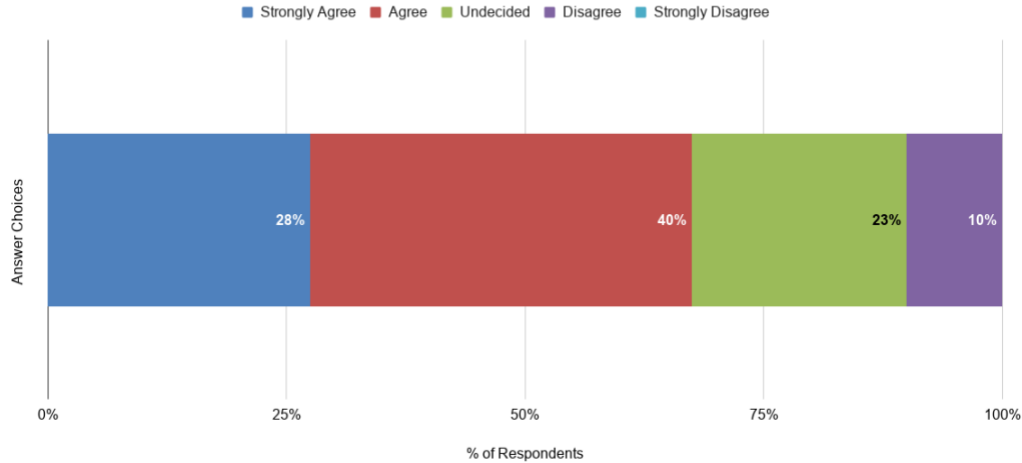


Do you agree or disagree that last mile delivery will become a greater competitive differentiator for companies in your industry over the next 5 years?



RESPONDENT PROFILE

Respondent Profile (n=40)

| Seniority Level | | Industries | |
|-----------------|-----|-----------------------|-----|
| Manager | 58% | Food & Beverage | 18% |
| Director | 18% | Retail | 15% |
| VP | 15% | Consumer Goods | 18% |
| SVP | 0% | Distributor | 28% |
| CxO | 0% | Automotive | 0% |
| Other | 10% | Manufacturing - Other | 23% |
| | | Medical Equipment | 0% |
| | | Building Materials | 0% |
| Geography | | Company Size | |
| North America | 94% | > \$1 Billion | 59% |
| Europe | 0% | \$501M - \$1B | 11% |
| Asia | 3% | \$100M-\$500M | 22% |
| Latin America | 3% | < \$100M | 7% |
| Middle East | 0% | | |
| Other | 0% | | |

SUMMARY

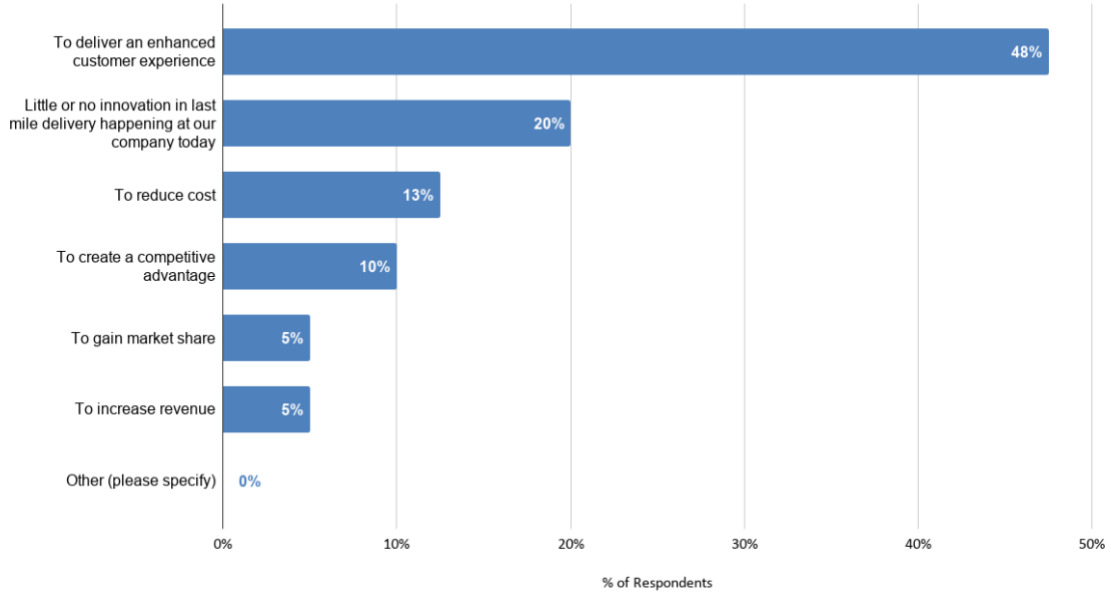
Indago and Omnitrac conducted a web survey of manufacturers, retailers, and distributors to obtain their perspective on last mile delivery. More than two-thirds of the survey respondents either *Agree* (40%) or *Strongly Agree* (28%) that last mile delivery will become a greater competitive differentiator for companies in their industry over the next five years. Only 10% disagreed and 23% were undecided.

By a wide margin, “To deliver an enhanced customer experience” (48%) is the primary factor driving innovation in last mile delivery at companies. However, 20% of the respondents said that “Little or no innovation in last mile delivery” is happening at their companies today. (See page 2).

“Realtime tracking/visibility” topped the list of important last mile delivery capabilities, with 74% of the respondents saying it was *Very Important* or *Extremely Important*. (See page 3).

“Last mile delivery is finally getting the attention it deserves,” said one respondent. “Since the delivery driver is the last person who touches the shipment before it reaches your customer it is important that they’re representing your company in the same way your retail employees would. A bad delivery experience can sour a customer’s perception of your brand.”

What is the primary factor driving innovation in last mile delivery at your company today?



NOTES

n = 40 for this question.

RESPONDENT COMMENTS

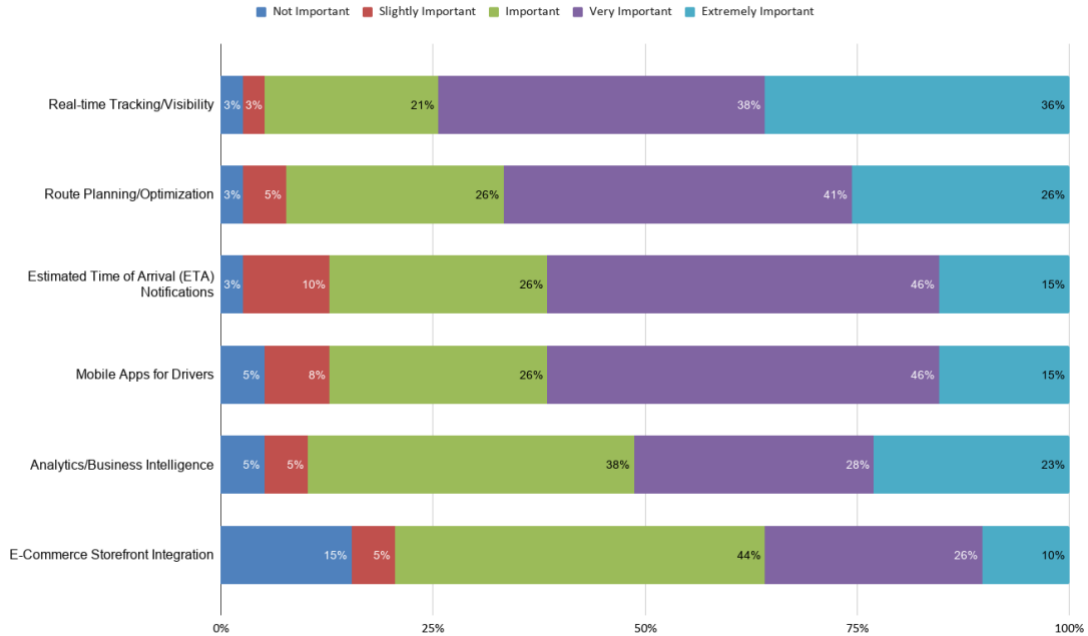
“In a home delivery transaction, the people making the final mile delivery have the only in-person contact with the consumer. Those people must be professional and courteous, or they may ruin the customer’s experience.”

“A top challenge is the people component, especially if the delivery person needs to interact in person with the customer. Also, many companies crowdsourcing deliveries are losing a valuable opportunity to control the interaction with the customer.”

“The biggest challenges are driver shortages. The biggest capabilities will be those driven by tech enhancements and advanced algorithms that optimize driver networks in real time.”

“[Last mile delivery] is not a strong driver in the chemicals industry at this time. Main challenges might include labor availability, cost, and information (e.g., tracking/visibility).”

How would you rate the importance of the following last mile delivery capabilities to achieve the greatest business benefits?



NOTES

n = 39 for this question.

Other “Very/Extremely Important” capabilities listed by respondents:

Machine Learning on performance behavior to optimize next round of planning and enhance delivery efficiency.

POD, Digital Invoices, professional delivery workers.

Routing outside major metro areas and Canada (rural routes).

RESPONDENT COMMENTS

“Visibility into tracking and accurate/timely ETA's are what [define] an excellent last mile customer experience. For B2B customers, the ability to provide them with reliable and predictable delivery information is critical so they can better manage their business.”

“Our number one customer complaint related to last mile delivery is lack of real time communication. They want [the ability] to actively get visibility of delivery status as well as pro-actively receive notifications, especially if something has changed.”