a service that is excellent and consistent across the board.

Opening Up to Expand Your Network

Deliveries are now a crucial part of the purchasing experience. With the unstoppable growth of online retail and mobile ordering, it's increasingly important for companies to invest in delighting customers at a critical touchpoint which is highly correlated to customer loyalty and therefore lifetime value.

In order to build and maintain global brand experiences through the delivery process, companies need to think local. Customers might be lured in through promotions, advertising, and other marketing activities. However, if a business cannot fulfill their brand promise where and when their customers need it, all efforts become futile.

For example, retail chains are developing new partnerships with local delivery companies, which might become essential players helping them successfully grow their delivery logistics capabilities. If managed correctly, it can be a win-win situation.

On the one hand, companies have the flexibility to tactically scale their business needs and use multiple resources that fit demand across multiple locations. On the other hand, local 3PLs can get new business partners while running their business as usual – with the flexibility to add new business without sacrificing their companies or jobs due to exclusivity agreements.

Simple, Helpful and Transparent

The theory is simple and straightforward. And the only way to make this model work is to build an ecosystem based on technology that makes execution simple too – which isn't a small feat.

When a company uses a third party delivery partner to carry out a job, that driver becomes an extension of the brand. In the consumer's eyes, the driver is part of the overall brand experience. That's why technology needs to help retailers not only convey their brand values, but also easily equip delivery partners with intuitive tools so they can be up and running with minimal training.

Finally, the piece that glues all the parts together is visibility and transparency. Flawless communication and visibility from all angles of the supply chain is a must to make this happen. Companies need to know in real-time the status of every order and every partner driver, so they can quickly solve any issue as it arises.

Summary

In a nutshell, companies need to embrace new models, technologies and partnerships. There is no silver-bullet strategy that works for everyone, but in most cases it will be a combination of internal fleets, fleets, partner companies, and even crowd-sourced resources. All these can be aligned to ensure that your customers can be reached in the best and fastest way possible.

That leads us to the final point which is that, in the midst of designing and orchestrating a more efficient supply chain, don't forget to put the customers at the heart of the entire logistics operation – all the optimizations, efficiencies and visibility throughout the supply chain are ultimately ways to remove barriers and bring you closer to them.





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Bringg is the leading delivery logistics solution, providing enterprises with the most efficient way to manage their complex delivery operations. Some of the world's best-known brands in more than 50 countries are already gaining clear strategic value from our powerful SaaS platform which offers the real-time capabilities they need in order to achieve logistical excellence across their delivery ecosystem.

Companies from the retail, grocery, restaurant, consumer goods, logistics, healthcare and services industries trust Bringg's technology to help them streamline their logistical operations for peak efficiency and create perfect delivery experiences for their customers. By using our platform, they can establish successful cost-effective operations that balance the needs of all the participants in their delivery ecosystem.

For more information and to request a demo, please visit our website at www.bringg.com