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# Why your last mile needs to be one of your first priorities

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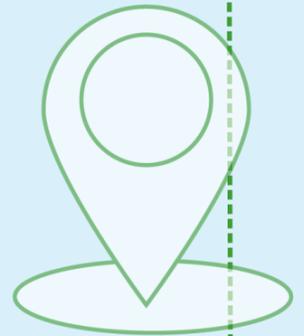
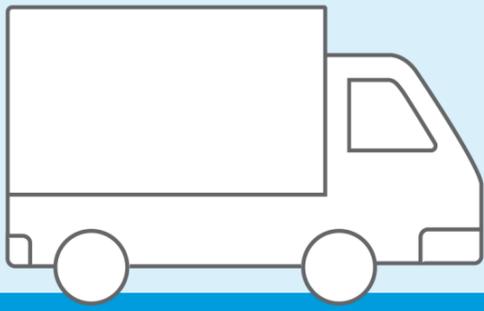
**Bay City Office**  
1600 Center Ave.  
Bay City, MI 48708  
(989) 893-5577

**Clare Office**  
601 Beech St.  
Clare, MI 48617  
(989) 386-3481

**Gladwin Office**  
1312 W. Cedar Ave.  
Gladwin, MI 48624  
(989) 426-8482

**West Branch Office**  
108 N. Third St.  
West Branch, MI 48661  
(989) 345-3404

# Why your **LAST MILE** needs to be one of your **FIRST PRIORITIES**



## LAST MILE MAKES A DIFFERENCE

**Last mile refers to the final leg of an ordered item's journey.**

From transportation **HUB to HOME** delivery.

Last-mile costs make up [over half](#) the total shipping costs for a retailer.

### WHEN IT WORKS

- Consumers are willing to:
  - **Share positive feedback** on social media about their experiences ([58%](#))
  - **Try new offerings** ([73%](#))
  - **Increase spend** with the retailer ([74%](#))



### WHEN IT DOESN'T

- **Customers go elsewhere.**
- [55%](#) said they'd switch to a competing retailer if it offered faster delivery.

## MAKE LAST MILE FIRST

**How can middle market retailers improve last-mile efforts?**

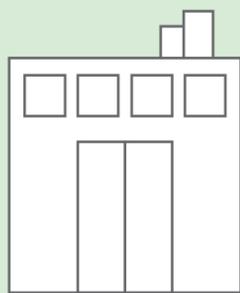


### Listen, evaluate and adjust

- Listen to **consumer feedback** on the delivery process.
- Assess current operations and systems data and **identify delays and errors.**
- **Make changes, automate**, consider updating fulfillment and delivery management solutions, and revisit the process often to **evaluate and adjust.**

### Centralize and optimize

- Look for ways to **minimize and centralize** warehousing. Some stores are actually becoming **micro-warehousing** centers and improving on-site inventory management, packaging, returns and pickup capabilities.
- Centralization and optimization **control costs** and aid profitability.



### Provide security and transparency

- The last-mile experience and eventual delivery is **part of the customer's buying experience** and if packages arrive safely, undamaged and secure, **trust and brand loyalty are nurtured.**
- Likewise, allowing the customer to track location and timing during the process fulfills that need for **inclusion and transparency** in the delivery journey.



Sources: Business Insider; Capgemini Research Institute



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