

## CHAPTER 2: LMD logistics operations and impacts

### UNIT 2: Last Mile Distribution schemes

# Capsule 2.2.2

## The very last mile flow: customer-oriented service



To be done prior to this capsule:

2.2.1

Capsule linked with:

2.2.1, 2.2.3, 2.2.4

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# Objectives of the Capsule

This capsule shows the great importance of the customer when organising last-mile logistics. It helps acquire knowledge of this topic and makes the student aware of different factors that influence the very last mile flow and make the customer satisfied.

Category	Document, source	EQF		
		4	5	6
			X	X

Exercises included	YES
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Effort for the capsule	Content 5 Min.	Exercises 5-10 Min.	Extra documents 10 Min.
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# Contents

1. Customers
2. Customer service, perfect delivery
3. Business relationship B2B
4. Business relationship B2C

## Instructions for the document, source revision

Last Mile Logistics start with answering the demand of consumer trends. Businesses that work with a reliable fulfilment and implement modern solutions will have better success maintaining customer satisfaction. The attached sources present key factors that influence the delivery execution as well as tips how to achieve this goal.

This capsule contains two sources:

1. Word document that covers and summarizes all topics from this capsule's content
2. Website with three tips for a perfect last mile delivery

## Source 1 – document attached



### Word document

Read a short word document that has been compiled especially for this capsule to cover the most important points in customer-oriented services. This document includes description of customer service, quality and service level indicators, perfect delivery and two basic business relationships.



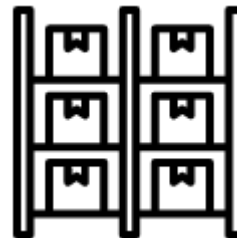
## Source 2 – online article, copy attached



<https://www.inc.com/maria-haggerty/3-ways-to-perfect-last-mile-delivery-in-2021.html>

Read this article to learn more tips how to improve your delivery with a focus on:

- 1) Speed
- 2) Inventory
- 3) Shipping tools



## Exercises

How would you describe a perfect delivery? What must be fulfilled? Think about different aspects and stages.

Have you ever had an unsatisfactory experience with your private or business delivery? What went wrong and how did you deal with the situation?