Bringg Delivery Hub

Third Party Delivery Done Right

Leveraging Next-Gen Third Party Delivery Tech to Drive Trusted Customer Experiences

DELIVERY HUB

Fleet 3
#84293
West village

Fleet 4
#36896
Nolita

Total Orders by customer   5,395
- 0.4%

How to Leverage Next-Gen Third Party Delivery Tech to Drive Trusted Customer Experiences

Today's online shoppers expect different fulfillment options to be instantly available to them. To meet this expectation, retailers need to rapidly access and manage the right selection of third party delivery providers. But attempting to overcome capacity challenges through engaging external delivery providers comes with its own headaches: incomplete or changing integrations, inconsistent visibility and branding, as well as lack of quality control and direct relationships with customers.

Challenges of Third Party Delivery for Retailers

Lack of visibility and brand control when working with third-party providers pose significant issues for **32%** of retailers. Once the merchandise is handed over to a third party, it becomes extremely difficult to control the end customer delivery experience

29% of retailers stated that **cost is the biggest issue** when it comes to managing external delivery providers, as their customers demand free delivery

Consolidating delivery provider data to evaluate performance and support informed decision making, when selecting providers going forward, is also challenging

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[1] Bringg, 2021 Barometer: State of Retail Delivery and Fulfillment

To get this right, you need to tap into next-gen delivery and fulfillment tech to build your own personalized network of the right third party providers to match your unique order requirements. And that's not where it ends. It's imperative to also remain in full control of your delivery operations and branded customer experiences.

To deliver more and maintain control of the customer relationship, retailers are turning to flexible, integrated delivery networks, with smart delivery provider management functionality.
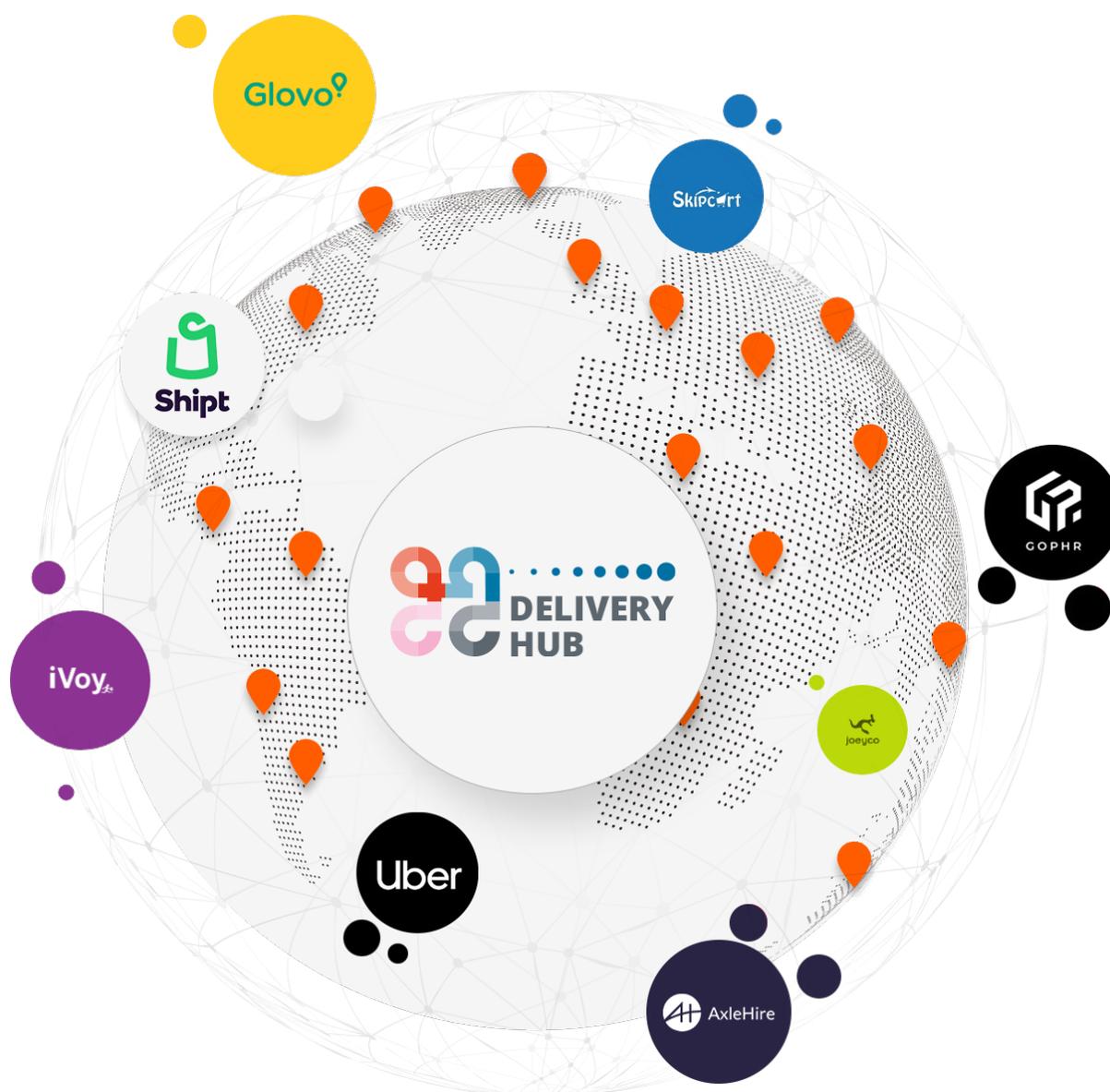
6 Benefits of a Delivery Hub with Next-Gen Functionality

1. Select and work with the right providers and services to support your unique order requirements. This means that you are also offering your consumers different delivery options at checkout with estimated delivery times, which is proven to increase cart value and customer life-time value.
2. Optimize your delivery operations to support your complex fulfillment needs. You can easily evaluate your delivery provider performance based on your unique business needs and parameters, such as cost, quality and availability.
3. Synchronize inventory/pick and pack, staging and delivery operations.
4. Control third party delivery operations as a natural extension of your business, enabling a consistently branded customer experience across every delivery touchpoint.
5. No need to build and maintain integrations yourself.
6. Tap into crowdsourced third party providers to support same day delivery options for customers.

Over 50% of the top 1000 retailers are using crowdsourced third party delivery providers for same day delivery

None
49.4%

Using 3rd
50.6%

Source: DigitalCommerce360
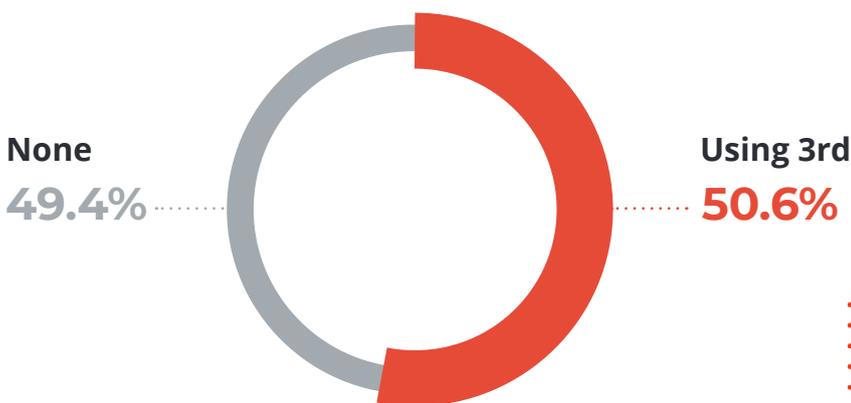
When is Third Party Delivery Not Enough?

Retailers need to be able to quickly and easily scale deliveries while remaining in full control of their delivery operations and branded customer experiences. And that requires advanced and specialized delivery and fulfillment tech.

If you're already using third party delivery providers, you've likely stumbled on these issues:

Brand Awareness & Customer Relationship

When a third party provider knocks on a customer's door, who does the customer attribute the delivery experience to – your brand, or the provider's brand? When customers aren't satisfied with the quality of the goods when delivered, or when a package arrives late, who do they blame?

You should offer a clear channel of communication – and not through the third party. You cannot outsource your customer relationships and interactions.

You also want to deliver with the delivery partner that provides the best fulfillment experience. However, most companies struggle to gain real-time visibility over third party delivery providers to understand their performance and ensure the customer experience meets their brand's expectations.

To improve risk management, you need real-time visibility. This will enable you to catch when something goes wrong with an order, so you can proactively reach out to the customer and minimize the negative impact on your relationship.

Managing Integrations

Relying solely on third party marketplaces is a double-edged sword. On the one hand, they are a significant growth engine, allowing for fast delivery activation and room for future expansion, with minimal operational investment.

On the other hand, this reliance comes at the cost of customer data and ownership, revenue lost through commissions paid to marketplaces, and loss of cross-sell/upsell opportunities. If you're planning on your own digital channels, you'll need not only third party delivery providers, but all of the operations built around connecting your eCommerce, POS and other systems to fleet operations: ensuring that the correct packages are dispatched to the right fleet, and delivered to the correct person and location. Building and maintaining these integrations takes resources that many brands don't have, or would rather not use up.

Fleet Optimization

Choosing the 'optimal' delivery provider can mean different things not only for each business, but for different orders, package sizes, or fulfillment within the same business.
For on-demand orders, you may want to dispatch orders based on availability first,
and price second.

A company using both internal and external fleets may want to look at their internal capacity for deliveries before deciding whether to dispatch to an external delivery provider.
Local neighborhood deliveries can prioritize dispatch to a green logistics option, such as a fleet with electric cargo bikes, cars or trucks – and define specific partner fleets per neighborhood. In order to address these issues, businesses will need more than just a delivery app.
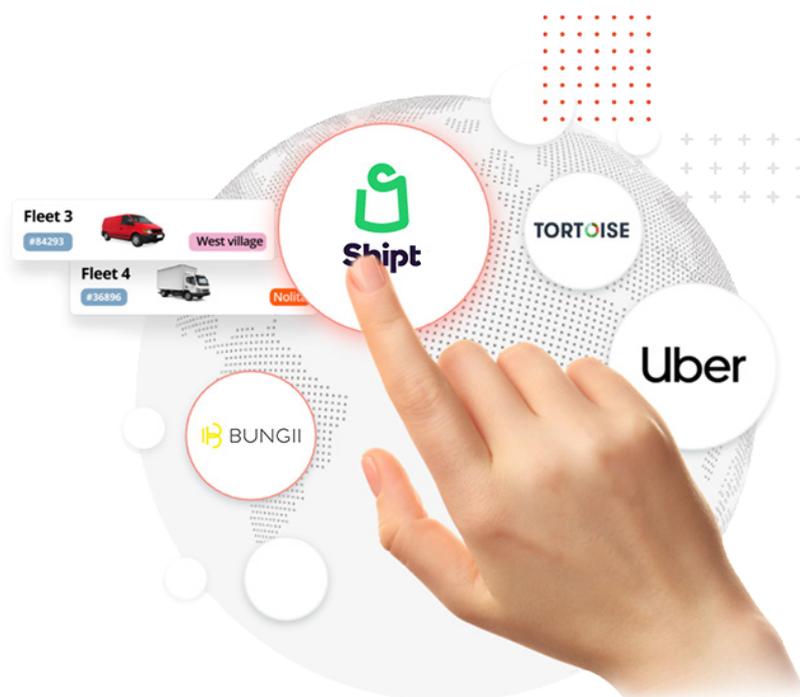
Bringg Delivery Hub:
Connecting Retailers & Delivery Providers

To instantly provide online shoppers with different delivery options at checkout, retailers need to rapidly connect to and manage the right selection of third-party delivery providers.

The Bringg Delivery Hub provides you with the functionality to seamlessly connect to the world's leading delivery providers while maintaining full visibility and control of your delivery operations and customer experiences. This means that you can easily manage your personalized network of third-party delivery providers like a natural extension of your business. Your customers will experience your brand at every delivery touchpoint, from checkout right through to receiving their deliveries.
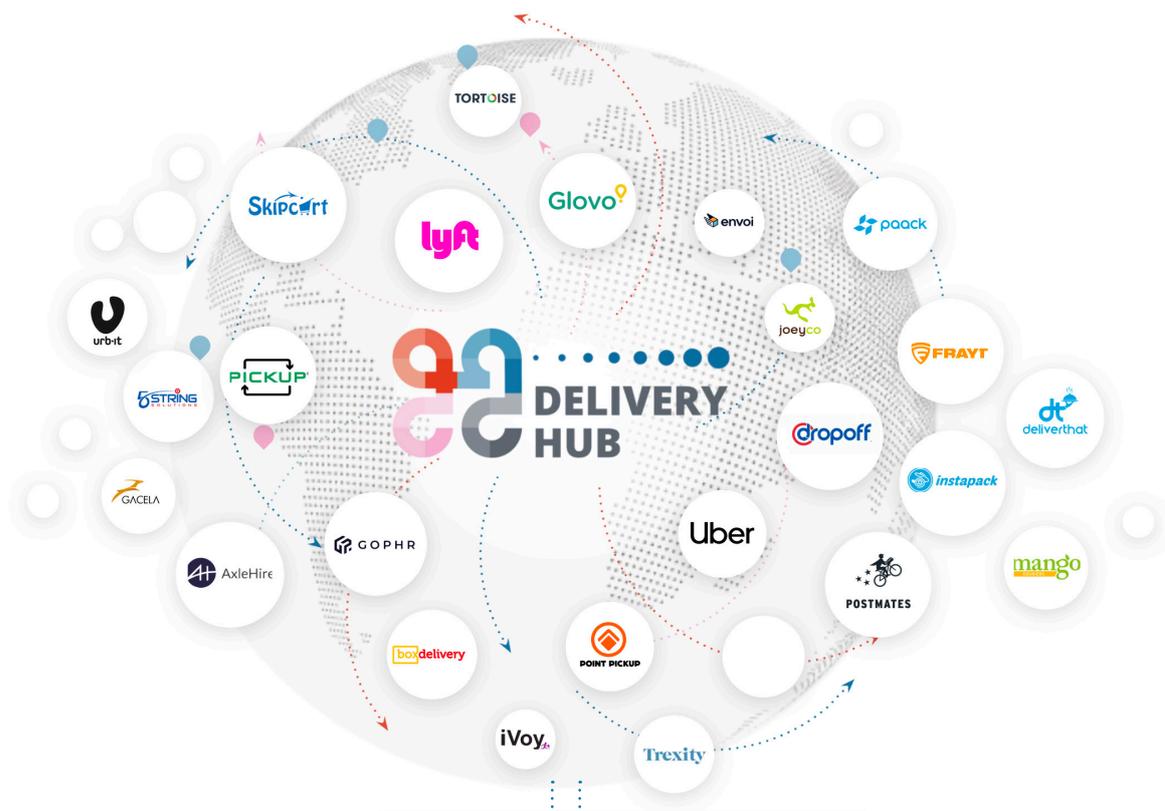
Activate Your Personalized Delivery Network

Own & Optimize Your Delivery Operations & Customer Experiences at Scale

How the Delivery Hub Works: Centralized Management, Flexible Flows

Integrating with a Delivery Provider

A business can search for and select a third party delivery partner in Bringg's Delivery Hub of integrated providers. This levels the technological playing field by offering brands a unified customer experience with all of the different providers they use.
Companies can alternatively bring their own external fleets and have them integrate with Bringg's Delivery Hub.

Setting Up Business Logic Behind Provider Selection

Companies can choose which delivery providers they want to utilize per use case, city, neighborhood, region, day of week, or other criteria. Then, they set up the operational logic behind Bringg's fleet routing engine, based on their business logic. This is a great way to ensure excellent customer experiences; for example, orders can be dispatched to providers with the best feedback ratings, or the fastest average delivery times.
A retailer may utilize the lowest cost providers for same day or on demand delivery, but utilize the highest rated white glove delivery provider for transportation and installation of appliances.

Once the business logic is set up, all fleets integrated with Bringg – whether from our Delivery Hub or not – can be dispatched using different flows with customized levels of automation. Bringg's Fleet Router takes multiple constraints into consideration – including cost, distance, speed, and your unique business needs – to automatically dispatch orders between the right providers.

Syncing Operations Across the Delivery Flow

When your entire logistics chain, from your retail systems (e.g. POS, picking, order prep), to your inventory management system (IMS), warehouses, and drivers are all linked to the same system, it's easy to ensure a fast, seamless handoff and consistent customer experiences.

Offering a Consistent, Branded Customer Experience

Working with an integrated delivery network means that your customers will experience your brand at every delivery touchpoint, from checkout right through to receiving their deliveries.

Centralizing Visibility & Technology

The delivery providers in Bringg's hub provide real-time data to Bringg that captures progress through order fulfillment, either via API integration or by using the Bringg Driver App. At the same time, Bringg's platform tracks and measures high-level delivery provider performance KPIs.

Leaders can view order value per region and per fleet, as well as provider performance. These and other metrics can be used to make better choices about where and how you use each external provider. This is true whether you work with fleets from our network, or other fleets of your choice, once they integrate with Bringg.

Your Third Party Delivery Journey with Bringg

Select

Easily select and pinpoint the right delivery providers with rich filtering to support your unique order requirements. You can easily create your own personalized network of delivery providers according to geo coverage, verticals served, delivery service levels, special services offered, and methods of transport. We support parcel delivery, hyper-local last mile, big and bulky, white glove, green fleets and more!
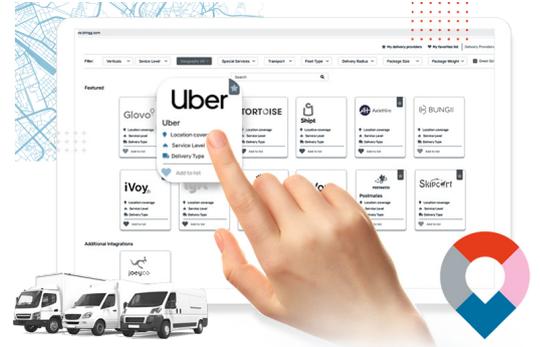
Manage & Control

Contract with your providers directly (on your terms), or have Bringg fully manage it for you. You can also manage provider payments and disputes with our billing services.

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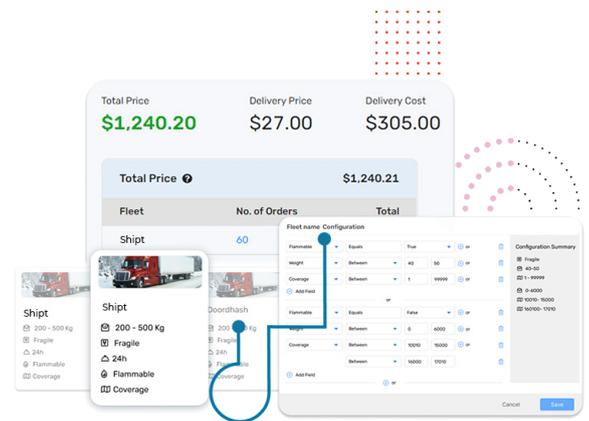
Evaluate & Optimize

Measure and optimize provider performance, efficiency, and customer experience in real-time via your personal dashboard. You can easily identify provider performance gaps (such as SLAs and cancelled orders) and reoptimize by fine tuning your delivery provider selections.
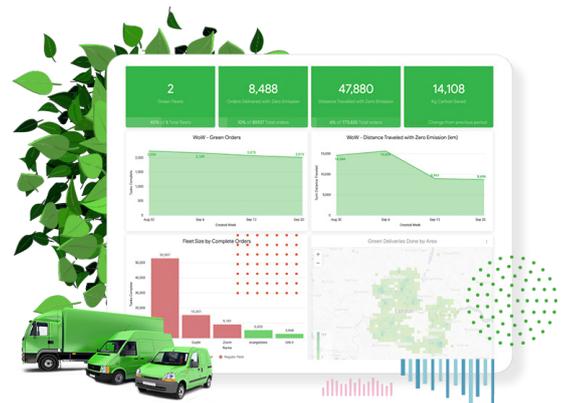
The Delivery Hub Impact

US Party Goods Retailer

3 weeks
to nationwide delivery rollout

UK Grocer

$4.7M
savings through automation and fleet selection

National Retailer

4.8/5
rating for top delivery fleet

BRINGG   Smarter Logistics, Faster Deliveries, Happier People

Let's Talk