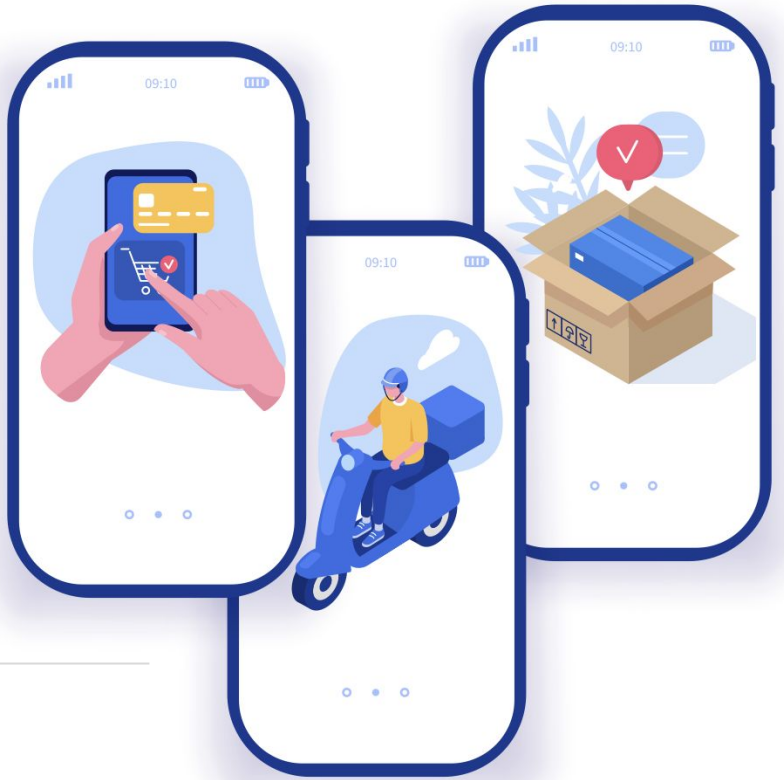
RetailWire Webinars

Living Up to Today's Last Mile Expectations



A RetailWire Webinar, sponsored by:

DATALOGIC
EMPOWER YOUR VISION

Moderating

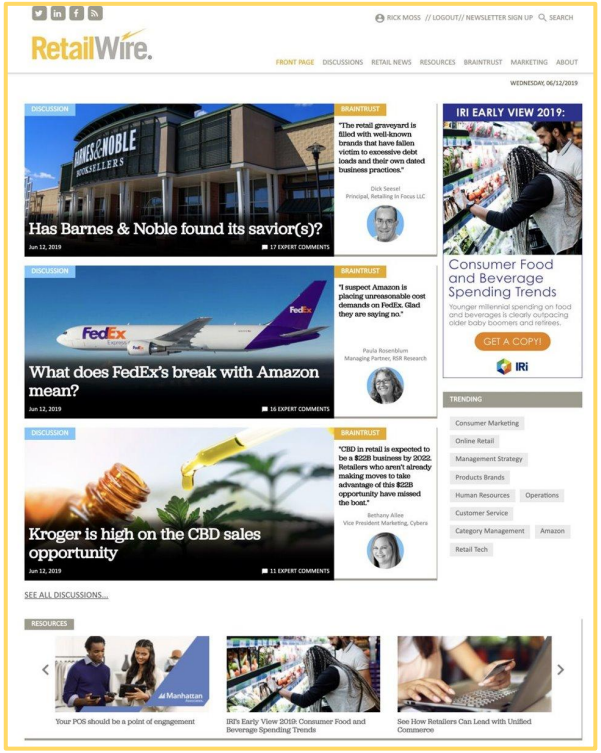
Al McClain

CEO, Co-founder, RetailWire

Al McClain has spent 30+ years in the retail, tech, and CPG spaces. Al's career highlights include sales and management stints with Luzianne-Blue Plate Foods, Bestfoods, Red Rose Tea, and Progressive Grocer (Trade Dimensions and Retail Insights divisions).

Al has also spoken extensively at industry events such as Shoptalk and for the National Grocers Association, the Institute for International Research, the Magazine Publishers Association, and the Category Management Association. He has written for publications such as Nielsen Wire, Loyalty Management and Forbes.com.

The retail industry's premier online discussion site.



Uniquely engaging

Three active, in-depth online discussions each business day

Influential community

Mid to top management from a variety of retail disciplines

Collective thinking

Sharp editorial, plus the combined expertise of over 125 RetailWire BrainTrust panelists.

Today's agenda

Feature presentation

Living Up to Last Mile Expectations

– Ivelisse Gomez, Retail Industry Principal, Datalogic USA Inc.
– Nikki Mannarino, Marketing Support Specialist, MobiWork

Panel discussion

– Ivelisse Gomez, Retail Industry Principal, Datalogic USA Inc.
– Nikki Mannarino, Marketing Support Specialist, MobiWork
– Ricardo Belmar, Retail Transformation Thought Leader

Audience Q&A

Featured presenter

Ivelisse Gomez

Retail Industry Principal, Datalogic USA Inc.

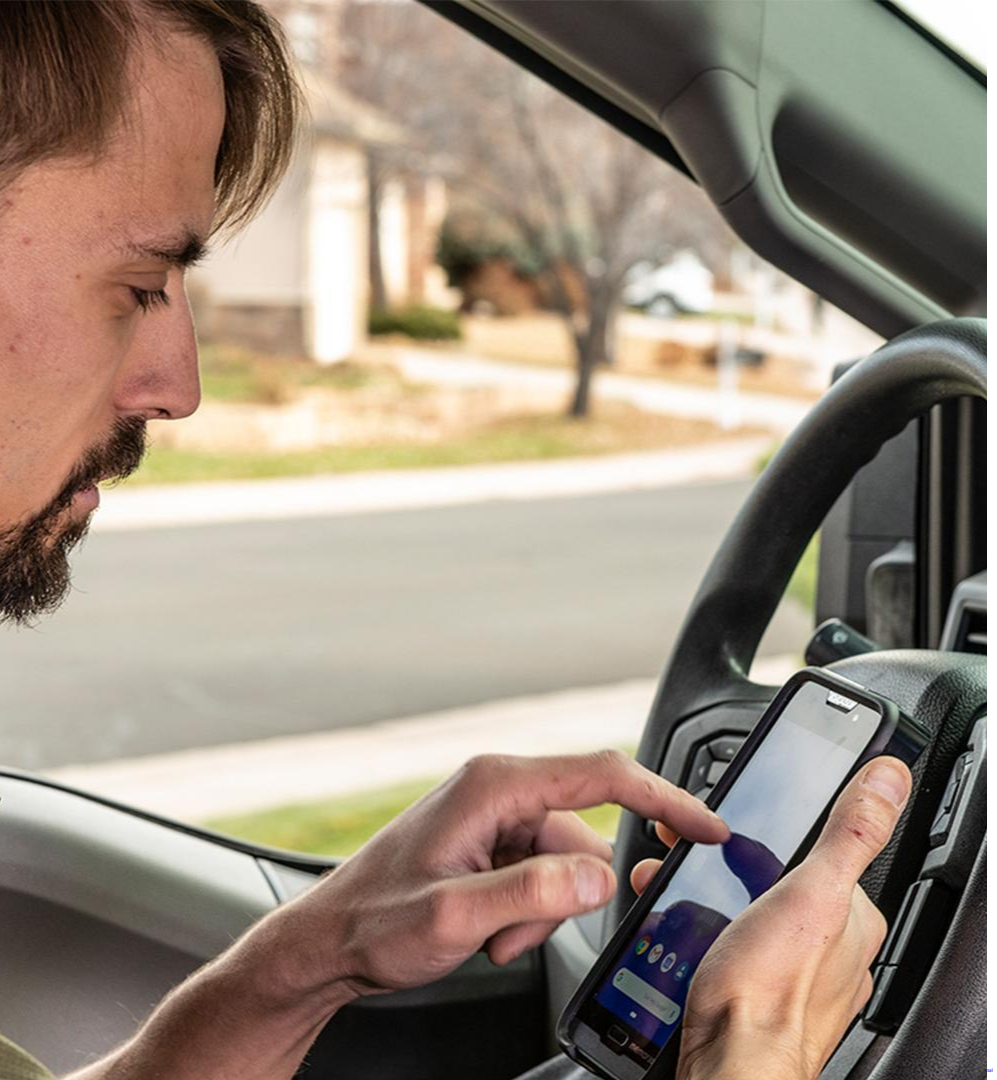
Ivelisse Gomez is a Product Marketing Manager for Mobility at Datalogic. Her experience spans over 14 years managing new product development and marketing initiatives. She works closely with end users, industry leaders, and strategic partners to develop product solutions and strategies in support of Datalogic's product roadmap of innovative cutting-edge technology designed for data capture applications worldwide. She holds degree in Electronic Engineering and an MBA.

Featured presenter

Nikki Mannarino

Marketing Support Specialist, MobiWork

Nikki Mannarino is a Marketing Support Specialist for MobiWork. She has a passion for knowing what drives consumer trends, interests, and demands — leveraging this information to ensure customers are satisfied and benefiting from Mobile Workforce Software Solutions. She has been with MobiWork for 3 years and holds a masters degree in Marketing.



Living Up to Today's Last Mile Expectations

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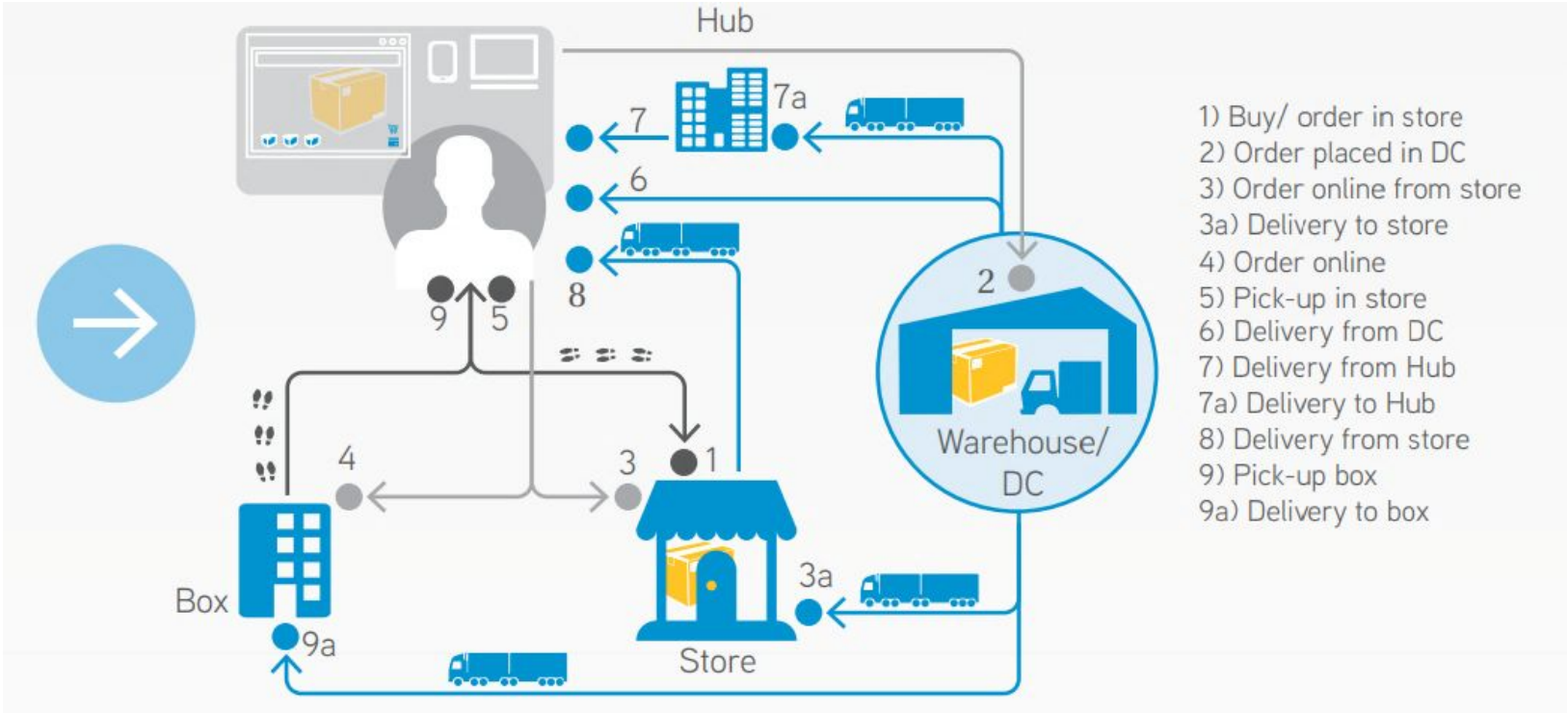
Last – Mile Evolution
Traditional Method

Source: https://www.colliers.com

Datalogic Confidential Internal

Last – Mile Evolution
Evolving Method



Source: https://www.colliers.com

Datalogic Confidential Internal

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Last Mile impact on business operations

89%

Retailers, manufacturers, and logistic firms agree **eCommerce is driving the need for faster delivery**

Source: Transportation Intelligence, Global Express and Small Parcel Report

1%

Customers willing to pay the full delivery costs

Source: Capgemini Research Institute

Last-mile delivery is both the most expensive and time-consuming part of the shipping process.

Growing Customer Expectations

66% - want 1hr delivery options in metro areas
27% - abandoned order without same-day delivery

The most important consideration for online purchases

90% - Track delivery status
30% - Change delivery times or locations

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Retailer's Roadblocks

How to remain profitable?

- Provide a differentiated delivery experience
- Margin pressures – intense competition
- Need for increased visibility

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Finding the right balance to Last Mile

- ✔ Speed
- ✔ Flexibility
- ✔ Control

MobiWork® for Last Mile Delivery

Agenda

- MobiWork® for Last Mile Delivery
- Growth Rate Key Drivers
- Last Mile Delivery Challenges
- Areas of Impact for a Retailer
- Case Studies / Use Case

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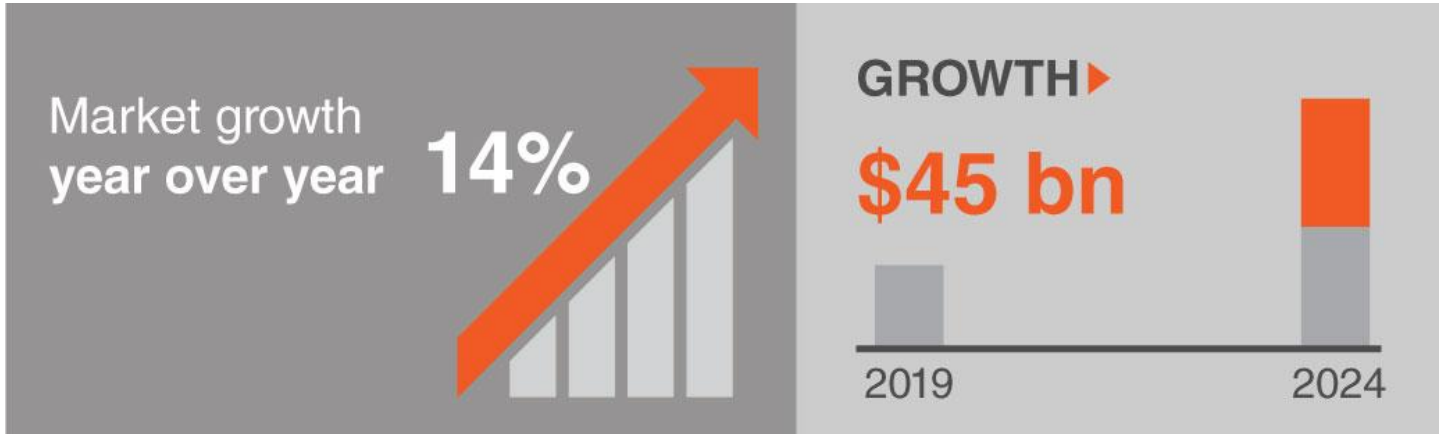
Last Mile Delivery Market



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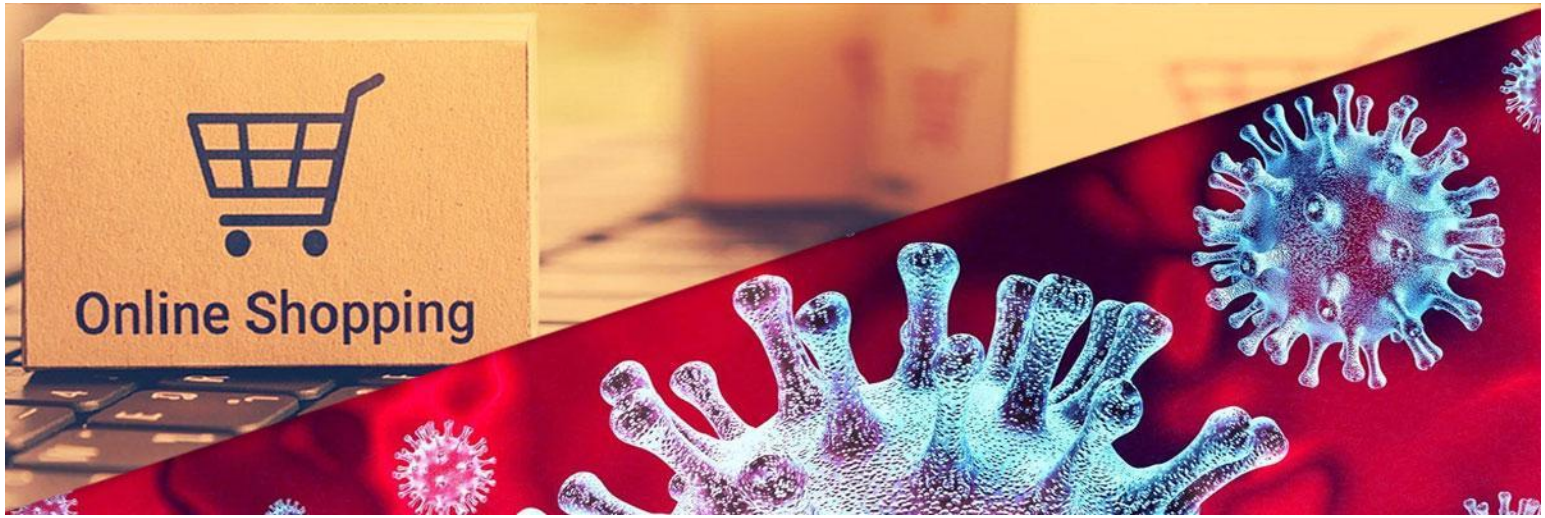
Growth Rate Key Drivers



Last Mile Delivery Challenges

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Areas of Impact For a Retailer: Competitive Advantage

- **Complete and Streamlined Workflows, Cost Savings**
- **Real-time Visibility and Traceability**
- **Customer Engagement**

Areas of Impact For a Retailer

- **POD / Damages / Quality Control**
- **Upsell – Adding Outside Services to Product Sales**

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Use Case: Sika

- ***We have easily doubled our monthly deliveries (over 1,500) with the same team and we expect even more growth." –*** Israel Perez, General Manager of Logistics and Customer Service for Sika

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Use Case: ADL

- **“Using state of the art software for optimizing our routing system, including our technicians’ schedules, routes, invoicing, etc. we have full visibility and monitoring of every piece of equipment, service appointments, and employee statuses in real-time.”** – Gavin Pelling, CEO of American Direct Logistics

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Panel Discussion: The continuing evolution of the last mile

Ivelisse Gomez
Retail Industry Principal, Datalogic USA Inc.

Ricardo Belmar
Retail Transformation Thought Leader

Nikki Mannarino
Marketing Support Specialist, MobiWork

Al McClain
CEO, Co-founder, RetailWire

BrainTrust panelist

Ricardo Belmar

Retail Transformation Thought Leader

Recently named a Top 100 Global Retail Influencer by RETHINK Retail, Ricardo is a thought leader, strategic marketing advisor, and trusted brand strategist in the retail & CPG industry.

Ricardo applies 25 years of technology experience with 15+ years of management and marketing experience to lead B2B marketing and advisory organizations, both large and small. He is most recently responsible for Infovista's global enterprise marketing and communications.

Panel Discussion: The continuing evolution of the last mile

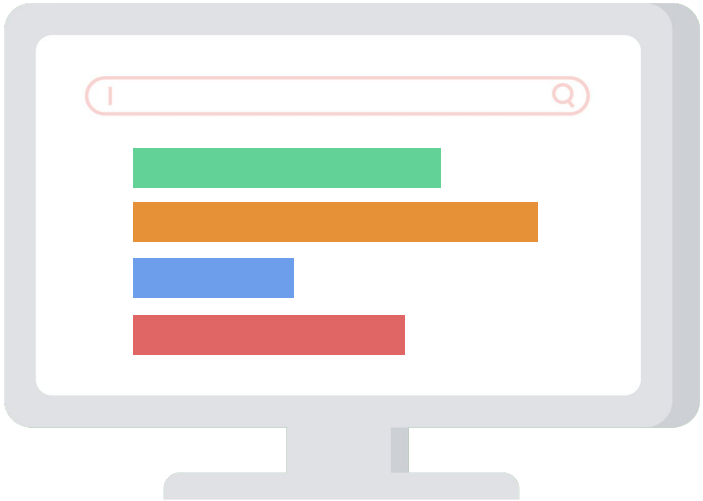
QUICKPOLL

#1: In your opinion, which last mile upselling tactic has the greatest potential?

Poll Results (single answer required):

In-home installations	38%
Additional item sales	44%
Maintenance contracts	18%

Audience Poll #1



Panel Discussion: The continuing evolution of the last mile

#1: Upselling

Using last mile contact opportunities to upsell customers is a concept that may not have occurred to many retailers.

What are some of the best examples of added services and sales that you've seen? Where do you see the greatest untapped opportunities?

Panel Discussion: The continuing evolution of the last mile

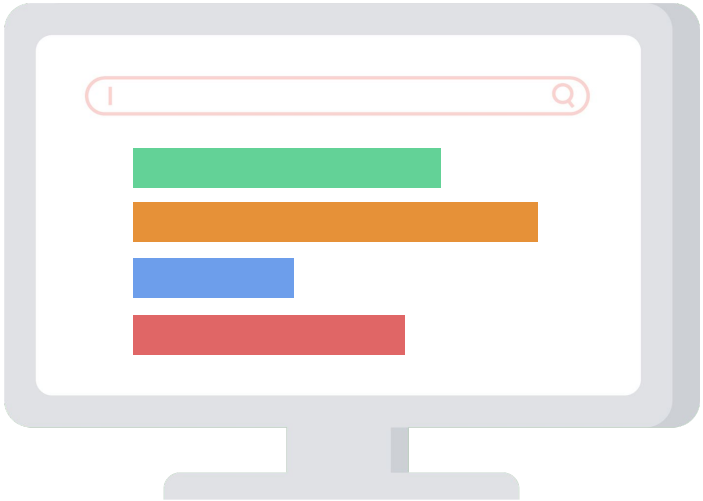
QUICKPOLL

#2: Have you personally seen your last mile experiences improve or decline since the start of the pandemic?

Poll Results (single answer required):

Notably improved	26%
Somewhat improved	33%
About the same	26%
Somewhat worse	10%
Much worse	5%

Audience Poll #2



Panel Discussion: The continuing evolution of the last mile

#2: Expectations

Consumers have drastically increased their reliance on e-fulfillment during the pandemic, but at the same time have perhaps been more accepting of shortcomings.

How do you see expectations changing post-pandemic? Which last mile services will continue to surge in popularity; which will ebb?

Panel Discussion: The continuing evolution of the last mile

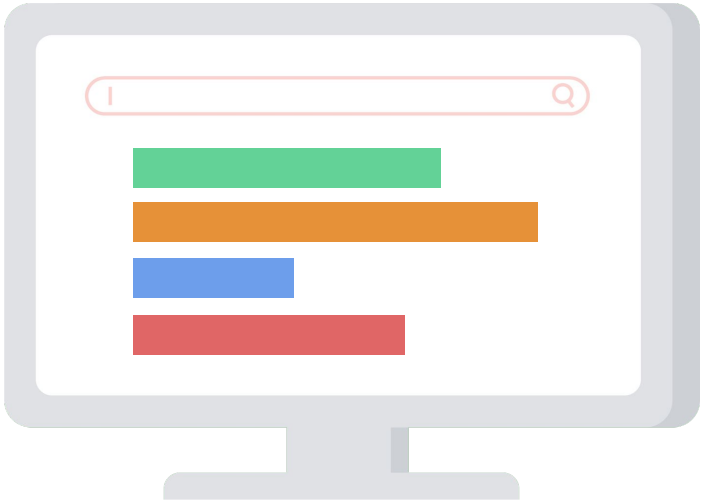
QUICKPOLL

#3: Which last mile visibility challenge is biggest for retailers today?

Poll Results (single answer required):

Accurate delivery details	42%
Proper documentation of work performed	18%
Reliable customer notifications	39%

Audience Poll #3

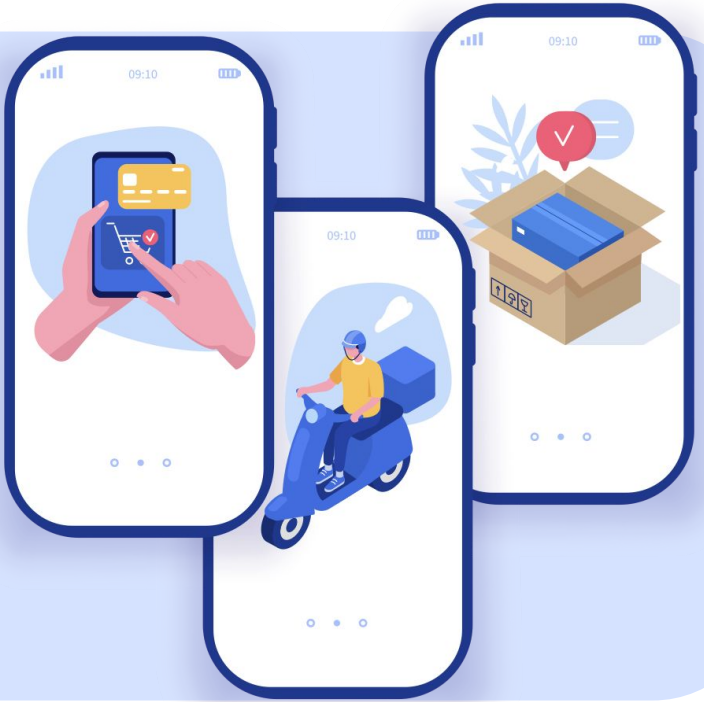


Panel Discussion: The continuing evolution of the last mile

#3: Transparency

Better views of orders in process are clearly beneficial to all parties along the supply chain.

Where do you see the biggest impediments at present for most retailers when it comes to achieving transparency? How can they overcome them?



Audience Q&A

Your questions for the panel

Ivelisse Gomez
Retail Industry Principal,
Datalogic USA Inc.

Ricardo Belmar
Retail Transformation
Thought Leader

Nikki Mannarino
Marketing Support
Specialist, MobiWork

Al McClain
CEO, Co-founder,
RetailWire

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Please stick around a moment longer...