

An aerial photograph of a dense green forest with a winding road or path cutting through it. The road is light-colored and curves from the top left towards the bottom right. The trees are lush and green, creating a textured background.

SPATIALISE™

Insight from EMAPSITE

Delivery optimisation from order to drop-off

Six strategies to ensure customer satisfaction+

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Bumps in the road

The optimisation of delivery processes presents a lucrative opportunity to maximise customer satisfaction. Achieving consistently successful, punctual deliveries, however, is a challenge. If you sell online, or work in logistics or fulfilment, you're no doubt well aware of that.

Incorrect delivery details

Sometimes incorrect addresses are entered on online order form submissions. When that happens, it often results in failed deliveries. Even when postage details are correct, they can still cause issues during the last mile.

Lack of location accuracy

Typically, that's because postcodes and addresses can fail to indicate with

sufficient precision where an order needs to be delivered. When that's the case, finding the correct place to deliver, even when the location of the delivery point is roughly indicated such as when a driver has the name of a house and the street it's on, becomes time-consuming and success of delivery isn't guaranteed.

That issue is especially prevalent in rural areas where postcodes can stretch beyond horizons and in dense urban areas where – unbeknown to delivery drivers – multiple addresses can share single delivery points. Postage rooms in large apartment blocks are a common case in point.



Continued

The solution

These issues are remediable, however, and their most effective fix is mercifully easy to implement. Specialist delivery location products can be installed on ecommerce websites where they'll ensure all new orders have been assigned a deliverable address with a unique reference number and delivery point. Those same products can also be integrated with the navigation applications used by delivery drivers, which gives them the power to specify exact points of delivery, wherever they might be.

The dramatic reduction of undeliverable addresses combined with the identification of pinpoint accurate delivery locations results in a quicker, more efficient delivery service with vastly improved cost-effectiveness and the ability to produce consistent customer delivery satisfaction.



You may be surprised to learn...

Most location datasets won't guide your delivery drivers to exact order delivery locations. That results in unnecessary late and failed deliveries, which domino into wasted resources and bad customer reviews. Only those that merge Unique Property Reference Number (UPRN) and Unique Delivery Point Reference Number (UDPRN) location data to match postal addresses with exact, point-on-the-ground location coordinates ensure consistent delivery success.

Delivery satisfaction: business sustenance

Online sales are on an upward trajectory. In each of the last 3 years, the volume of parcels delivered in the UK was close to four billion. That ongoing shift has changed many aspects of the way products are sold and delivered. Some, however, remain unaltered; one of which is the critical importance of reputation.

Ecommerce customers demand efficient delivery

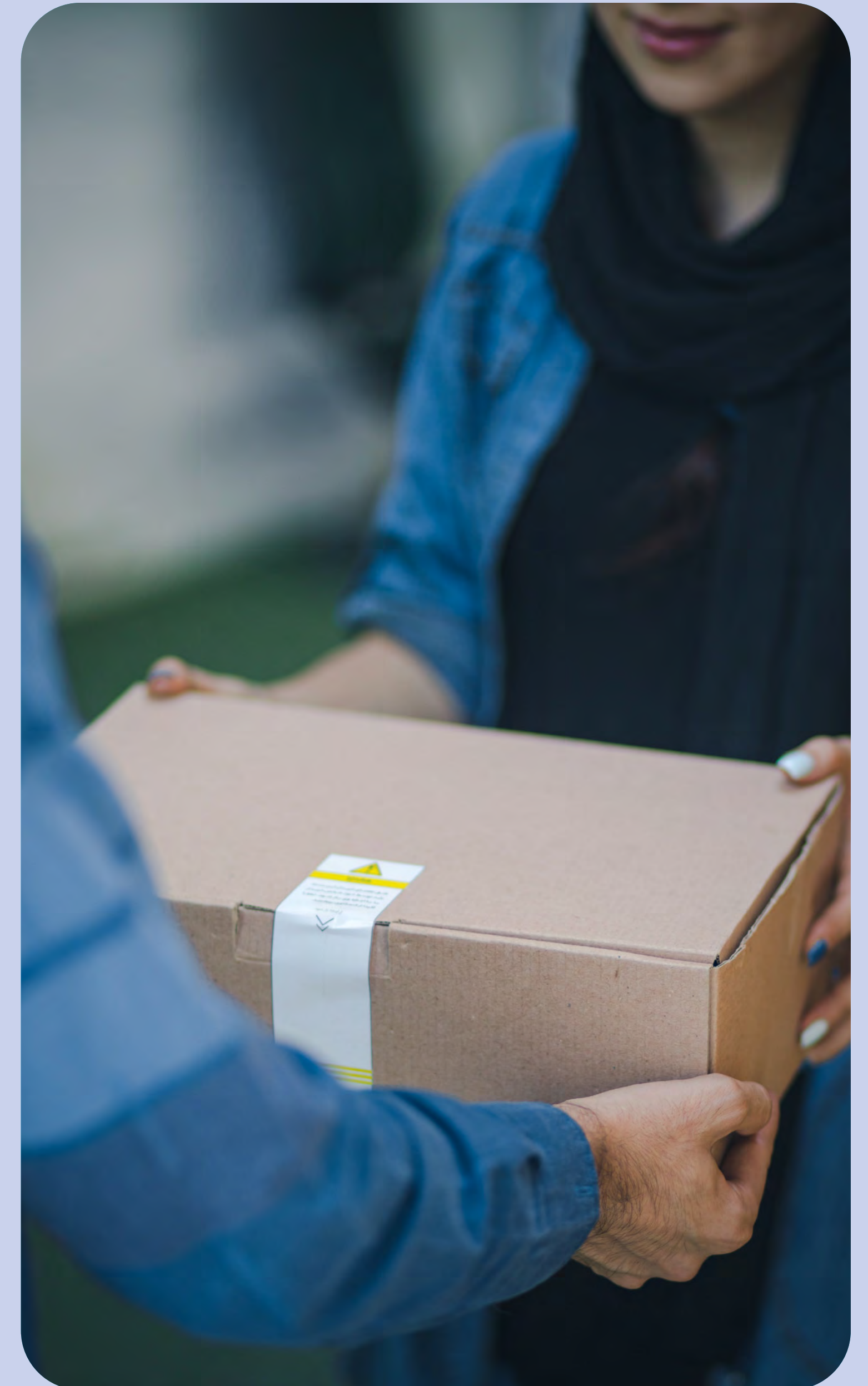
Online reviews have made the reputation of businesses more immediate, conspicuous and measurable than ever, and as 74% of online shoppers* consider delivery

the most important aspect of online shopping customer experience, delivery satisfaction now often adjudicates whether customers review an ecommerce company favourably or negatively.

Traditional word of mouth reputation still carries enormous weight, too. It's worth noting that 82% of customers** who are satisfied with delivery will recommend the retailer from which they purchased to friends and family. Considering the extent of the influence delivery satisfaction bears on reputation, efficient delivery processes have never been so important.

*Total Retail, 2022

**Capgemini, 2022



Continued

Logistics companies must satisfy their clients' customers

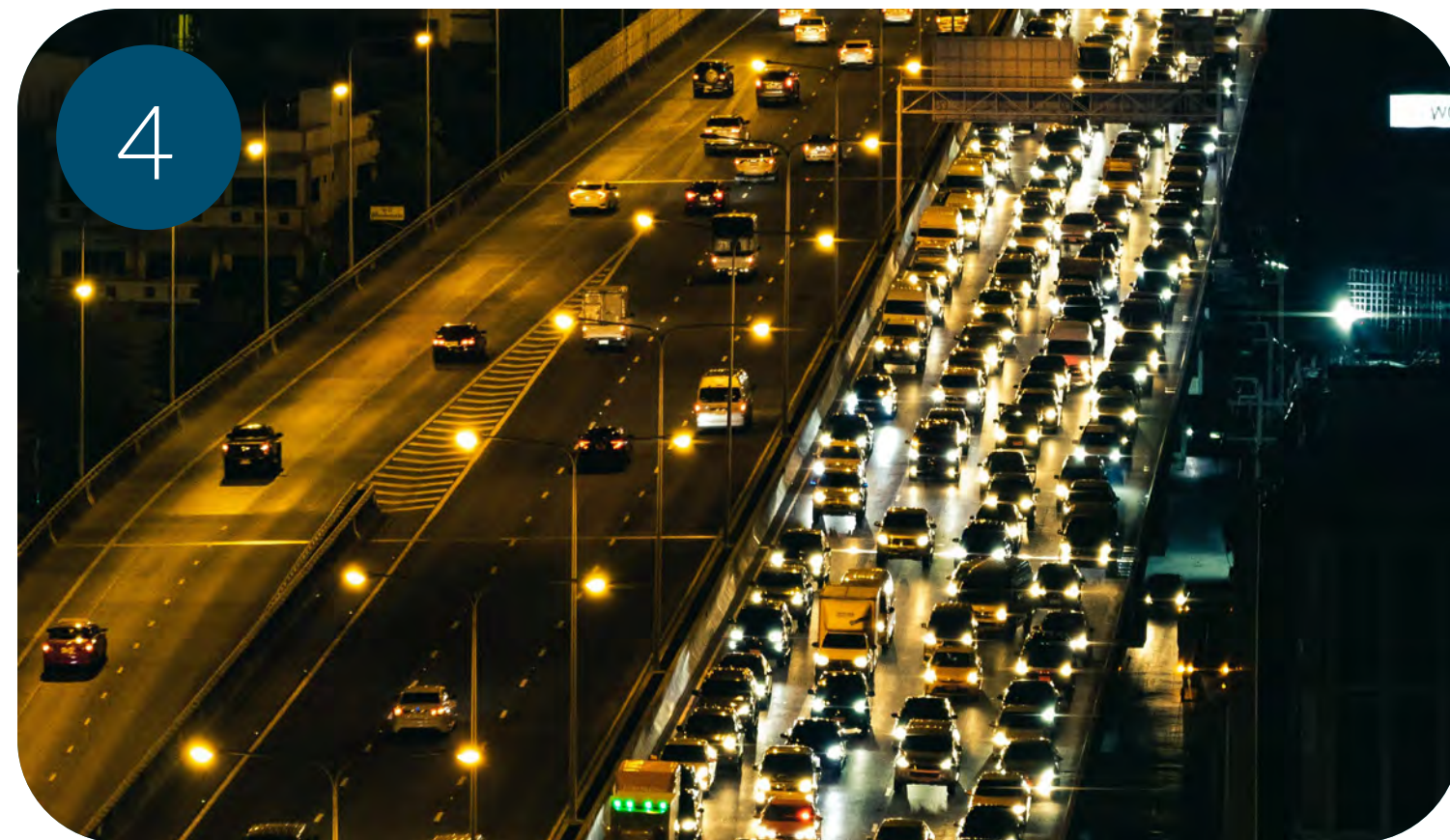
The necessity to ensure customer delivery satisfaction is just as applicable to couriers, and logistics and fulfilment companies. Although the people to whom these types of business deliver aren't usually those business's own customers, they are the customers of the ecommerce companies to which they provide their services. They'd therefore be wise to keep those customers posting positive reviews where, when and however they possibly can.

What's more, if a courier, or a logistics or fulfilment company is known for the speed, efficiency, and high rate of success of their delivery services, then enquiries from new clients will continue stacking up in its inbox and existing clients will remain firmly on its books. If, on the other hand, its name becomes associated with anything less, it's likely to find itself without many deliveries to make.



► Six strategies for success

How to leverage that last mile



1

Pinpoint the exact point of delivery

This, above all others, is the most powerful delivery satisfaction strategy.

As mentioned, postcodes and addresses aren't always enough. Often, they only give delivery drivers a vague indication of where to drop off orders.

When delivery drivers are provided with exact delivery locations for every order, punctual and successful delivery rates immediately skyrocket. Those higher rates translate into more satisfied customers, higher overall delivery rates, and fewer resources wasted on unnecessary returns and redeliveries.

The only way to achieve pinpoint delivery location accuracy is by using a UPRN (Unique Property Reference Number) and UDPRN (Unique Delivery Point Reference Number) powered location finder or installing one to augment the navigation application your delivery drivers already use.



Baseline knowledge

Pinpointing the exact drop-off location of every delivery streamlines the final mile and results in customer satisfaction.

2

Give yourself a head start

When does delivery begin – when the product is loaded onto the van? Dispatched from the warehouse? In the eyes of ecommerce customers, it's before their purchase is even complete. Entering delivery address details into shipping and billing fields is the trigger that fires the starting gun.

If that process consists of a few clicks, your delivery will be off to a flying start. If it involves laboriously typing reams of text into a multiple section form fill, it'll get stuck at the gates. No prizes for guessing which gives customers greater satisfaction.

The ease or difficulty of entering an address into an online order form is determined by the efficiency and functional capability of the address lookup software that powers that form behind the scenes.



Baseline knowledge

Customer satisfaction+ begins during the order process.

3

Deliver to real destinations

Obvious, yes. But you may (or may not) be surprised: lots of deliveries fail simply because they are dispatched to addresses that don't exist.

Exhausting time searching for non-existent addresses only delays the inevitable failure of delivery and worsens its resulting knock-on damage.

Often this problem begins with customers misspelling their delivery address or entering an undeliverable one while making an order. Prevent that from happening, and you can be sure that all your orders will be sent to real destinations.

That prevention can be achieved by equipping online order forms with the power to detect undeliverable addresses and prevent order progression until the entry of an undeliverable address has been rectified.



Baseline knowledge

Prevent customers from entering non-existent delivery addresses.

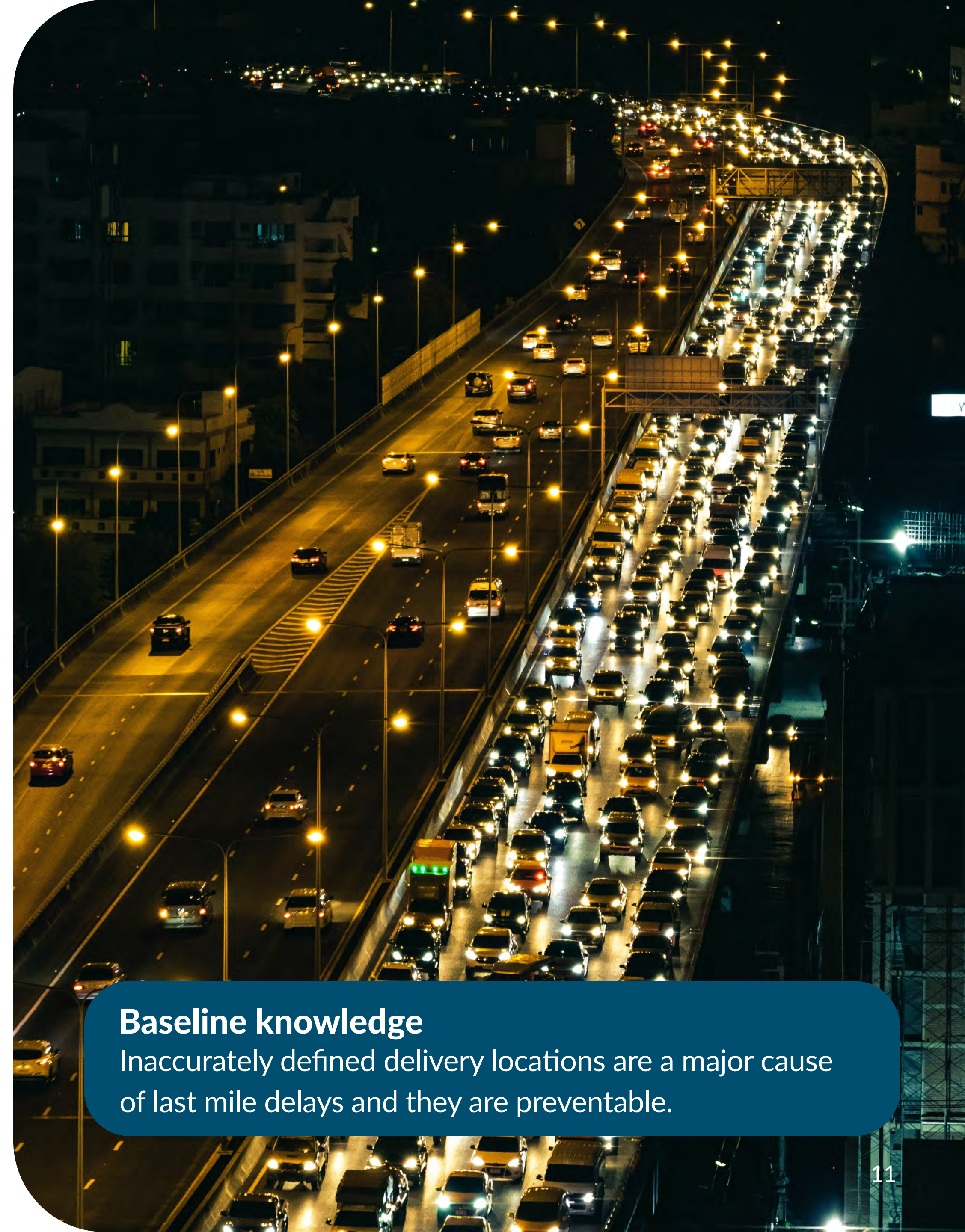
4

Focus on the last mile

The last mile is the final stage of delivery in which an order is transported from a local distribution hub to its drop-off destination.

This stage is often the most inefficient and costly in a delivery's journey. A logistics company can carry a parcel from Bristol to Gloucester in an hour, but if the location of the destination to which that parcel needs to be dropped off is inaccurately defined, the delivery driver can then spend another hour in Gloucester searching for it.

Traffic congestion, road closures, accidents and other uncontrollable circumstances also frequently cause major last mile delays. It's crucial, therefore, that logistics companies prevent delays caused by circumstances that are within their control. For that reason, providing delivery drivers with an exact delivery location for every order is essential.



Baseline knowledge

Inaccurately defined delivery locations are a major cause of last mile delays and they are preventable.

5

Stay a step ahead of change

Locations change. New roads and properties are built all the time and existing road layouts can alter dramatically. Old properties are frequently demolished. Multiple existing addresses can be consolidated into single delivery points and vice versa.

Exact delivery location accuracy therefore only remains exact if it accounts for all the everyday developments that affect location. Before choosing a delivery location finder, make sure all options in contention are regularly updated after purchase to account for topographical and address changes.



Baseline knowledge

Exact delivery location accuracy only remains exact if kept up to date.

Invest wisely

Few things in life are free, and most of those that are come with drawbacks of such severity that they essentially negate any would-be redeeming cost advantage.

Free delivery location finders fall into that category, but despite that, they're very popular. They simply don't, however, provide the location accuracy required to achieve the consistently punctual and successful deliveries that ensure high customer delivery satisfaction.

The free options owe their prevalence to the fact that most of the capable paid-for alternatives are prohibitively expensive and because the building of in-house solutions rarely transpires in an economically judicious use of precious resources.

That being said, excellent cost-effective options are available. Some offer the complete package for customer delivery satisfaction: pinpoint delivery location accuracy and the capacity for integration with ecommerce platforms, other online order form fill powering software, and leading navigation applications.

Baseline knowledge

Ultra-accurate, cost effective location finder products are a high return investment.

In conversation...

Delivery expert Ben Ruhmund gives the inside track on how Addressible from Emapsite will help you achieve consistently outstanding delivery satisfaction.



Put simply, what is Addressible?

Addressible merges UPRN and UDPRN data to match delivery point reference numbers with exact coordinates (easting/northing) on the ground, and by doing so, produces pinpoint geographic delivery locations. Frequently updated with the latest location data, the product can be installed alongside online order form fill software to ensure that customers can only enter deliverable addresses when making an order. It also features an address matching tool that's invaluable for anyone who needs to verify property addresses during online transactions. Thanks to these advanced capabilities, Addressible ensures confidence, speed, accuracy and convenience.

What are UPRNs and UDPRNs?

Every property in the UK is assigned a UPRN (Unique Property Reference Number). UPRNs are incredibly useful in logistics as they specify exact property locations. They come up short, however, when an order needs to be delivered to a property in which multiple dwellings share one delivery point. These situations call for the specialist location identification provided by UDPRNs (Unique Delivery Point Reference Numbers). UDPRNs identify properties that use shared delivery points and indicate the location of the shared delivery point they use. Addressible combines the ultra-precise location finding power of both.

In conversation...

How frequently is Addressible updated?

Monthly, which is more than regular enough to remain abreast with the pace of location change. Every update picks up new builds, property and location name changes, and addresses that have become obsolete. Name changes are tracked through 'aliases' – a feature in Addressible's address file that picks up houses and locations identified by names rather than numbers. That tracking covers changes to properties and locations named in Welsh.

How is Addressible licensed?

Addressible combines Ordnance Survey and Royal Mail data, and by doing that, lifts the burden of multiple licence points from the shoulders of its users. As the product only requires one set of licensing, it offers the freedom to make much more flexible use of the data it contains. That makes it really accessible and understandable for anyone who can benefit from making use of the ultra-precise location insights it provides.

What last mile logistics challenges do you most often hear about?

Ecommerce, delivery and fulfilment startups gravitate to free location finder products. But the free options simply aren't accurate enough to ensure reliability. To make things worse, last mile logistics gradually become more challenging for these businesses as they mature. It's not long before the realisation drops that they need a cost-effective solution that's scalable and can grow alongside them. Addressible is exactly that solution. Other common challenges include the delays and confusion caused by incorrect addresses. Addressible's address matching capability can eliminate these problems by ensuring that only valid delivery addresses can be entered during the order placement process.

Which companies use Addressible?

One of Addressible's recent new users is a logistics start-up that makes a high number of drops and spends a great deal of time planning routes. Addressible's incredible location accuracy

is indispensable to this company and a key driver of its rapid growth. Another is one of the world's largest technology companies. They're using Addressible to support the launch of a high profile UK-wide ecommerce operation.

How important is delivery to customer satisfaction?

Crucial. I can't stress that enough. In the eyes of customers, delivery is the only service other than the advertising of products that ecommerce companies provide, and the sole service provided by logistics companies. What's more, 74% of online shoppers consider delivery the most important part of overall customer experience. If delivery is late or it fails, guess who they blame?

98% of ecommerce consumers say delivery experience directly influences their loyalty to a brand. So, not only does optimising delivery save ecommerce, logistics and fulfilment companies time and money, it reinforces the reputations that sustain their success.

Want to see how Addressible
can revolutionise your delivery
processes?

For a free trial or data sample...

SPATIALISETM

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