



Express parcel delivery system

All indicators are that the Express Parcel Delivery industry will grow over the next few years fuelled primarily by the exponential growth of online retailing. Barriers to market entry have been low, requiring nothing more than transport and a smartphone to offer a rudimentary level of service.

Growth to offer wider services requires more sophisticated order management systems which many of the more established providers have invested in. However, increasing competitive price pressure coupled with changing customer expectations, has provided the window of opportunity for new players, armed with the latest technology, to enter the market and win valued customers away. As a result, customers today expect lower prices and accurate real time delivery and collection information. Maxoptra's dynamic planning solution for express parcel delivery provides a solution to meet these requirements both for large and small companies — either as a plug-in to existing IT Infrastructure or as a stand-alone for start-ups.

The Challenges faced:

- Increasing customer demand for narrow time windows and other order complexities makes it impossible to work out the most efficient use of vehicles in real time.
- Over-reliance on fixed runs based upon postcodes means that vehicles are not routed cost efficiently because it does not take into account parcel numbers, size and weight. This impacts working hours, customer pricing and competitiveness.
- When additional collections need to be scheduled immediately, figuring out the most cost effective vehicle to make a collection is impossible without knowing where all the couriers are. Then communicating the new order details in full and safely, can be difficult.
- Answering customer queries on ETA's reactively can be a time consuming and expensive manual process reliant on numerous phone calls — and it still does not meet customers' expectations of being proactively advised on when their consignment will arrive.

Solution:



- 1 Deliveries are exported from an ERP/order database automatically.
- 2 The routes are produced by Maxoptra considering specific-time orders, vehicle types and equipment requirements and are shown on a map. They are reviewed by a dispatcher, and sent to a courier's navigation device or smartphone.
- 3 Couriers have their routes constantly updated as orders arrive and jobs are completed.
- 4 Precise vehicle locations are obtained from tracking devices and smart phones.
- 5 Customers are constantly informed about estimated time of arrival (ETA) through SMS and email messages.
- 6 All information is updated on a real time basis enabling a controller to see each courier's efficiency.



Maxoptra is a dynamic scheduling and route optimisation software platform designed to enable fast and efficient decision-making, in real-time, within ever-changing operational environments, particularly service management, supply chain, distribution and home delivery.

Easy to use, affordable and highly customisable, Maxoptra helps companies to do more business with the same resources at a lower operational cost and having an open API is an ideal complement to any telematics, WMS and CRM solution. As a subscription-based SaaS solution, Maxoptra is accessible 24/7 from any web browser worldwide, meaning every new release of functionality is immediately available to subscribers with no additional charge or upgrade cost. Our scheduling solutions manage over 10,000 fleet vehicles worldwide every day. Customers include Gist, Avis Car Rental, Snap On, Serviceline, Walkers Transport, Champion Timber and many others.

Maxoptra is a division of **Magenta Technology**.

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Business advantages:

Maxoptra was specifically designed to allow the Express Parcel companies to drive operational efficiencies, allow rapid reaction to any changes in real time and improve customer service, thereby:



Reducing operating costs of up to 10% to enable new pricing competitiveness



Meeting customer expectations on real time delivery and collection notification, leading to increased satisfaction and business growth by:

- Growing new opportunities and repeat business with existing customers,
- increasing loyalty and retaining existing customers,
- winning new ones.



Improving the customer experience

The system constantly updates the delivery status of each order, courier position and calculates the estimated time of arrival.

Timely notifications by email or SMS help express parcel delivery companies keep their clients informed — crucial for good customer service. In the background the system keeps collecting delivery information to build On-Time In-Full reports for each customer on a daily basis.



Fast reaction to new collections coming in

The system automatically allocates a courier for each new pick-up order arriving during the day. Even when routes are already started Maxoptra will work out the progress on each run, the current courier position, the amount of work to be completed by each courier and remaining driving hours. It finds the best driver to fit in the customer collection and provide a high level of service.



Decreasing costs

The initial schedule produced by Maxoptra will focus on decreasing costs. It doesn't matter how many deliveries each area has, the smart system distributes all orders among the couriers equally. Routes are sequenced to match customers' time windows and always be on time. During the day with every new order, the system will constantly update the schedule to adjust delivery sequences, considering new collections, weights and vehicle requirements.

Functionality

Maxoptra is unique and powerful in its ability to combine automatic planning, tracking and mobile technology with scheduling techniques of experienced planners and dispatchers in a single integrated solution.



Even greater software usability

All the orders are clearly shown on a map. Simple drag-and-drop operations are really helpful while building routes. An ideal delivery sequence is built automatically just by dragging selected orders to a courier.



Automation

Intelligent search finds an address on the map and in a few seconds Maxoptra plans the most efficient route. It takes into consideration specific-time deliveries, the amount of orders each driver has and any other constraints. Maxoptra express parcel delivery system is designed to reduce driving hours, mileage and cost. With the track and trace electronic facility you will be able to track all the orders with ease.



Courier's mobile app

Couriers constantly keep in touch with the dispatch office through a mobile app. They report order status in real time to the controller and receive new collection jobs during a day. Maxoptra is also connected to TomTom navigation to guide a courier through traffic. Real-time positioning information (coming through the GPS) is constantly reported to the dispatch office, helping the scheduling team to make efficient allocation decisions.



Mobile acquiry

A new solution works in your mobile device with the bank reader connected through the headphone jack. These allow card payments to be quickly, securely and profitably processed anywhere. Using a single device for cash payments, reporting orders status and navigation means an all-purpose courier equipment and therefore lower equipment investments. This solution increases service rate contributing to the customers' convenience, too.



Keeping clients informed

A lack of delivery notifications causes uncertainty about a courier service. Maxoptra regularly sends information about parcels to clients. This helps customers to monitor their delivery or shipment in real time. Today that is an expectation.