



E-BOOK

# Crowdsourcing Can Help Create Profitable Same-day Deliveries



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## E-COMMERCE CHALLENGES

# Consumers Demand Faster Deliveries

E-commerce sales have skyrocketed and retailers need to deliver faster, more efficient deliveries. Crowdsourcing is the answer.

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Retailers and food and grocery businesses must find a way to compete with bigger retailers like Amazon who routinely offer same-day shipping on many products. However, many retailers lack the resources and in-house capacity to scale delivery requirements and meet evolving customer demands. Businesses of all sizes are looking for ways to meet the delivery expectations of consumers. One answer is crowdsourcing. Crowdsourced delivery is a method of fulfillment that utilizes a network of local drivers and couriers who can complete the last-mile delivery. Crowdsourced deliveries are most common in grocery and meal deliveries, though retailers and other businesses are increasingly utilizing crowdsourcing for same-day deliveries

## Understanding Crowdsourcing and its Role in Last-mile Logistics

Inability to scale deliveries, deliver on same-day expectations and reduce operating costs are concerns for many businesses. Many businesses are not able to successfully respond to growing demands, as they are already operating at full capacity. Savvy businesses are shifting focus and leveraging crowdsourcing technologies. Crowdsourcing logistics can be referred to as a process that empowers shippers, retailers, and grocers and retailers to dodge the middlemen and reach out directly to temporary or part-time drivers and couriers. Crowdsourced deliveries give businesses added flexibility and capacity to supplement their existing delivery sources.

### Five Reasons to Embrace Logistics Crowdsourcing:

- Scaling delivery options
- Shrinking delivery turn-around-time
- Ensure less dependency on middlemen
- Balancing costs and scale
- Quickly respond to urgent deliveries



### Did You Know?

- 82% of customers blame restaurants for poor delivery service.

## WHAT THE NUMBERS SAY

# Rapid Increase in Demand:

The U.S. food delivery market is predicted to grow to \$43 billion by 2025. The number of people using online food delivery services is projected to reach 96.9 million in Europe by 2024.

### 1. Efficient Driver Operations

Enterprises can meet elastic demands through crowdsourcing without affecting profitability and bottomline. This paves the way for a more economically efficient means to run driver operations.

### 2. Swift & Easy Driver Onboarding

FarEye helps businesses quickly onboard drivers in a really short time by leveraging a user-friendly mobile application. The easy-to-use app allows a variety of things like driver registrations. Uploading identity proofs, and check driver status in real-time.

### 3. Centralized Operations Management

FarEye ensures that delivery stakeholders can centrally manage all driver operations on a single pane of glass. This ensures quick decision making, high levels of operational visibility, enhanced KPI benchmarking and greater fleet control. It also makes core delivery processes like roster management seamless by ensuring one-click roster upload, driver check-in and check-out, and scheduling breaks.

### 4. KPI & Performance Management

The platform gives enterprises seamless access to data regarding driver performance like delivery success rate, delivery delays, delivery completion, and cost incurred per delivery. It also helps delivery stakeholders align delivery KPIs with core business objectives like ensuring high levels of productivity, better customer experience, and delivery profitability. To motivate drivers to be highly productive, FarEye's platform leverages gamification tools. The drivers get real-time updates about things like the number of deliveries completed by themselves and their peers, customer ratings, and jobs left.



## Five Easy Steps to Onboard Drivers Using FarEye

### Driver Registration

Quickly onboard drivers by looking across multiple markets to ensure highly compliant registrations.

### Assessment of a Driver

Scan through historical data of drivers and gather critical insights on aspects like driver productivity, efficiency, experience, and compliance levels.

### One-Click to Upload a Driver's Roster

Easily create rosters and send them immediately to delivery teams by uploading the same on the driver's app with a single click.

### Leaderboard Access for Analyzing Driver KPIs

Delivery managers can easily access all KPIs related to deliveries operations like the number of deliveries completed, delivery delays, driver productivity, and costs incurred in a single view.

### Training Drivers Through a Mobile App

Businesses can train drivers by sharing information on safety measures and standards, compliance, how to improve the delivery experience and more, by using a user-friendly mobile application.

### Margin increase by 6-10%

Increase in total margins can be achieved by simply optimizing the way goods are moved.



# First Choice for Last Mile

**SCHEDULE A DEMO**

## Transform Your Driver Options

FarEye's Intelligent Delivery platform turns deliveries into a competitive advantage. Retail, e-commerce and third-party logistics companies use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last mile delivery logistics.

FarEye is helping 150+ customers in more than 30 countries improve their delivery happiness score and boost customer loyalty. To learn how FarEye can help you, sign up for a quick demo.

LEARN MORE:

[fareye.com](https://fareye.com)



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