



# Intelligent & Integrated:

## How a Dispatch Management Platform Optimizes Your Last Mile

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# Overview



There's a lot of work that goes into making a delivery successful. Manual and repetitive tasks must be automated, warehouse and delivery operations must be streamlined, human errors must be reduced, resources must be utilized efficiently, and service level agreements (SLAs) must be adhered to. The stars, so to speak, must align.

The result? A seamless delivery experience for the empowered customer. Today's customer is active and informed, with expectations that can often be difficult to meet. This bar is constantly being raised by businesses that are in close competition to meet customer demands. According to [this Hubspot research](#), **93% of customers** are likely to make repeat purchases with companies that offer excellent customer service. Business leaders echo this sentiment too. 64% of business leaders say that customer service has a positive impact on their company's growth, according to this [report by Zendesk](#).

For example, e-commerce leaders such as **Amazon, Walmart, Alibaba and Home Depot** consistently provide a great consumer experience with a world-class digital retail experience.

This e-book will explore how a dispatch management platform can enable organizations to drive real-world efficiencies across multiple fulfillment channels. It will show how a single platform can plan, route, dispatch, and track a hybrid fleet on a single intuitive platform with powerful process automation and how it works as a powerful tool to anticipate complications and keep them at bay.

# What is dispatch management and why your business needs it

We live in an on-demand economy that has the power to consistently reshape delivery experiences. An efficient and reliable dispatch management system can not only eliminate redundant processes, but redesign operations as well. A **dispatch management platform (DMP)** can help in organizing, assigning, and optimizing the schedules and routes for workers within the delivery, maintenance, and service businesses. Some of the advantages of using a DMP are:

## Deliveries are productive and profitable



A DMP makes use of the latest technological innovations, route optimization and fleet management systems to create optimized business models that not just offer timely delivery, but also auto-schedule and automate repetitive tasks to bring efficiency and profit to the business. Manual dependencies can be reduced and greater productivity achieved using intelligent order batching, real-time route optimization.

## Customers are happy



A dispatch management platform keeps up with the end-customers' expectations, making it possible for them to constantly be in the loop with the help of notifications. Live-tracking links help the customer track delivery progress and delays, and enable seamless communication between the end-consumer and the driver.

## Turnaround time is faster



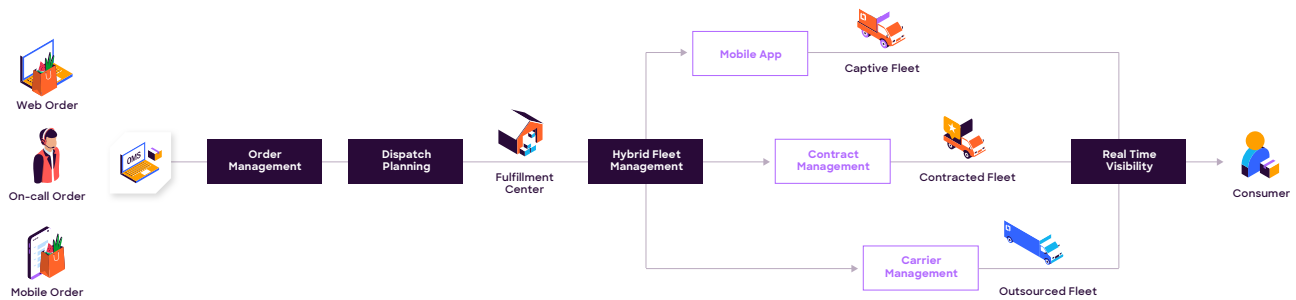
The DMP makes use of historical data to study the way a product travels around the warehouse, so as to identify areas of inefficiency. These can be attended to quickly and delivery times can be shortened.

## It is sustainable



A dispatch management platform can map out the fastest possible routes based on delivery urgency, customer proximity, driver availability, weather and traffic conditions to figure out the fastest route and save on fuel consumption. Vehicle idling time is reduced and route diversions are eliminated, reducing the miles spent on the road and thus generating a smaller carbon footprint.

# Order to delivery dispatch management for last-mile operations



**Fig 1:** Dispatch management for last-mile operations



While speed is an important component in making last-mile deliveries efficient, it is not the only component that makes the delivery process a success. Low shipping fees, choices in fulfillment options, on-time deliveries, on-demand fulfillment, accurate delivery forecasts, and easy returns and modifications are all important factors at play.

Locus' Dispatch Management Platform is designed to attend to these aspects of a delivery, and it does so by uncovering deep-lying inefficiencies with advanced analytics. The DMP brings with it slot and delivery scheduling, smart and flexible route planning, simple multi-channel fulfillment planning, simplified payments and reconciliation, shipping with a vast carrier network that equip workforces for excellence and enable companies to scale with lower emissions. Locus' DMP allows businesses to:

### Schedule deliveries automatically



Businesses can obtain last-mile excellence through the automated stages of order fulfillment. The DMP integrates order processing by automatically grouping and shipping across multiple channels and business units in a single dashboard. It automates fulfillment workflows by pre-configuring rules to automate deliveries for diverse fulfillment models, returns and cancellations. It can track the health and progress of tours from the beginning to the end, even at the order level.

### Power frictionless delivery experiences



The DMP can help process cancellations, re-attempts, and returns with configurable workflows. It makes use of reconfigurable rules to define how orders are managed and automatically process cancellations and automates the re-initiation of failed deliveries with minimal human intervention.

### Deliver exceptional customer experience in the first attempt



Locus' Dispatch Management Platform helps you schedule deliveries based on customer experiences by automatically accounting for customer delivery time preferences as well as allocate and route on-demand orders to best suited drivers.

### Access a vast carrier network



The DMP helps source real-time quotes and SLAs from carriers for all order types to find the best one for the job. It also helps deliver orders with varying sizes and SLAs by leveraging a diverse carrier mix to accommodate a broader range of order types.

### Maximize deliveries per vehicle



Using Locus' DMP, businesses get to fulfill more orders and scale with fewer vehicles, save costs and boost productivity. Its dynamic and zone-based routing can allocate resources to zones and minimize overlap between service areas. Its powerful automation can plan and dispatch over 5,000 orders daily with minimal human intervention.

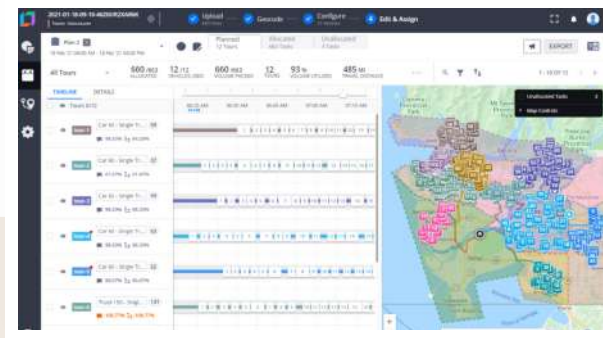
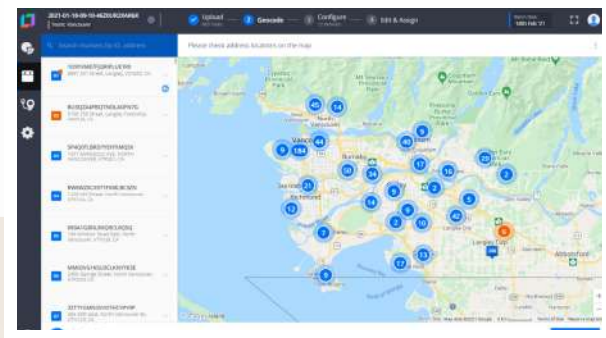
## Eliminate routing errors with Locus' geocoder



The DMP helps to map addresses precisely and eliminate inefficiencies, saving time and cost. It deciphers even the fuzziest of addresses to convert them into accurate geo-coordinates for seamless routing. Locus' geocoding engine alerts dispatchers in case of poor address accuracy and the platform's strategic routing unlocks zone-level SLA and resource management to maximize driver efficiency.

### PROPRIETARY MI-BASED GEOCODING ENGINE

### STRATEGIC ZONE-BASED ROUTING



# Putting things in order with Locus' Order Management Solution

Last mile is the most elusive part of the supply chain and also the most challenging to get right. An **order management system (OMS)** bridges the gap between entry, processing, accounting, tracking, warehouse operations and business intelligence. Intelligent workflows automate key processes of the order lifecycle from the time of order capture to the time it is fulfilled.



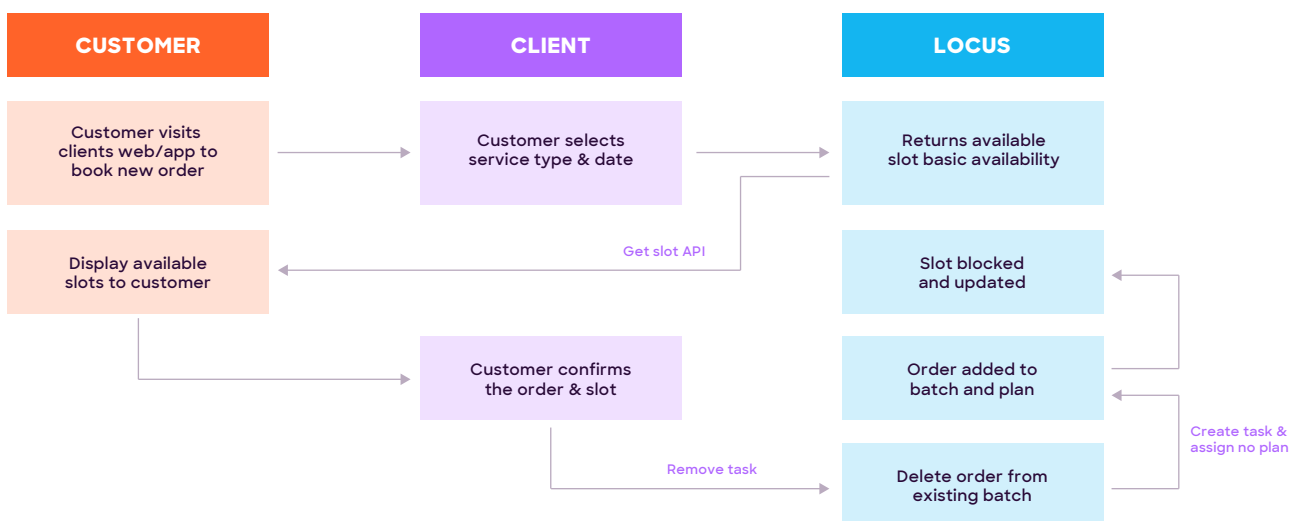
An OMS can help you oversee sales, inventory and business processes by making use of real-time data. Locus' dispatch management platform serves as the unified space that allows businesses to manage deliveries across different fulfillment channels.

An efficient OMS tracks orders, manages inventory in real time across multiple channels, makes sure order fulfillment is faster, more accurate and more intuitive, and makes reverse logistics easier to manage. Considering that about [30%](#) of all orders are returned on purchase, making the fulfillment of returns, replacements and reorders more straightforward can not only keep track of on-hand inventory, but provide customers with a number of options to choose from.

## Picking the right slot

Locus' Time Slot Management system optimizes costs, minimizes delays and delivery attempts to bring about greater customer satisfaction. The principle behind a time slot is fairly simple: it can be calculated by dividing the total number of service hours for a vehicle by the number by the single time slot for customers.

Both consumers and company executives can interact with the system using an application programming interface (API) known as Get Slot API. Customers get to pick delivery slots of their choice, thereby creating exact, easy-to-follow schedules that minimize costs and errors, boost productivity, and improve the overall efficiency of your business.

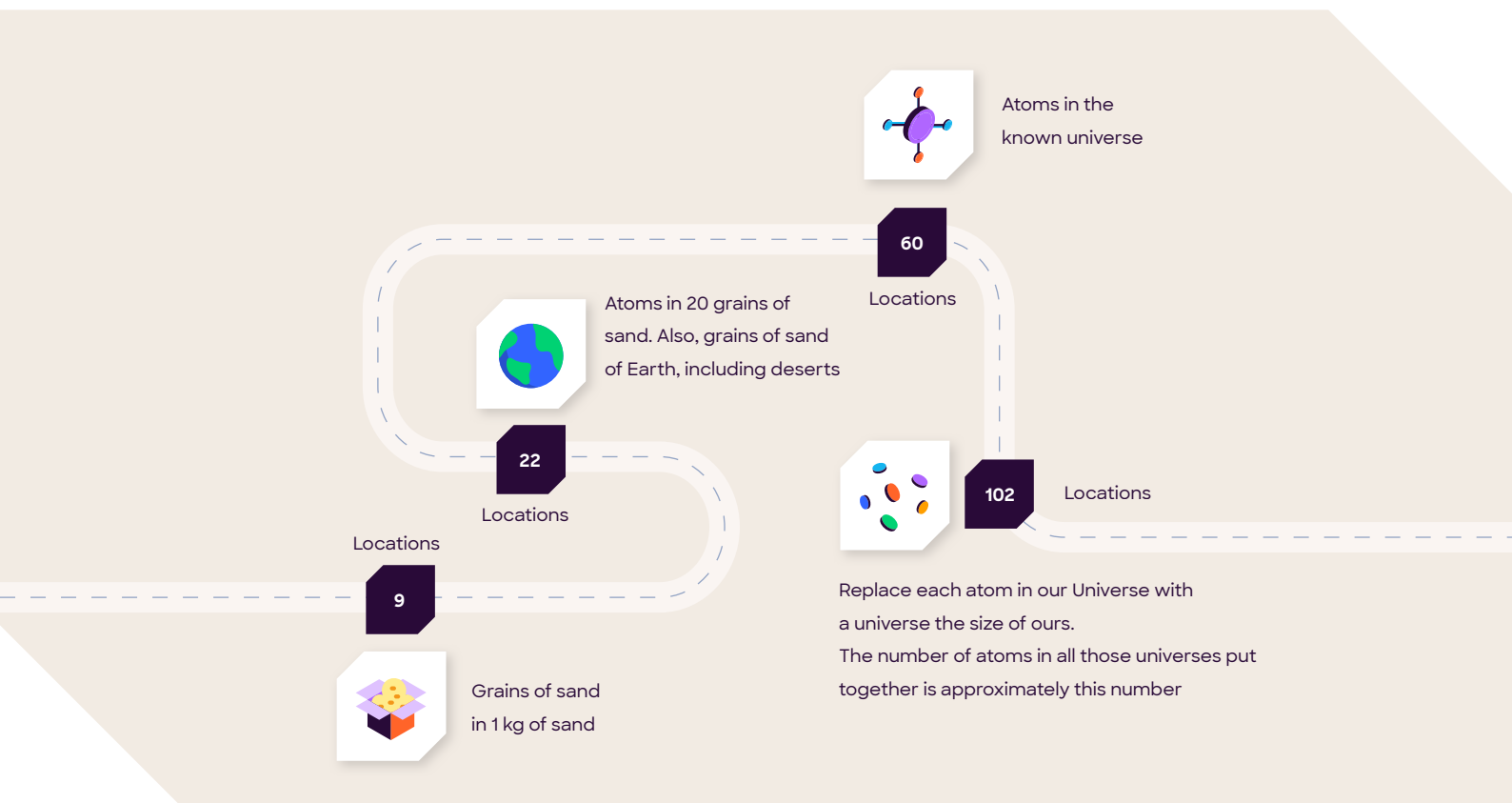




# Making the plan work with route optimization

It will come as no surprise that the [route optimization software](#) market is booming. In fact, it is expected to witness a **compound annual growth rate (CAGR) of 10.9% between 2021 and 2026**, according to this [report](#) by Mordor Intelligence.

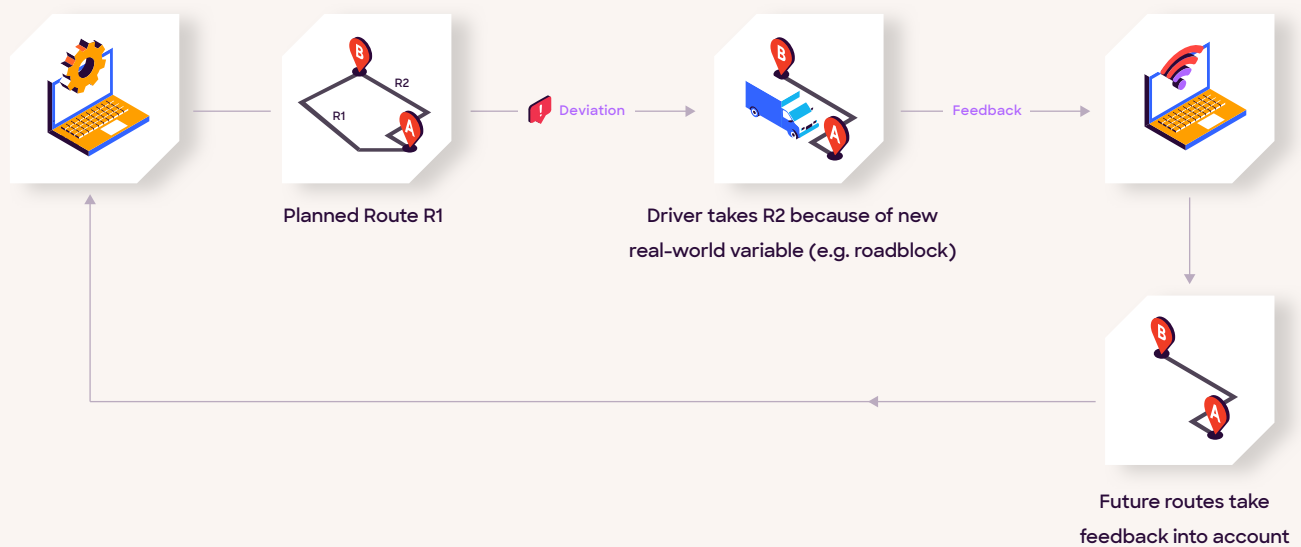
A great way to understand why businesses require [route optimization](#) can be by looking at the following example:



*Fig 2 : Making the plan with route optimization*

With just nine locations to visit, the number of possible ways of traveling equals the grain of sand in 1 kg of sand. When the number of locations goes up to 22, the possibility of routes increases to the number of grains of sand in the entire universe. Take the number of stops to 102 and the possibilities of the ways to travel become incomprehensible.

The situation becomes harder to gauge when real-world constraints like traffic congestion, number of turns, and rider preference have to be taken into account. Businesses will find delivery agents and sales representatives always on the run and usually pressed for time visiting one customer after another. A simple solution to this is to make more deliveries on a single route. This is where Locus' multi-stop route planning comes into play. Its function is to select the optimal and most productive route when visiting customer locations.



**Fig 3 :** Machine Learning in Route Optimization

Locus' advanced route planning engine makes this possible by taking into account 180+ variables that include driver availability, delivery address, shipment volume, fuel efficiency, and traffic conditions. These help determine the delivery windows and calculate the best possible routes while taking into account any last-minute unforeseen events.

## Managing capacity efficiently



Businesses need to put the customer at the front and center when ensuring a seamless delivery. This frequently happens at the expense of the drivers, the needs of whom are often neglected. Locus' Capacity Management module is especially designed to combat this situation. It empowers dispatchers to organize driver schedules in a manner that suits both the person running the business and the one behind the wheel executing the job. This is done by taking into account holidays, sick leaves, and days-off that drivers have planned in advance when securing capacity.

## Ramping up capacity with carrier management



Part of Locus' DMP entails carrier management. This is the division of transport that allows businesses to track, monitor and manage the performance of carriers while making room for the business' growing needs. Think of it as the one-stop-shop for all carrier-related information. Real-time quotes and SLAs provide intelligent recommendations and help businesses to ship orders through a vast carrier network at scale.

# About end-to-end visibility and supply chain control towers

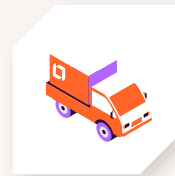
## WHY DO LAST-MILE DELIVERIES REQUIRE CONTROL TOWER APPLICATION?



**Improves collaboration  
among delivery partners**



**Helps to manage ad-hoc  
orders efficiently**



**Makes it easier to predict  
delivery constraints**



**Enables delivery businesses  
to reduce avoidable costs**



**Offers early and updated  
alerts to ongoing  
operational issues**



**Triggers proper internal and  
external communication**

Supply chain visibility is non-negotiable for logistics businesses to run smoothly. Gaining end-to-end visibility into real-time on ground operations helps companies wade through disruptions, keep a balance on supply and demand, and create more agile, resilient and customer-centric supply chains.

## LAST-MILE DELIVERY CHALLENGES THAT CONTROL TOWERS SOLVE



Inefficiency



Lack of visibility



Difficulty to allocate  
tasks to drivers



Speed

Control towers work as a central hub that captures data during all the processes of the supply chain that enable dispatchers to track and maintain active control over fleets at any point in the fulfillment journey in real time. A business equipped with supply chain control tower applications is better connected, informed and flexible in their last-mile delivery as automated notifications can alert teams of any disruptions.

## Making better decisions with our Driver Companion App



Locus' Driver Companion App helps make better decision-making with daily task management, navigation and real-time communications. Drivers can collect payments and multi-format digital proof of delivery making the delivery process seamless. Meanwhile, dispatchers get to access on-ground execution data from the app to track driver activities in real time to manage exceptions and stay ahead of SLAs.

Locus also provides customers with a real-time tracking link that allows them to track delivery status through turn-by-turn navigation. Customers can share special instructions if needed, reschedule deliveries, and provide delivery experience in real-time.

The Locus Dispatch Management platform is your constant companion from the moment the order is placed to the moment it reaches the customer's doorstep. By tracking on-timer performance, distance, cost and other business insights, Locus' DMP uncovers deep lying inefficiencies and helps businesses achieve their maximum potential, equip workforces for excellence, and enables companies to scale with lower emissions.

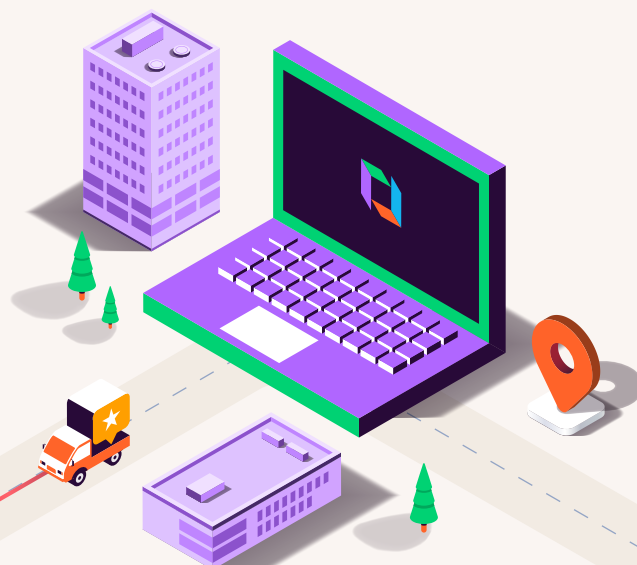
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Locus is a leading-edge technology company dedicated to solving the most challenging last-mile problems in global logistics.

**43m+ miles**

Reduction  
in distance travelled

**18m+ tons**

Reduction  
in GHG emissions

**\$200m**

Savings  
in logistics costs

**GROWTH,  
DELIVERED.**

[Know more](#)