Milkman's Last-mile orchestration platform

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Last-mile delivery is the new digital commerce battleground.

Finding the right balance for every transaction between delivery cost and growing consumers' expectations for convenience is the Holy Grail for many retailers.

Excelling at that challenge requires close coordination between commerce, logistics and shaping consumers' behaviour.

Milkman's expertise as a carrier and a technology pioneer enables both retailers' logistics teams and 3PL companies to:

- Design a better customer experience with more choice, control, and transparent communication.
- Grow their top line by making last-mile delivery an advantage, not a barrier.
- Operate more effectively by utilizing a data-driven approach to optimization and process orchestration.

Milkman is named as a Sample Vendor in the 2020 Gartner "How to Select the TMS, Provider and Solution Best Suited for Your Strategic Capabilities" report. (*)
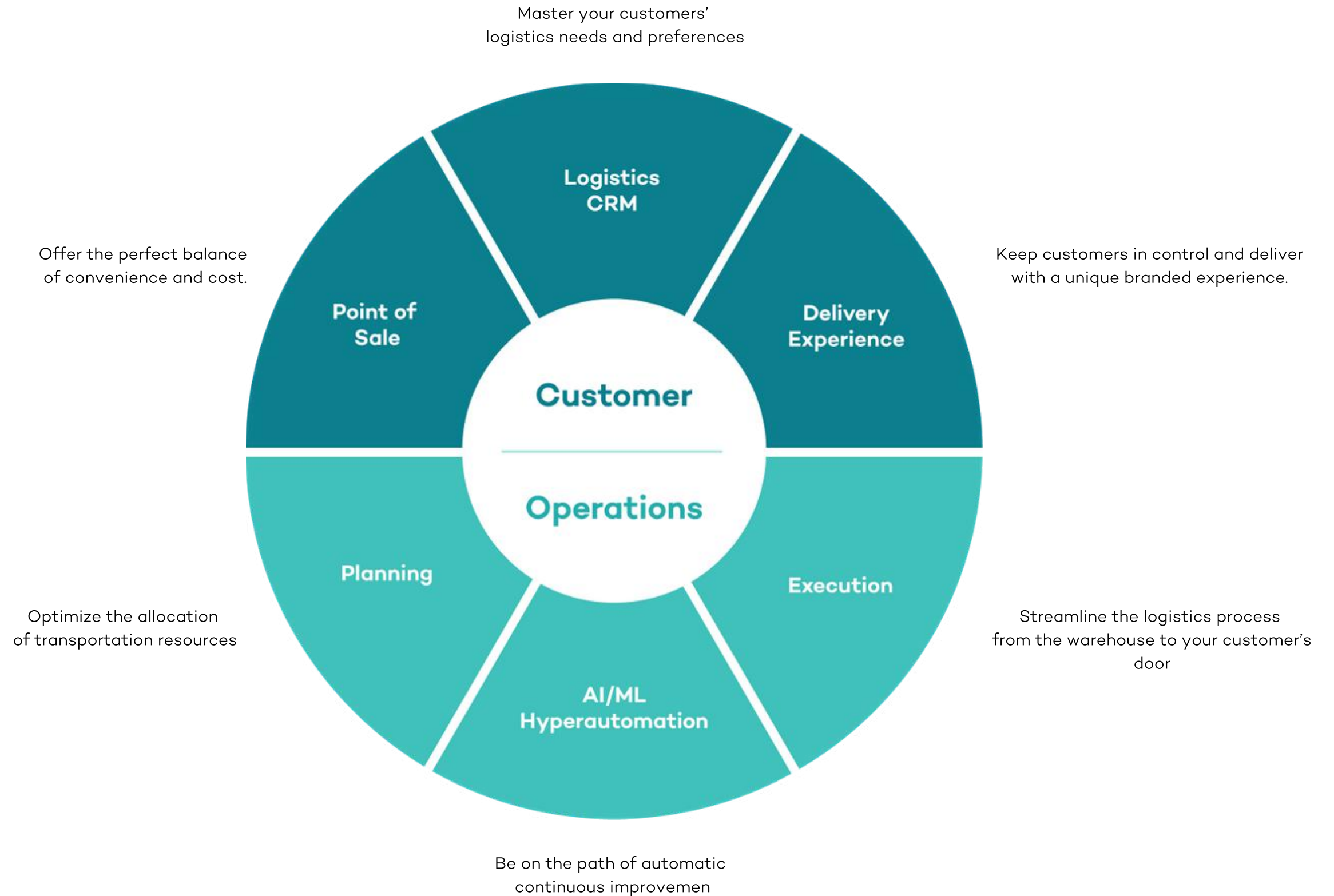
Why Milkman's platform?

- Commerce and logistics integration at the point of sale is enabling dynamic choice of convenience and cost.
- Deep business insights are driving better planning of last-mile logistics and transportation.
- Effective communication based on the customer's unique needs and preferences drives a better experience from purchase to delivery.

"We optimized customer experience by enabling time-window options and real-time updates of the Expected Time of Arrival (ETA)."

Marco Di Falco,
Co-Founder & COO at EasyCoop

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EASYCOOP CASE STUDY**

Master your customers'
logistics needs and preferences

Offer the perfect balance
of convenience and cost.

Keep customers in control and deliver
with a unique branded experience.

Optimize the allocation
of transportation resources

Streamline the logistics process
from the warehouse to your customer's
door

Be on the path of automatic
continuous improvemen

Customer Experience

# Great customer experience is where the money's at.

Designing an optimal customer experience from purchase to delivery is all about personalization, setting expectations at the outset, and effective communication, every time, for every eCommerce transaction.

By partnering with a $5B European Retailer, we proved that dynamic pricing taking into account historical data, real-time demand and transportation capacity, can shape online shoppers' behaviour, and scale a one-hour delivery service cost-effectively. In fact, by introducing cost-effective incentives, the average time window was larger than 6 hours, which was a real advantage for the economical shopper, the convenient shopper, and the Shipper.

Read more about this

Point of Sale Interaction
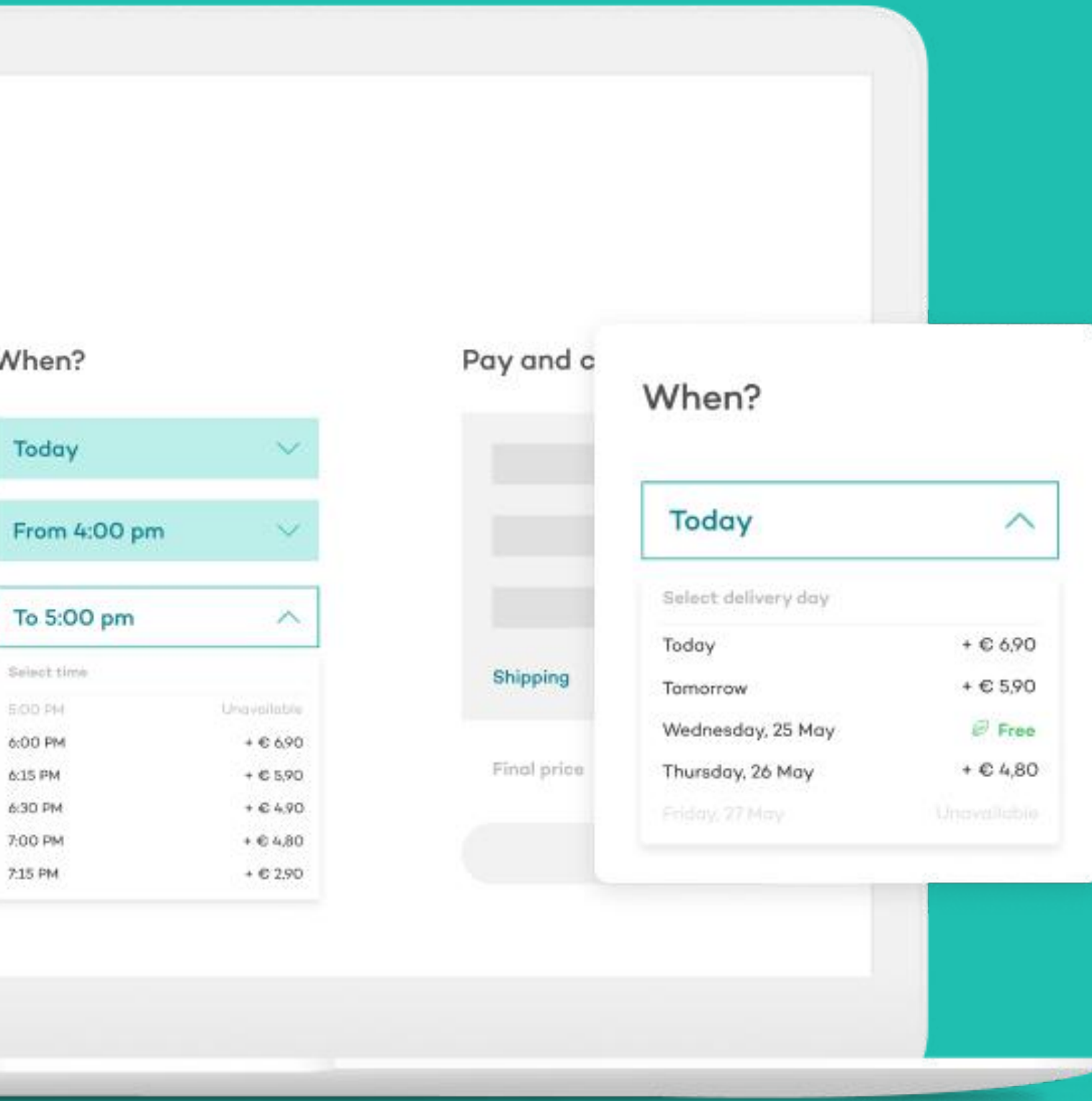
Flex time-slots: expectations setting and personalization

Creating a positive experience always starts with setting expectations. In eCommerce logistics, this concept translates into letting consumers choose a delivery time as part of the purchase decision and the checkout process.

But different customers have different needs:

- expedited delivery
- minimize the time window of an attended delivery
- the delivery cost

Offer dynamic time-slots options to support both convenience and savings.

Demand shaping: keep control of delivery costs

Defining a delivery time requires a balance between consumer expectations and logistical implications.

By integrating the checkout process knowing:

- last-mile costs
- available capacity
- existing and projected demand

and combining it with dynamic slots capabilities, brands can offer friendly logistical choices and find an optimal trade-off between customer experience and delivery cost.
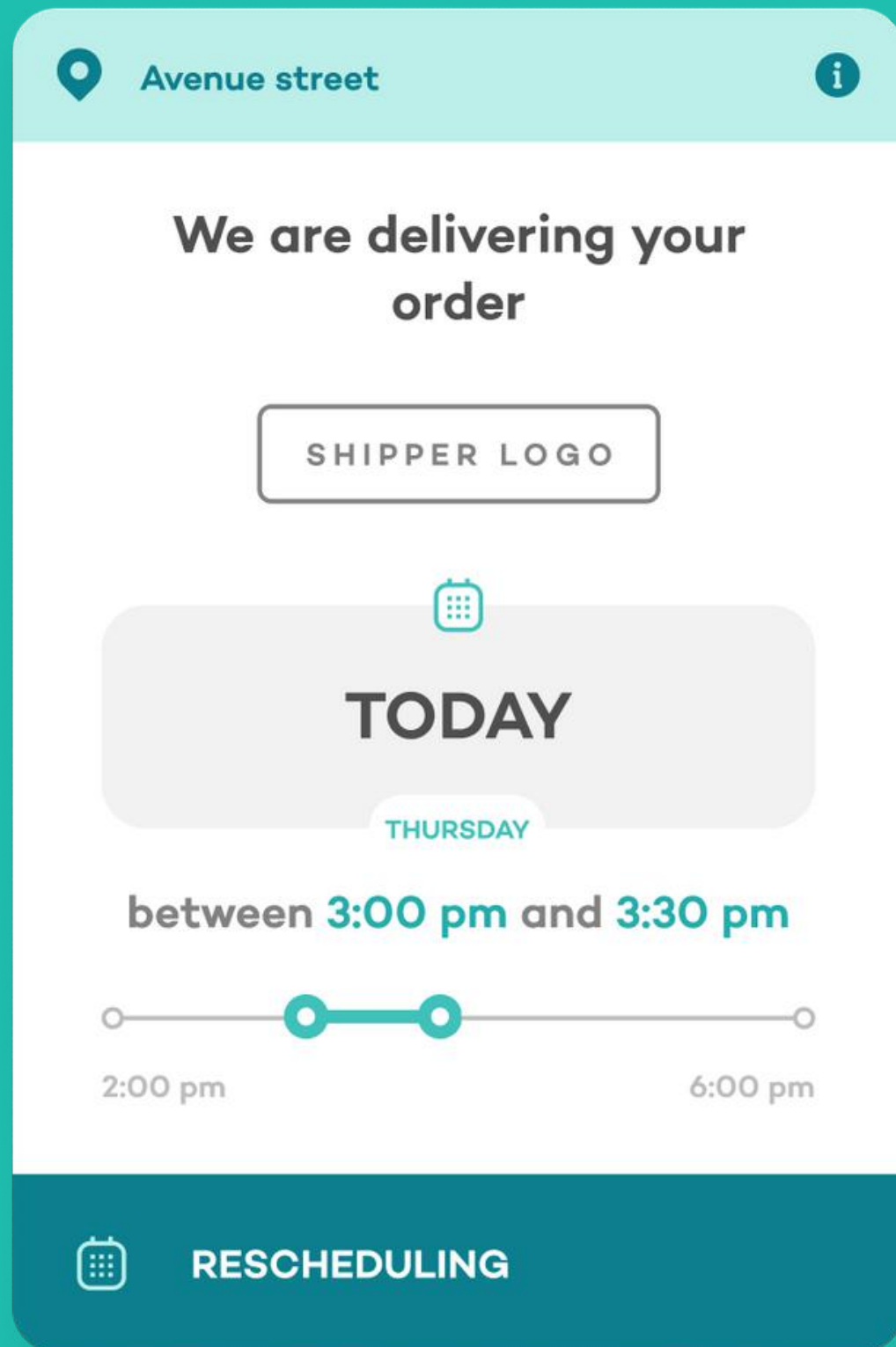
Delivery Experience

Effective communication

Concerns regarding timely delivery will negatively impact the customer experience.

Effective communication allows to:

- turn the waiting game into an opportunity to build trust and reduce the number of failed deliveries
- share real-time updates, geo-location, driver's photo
- predict the Estimated Time of Arrival (ETA)
- offer the opportunity to reschedule the delivery

Logistics CRM

Control your Territory

There is a big difference between an address on a map and a building's doorbell. By adopting a CRM strategy, logistics teams can:

- keep track of their customers' delivery preferences
- provide their drivers with detailed delivery instructions

By utilizing a hyper-automated platform, logistics teams are better equipped to continuously improve the delivery experience.

With almost 40% of customers accessing their personal page to follow updates and 6% actually changing their needs, the tracking page became the foremost communication channel with end-users.

DOWNLOAD OUR COFFEE CAPSULES DELIVERY CASE STUDY

Avenue street

We are delivering your order

SHIPPER LOGO

TODAY

THURSDAY

between 3:00 pm and 3:30 pm

2:00 pm   6:00 pm

RESCHEDULING

Last Mile Operations

Data-driven operations put you on a continuous improvement path

A deep understanding of last-mile delivery demand and the performance of every step in the supply chain process is key to designing a cost-effective and continuously improving operation

Route optimization: meet recipients' expectations while minimizing operating expenditure.

Once the orders are processed, having a powerful route optimization engine that incorporates street-level routing, driver and vehicle constraints, as well as customer time windows, guarantees the most optimal daily routes.

Our sophisticated Artificial Intelligence continuously learns by analyzing traffic patterns and data gathered from service history to support future planning.

Real-time capacity analysis: the power behind demand shaping

There are plans, and there is reality. Have a fully automated process taking into account both real-time and projected demand will help to keep commitments at bay and never over-promise.

The same process, combined with a dynamic pricing engine, is the mechanism to incentivize customers to select friendly logistical time-related decisions and shape the demand curve.

Territory planning: service level agreement (SLA) and transportation capacity

Taking a one-size-fits-all approach to service level agreements is very likely doomed to fail. When trying to answer questions like:

- how much last-mile transportation capacity?
- what should be its geographical distribution?
- would it be possible offering a better Service Level Agreement (SLA) and stay profitable?

It's crucial to develop a nuanced understanding of demand and supply in different geographical areas. Leverage historical data to project demand and Milkman's simulation tools to control cost-to-serve while pushing the offered SLAs' boundaries.

Execution

Transform promises and commitments into step-by-step instructions for the entire Network Depots and Fleets
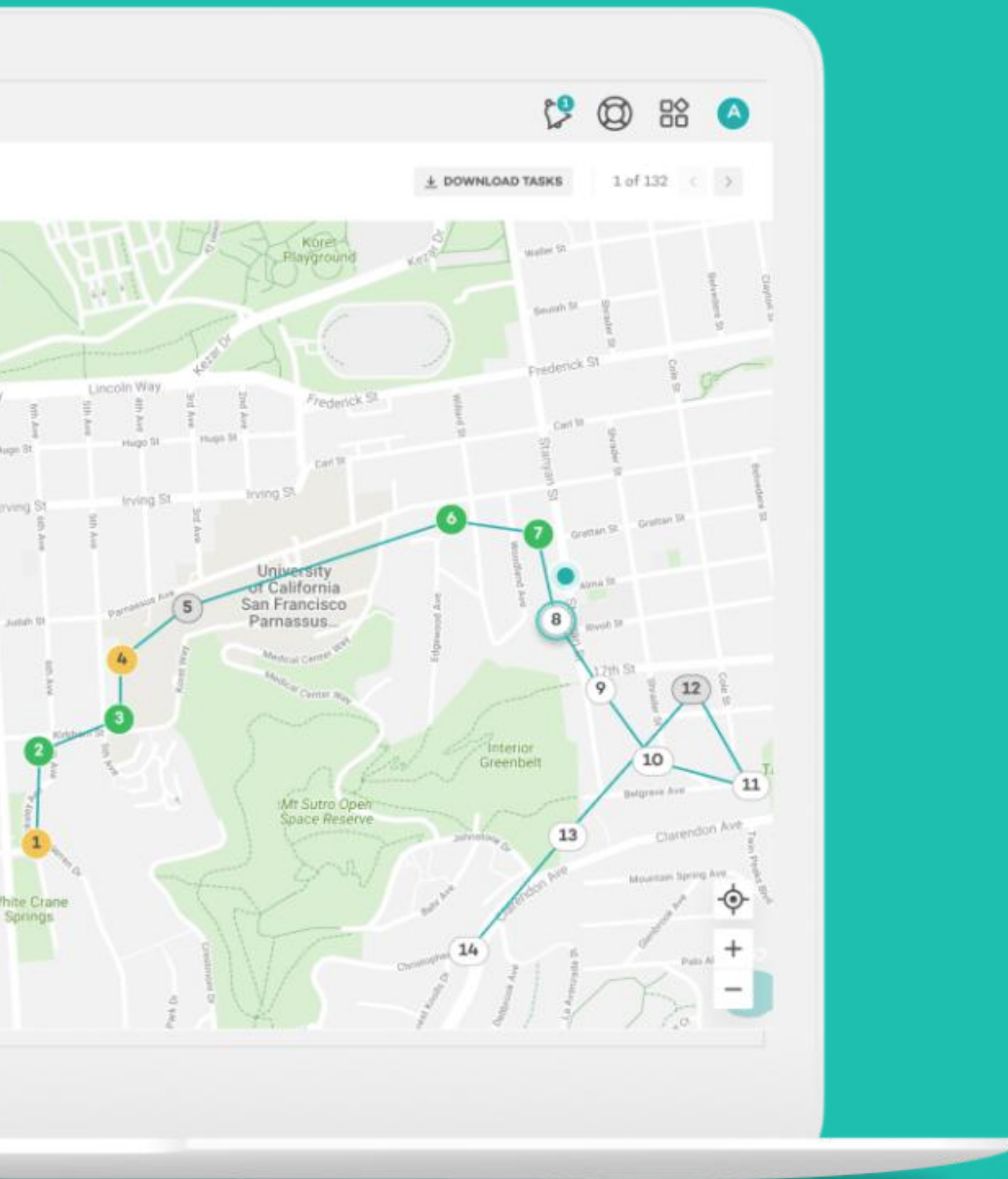
Warehouse operations: streamline your supply chain

Whether your logistics network has a central distribution hub to serve all local operations or a widely distributed network, Milkman's platform helps to handle any inbound and outbound logistics business scale.

Milkman's technologies can manage all aspects of cross-docking (sorting, long-haul transit, identifying stocking locations) and streamline the operations across the supply chain from retailers to last-mile drivers.

Last-mile transportation: the human face of logistics

Technology pushes the entire logistics world forward, but there is a human touch to this process, equipping customer service personnel, dispatchers, and drivers with the best tools for their best performance.

Milkman gives all stakeholders better tools to manage exceptions with a central notification system and processes to manage rescheduling requests and reverse logistics options.

Artificial Intelligence, Machine learning, and Hyper-automation

Data-driven decision making

Logistics is a numbers game. Developing a deep understanding of delivery demand and transportation capacity, the cost elements of every step in the supply chain, and the performance of all stakeholders involved, is the key to a path for continuous improvement.

Milkman provides a data platform that gives both the real-time view and the historical perspective and shows relevant information that drives better decision making.

"As a carrier, the algorithm lets us schedule missions in a smarter way. This form of dynamic routing is always evolving, always looking for better solutions, with the platform effectively learning more and more from the info that customers give. All this has brought a big drop in failed first deliveries."

Francesco Montuolo
CEO, MLK Deliveries
A Poste Italiane Company

Let the machines learn and act.

Use the power of hyper-automation to optimize the following processes:

- capacity management
- residual capacity
- pricing incentives

Milkman is designed for:

- forecasting demand based on historical data and real-time activity.
- offering a minute-by-minute update for delivery residual capacity and find the optimal incentive to shape demand.
- learning all stakeholders' behaviour and performance
- understanding that performance in time and geography improves operational assumptions and drives better planning.

**DOWNLOAD:
POSTE ITALIANE CASE STUDY**

About Us

Milkman is a last-mile delivery orchestration platform, offering technology and expertise for designing optimal delivery experiences to logistics teams and organizations. We help meet and exceed customers' expectations cost-effectively by providing technology for orchestrating choice, control, convenience, and price along the supply chain, leveraging our unique experience both as a carrier and transportation optimization pioneer.

Founded in 2015 by experts of vehicle routing optimization and GPS tracking: Antonio Perini and Tommaso Baù.

Milkman's first delivery in Milan

EasyCoop adopts Milkman's platform

€6.4M Series B Round

Joint Venture with Poste Italiane - 25 M Series C MLK Deliveries is founded

2015 | 03/10/2016 | 09/2016 | 02/2017 | 09/2017 | 05/2018 | 01/2019 | 05/2020 | 10/2020

Founded in Verona, Italy

€ 1.5 M Series A Round

Milkman starts working for for Nespresso

Milkman starts working for for Zara

1st 10k daily deliveries in 1 single territory