



Time to set the delivery fleet free.

Give field forces the support, guidance
and digital tools they need to excel.



How quickly, safely and securely a field force moves items through the supply chain will determine the level of confidence customers have in a logistics business. When it comes to customer expectation, the pandemic has raised the stakes. Just one poor experience could mean not only losing an existing customer, but also the recipient – possibly a potential customer – and any others who might hear about it.

The team in the field are only as good as the support, guidance and tools they are given. There are numerous variables at play, from route planning and traffic congestion, to scheduling, vehicle maintenance and security. Gaining control of these variables takes logistics companies closer to the friction-free predictability they dream of. And the employees on the ground are key to the quality of response.

There's a range of technology solutions that drive the speed, efficiency and consistency of the delivery process. But they need to be built around the field force and integrated to optimise their effectiveness. If employees receive the training they need to get the most out of new technologies



Fleet tracking boosts customer service

“Customer service among US delivery companies improved by 54% in 2020 because of fleet tracking.”

Verizon Fleet Technology Trends Reports

Only 5% of delivery fleets are using route optimisation

“Our research indicates that only about 5% of fleets are using route optimisation,” says Colin Ferguson, co-founder of route optimisation specialist The Algorithm People. “This means that a significant amount of organisations are operating at a commercial disadvantage, because they are not realising the efficiency and cost-saving benefits.”

<https://www.commercialfleet.org/fleet-management/best-practices/nine-ways-to-improve-your-delivery-fleet>

and the benefits they bring, they'll understand and appreciate the clear investment in them, as well as in the business. This includes better, easier, safer and more secure ways of working. In an environment where recruitment presents a growing challenge, this is critical to attract and retain the best staff.

High performing technology solutions

When it comes to technology, field forces need a reliable, fast mobile network that provides the robust connectivity needed to track people, vehicles and packages. This way, any problems can be quickly identified, plus employees' personal safety and security can be assured, as well as the items they're delivering.

Packages can be tracked using smart labels equipped with IoT sensors, which check location and monitor temperature and movement. IoT-driven telematics can carry out predictive maintenance on delivery vehicles, monitoring critical areas to anticipate problems, avoid breakdowns and spot potential safety issues. Smart cameras can reveal traffic flows and record any accidents.

Complete drop-offs and pick-ups as efficiently as possible

Delivery fleets that understand how to optimise routes reap the benefits in their bottom line. Optimised routes help drivers complete drop-offs and pick-ups as efficiently as possible, not only reducing fuel use but also helping to lower emissions”

Fleet Operator Recognition Scheme (FORS) business services manager Paul Wilkes.

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Applications can be tailored to the needs of a field force. They can be installed onto a rugged device, for example, which can provide daily delivery schedules, routes, and customer information. This enables employees to make direct contact and learn about changes in delivery criteria on the ground. Giving a field force input into the functionality of the app and a choice of device can help accelerate adoption and performance.

Autonomous vehicles and drones are already being trialled, and will play a key role in broadening the field force of the future, but only if the network is 5G-enabled with the power and reliability to ensure a strong, consistent signal. Right now, it's all about people – logistics employees – who will remain an important part of the delivery process long after the introduction of 5G. Developing the right hybrid culture is vital to the future success of any delivery network.

We hope you enjoyed this excerpt from our report on how hybrid working strategies that harmonise humans and digital innovation optimise the performance and value of your data and technology.



Why create an eLearning portal for couriers?

Mark Footman, chief operating officer at courier CitySprint, says: “We launched an eLearning portal to increase the accreditation levels of couriers, particularly to support the extra demand in healthcare services. This also benefited our couriers, who were able to boost their earnings by increasing the number of jobs they could accept.”

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