

Winning the Last-Mile Challenge With the Right Delivery Provider

How has the last mile of delivery changed?

Until recently, consumers had little choice or insight into the last mile of delivery. Now, the expectation is a fully customizable, ultra-fast delivery that's held accountable by real-time shipment visibility.

Factors such as the rise of e-commerce, technology advancements and new emergers in the gig economy have influenced a complex last-mile for retailers, yet a convenient delivery

for consumers. Pair this with a rise in e-commerce – particularly during the pandemic outbreak – and the need for a streamlined last-mile delivery has never been more prevalent for your business.

Good news is, with the right delivery partner, you can win at the last mile.

CHALLENGE 1

INCREASED VOLUME

58%
rise in average number of annual purchases.¹

45%
of all deliveries are to busy urban locations.¹

80%

of Canadians are clicking the “buy” button in 2019.¹

↑24%

e-commerce growth in 2020 Q1 due to COVID-19.²

WIN THE CHALLENGE



You need:
a speedy, sustainable and nimble last mile...

Your solution:

Urban deliveries via electric cargo bikes:

- ✓ agile
- ✓ quick
- ✓ easily navigate busy streets
- ✓ eco-friendly

“The gig economy and technology have reset our expectations for speed and real-time visibility”

Michael LeBlanc -
Producer & Host of The Voice of Retail podcast.

CHALLENGE 2

INCREASING CONSUMER EXPECTATIONS

62%

consider “fast delivery” as two days or less.²



“Out for delivery”

no longer enough detail.

WIN THE CHALLENGE



You need:
personalized delivery choices, with real-time visibility.

Your solution:

A delivery partner that meets the latest expectations:

- ✓ same day delivery
- ✓ 7-day delivery
- ✓ real-time tracking
- ✓ mobile shipment management

CHALLENGE 3

FACTORS BEYOND YOUR CONTROL

The toughest challenges =
Factors that can't be anticipated:

These challenges come in all sizes, from affecting 1 person to a global impact.

- Customer not home
- Changes in import/export regulations
- Severe weather
- Global pandemic
- Traffic congestion

46%

of consumers share their bad experience if a delivery is late, no matter why.⁴

More daily deliveries

during the COVID-19 pandemic than during the holidays.⁵

WIN THE CHALLENGE



You need:
innovative solutions to help bring back control.

Your solution:

Parcel lockers and mobile pick-up locations.

- ✓ no missed deliveries
- ✓ on-demand pick up
- ✓ safe and secure

Purolator.

We are where your customers are.

Recognized by consumers as Canada's most trusted delivery services partner.⁶ Optimize your last mile with the largest selection of guaranteed, time-definite express shipping options and specialized delivery options.

Let's get started!

Find out how Purolator can help you win the last-mile challenge.

[Contact us](#)

Sources

1. "The 2019 e-commerce benchmark report." Canada Post.
2. Salesforce. "Salesforce Q1 Shopping Index." Salesforce. May 8, 2020.
3. "2018 Holiday Survey of Consumers." Deloitte. September 2018.
4. "Returns Survey Press Release 2017." Voxware. January 4, 2017.
5. Canada Post. "Christmas-level parcel volumes resulting in delays as Canada Post continues to deliver." April 26, 2020.
6. "Gustavson Brand Trust Index." Gustavson School of Business. May 2019.