

Bay 109 Process Analysis & Recommendation

Business Problem Statement

1. Under-Declared Parcels

Driver receives parcels that do not comply with the label description. This leads to missing opportunities to gain extra revenue from each delivery or pickup.

2. Unpredictable Parcel Sizes

Driver faces difficulties during pickup as some parcels too large to fit in the van. During peak season like Sale season, Christmas, Black Friday, number of parcels surges and they have various sizes too. Without knowing the volume of the parcels, driver tend to have difficulty sorting and boarding the parcels.

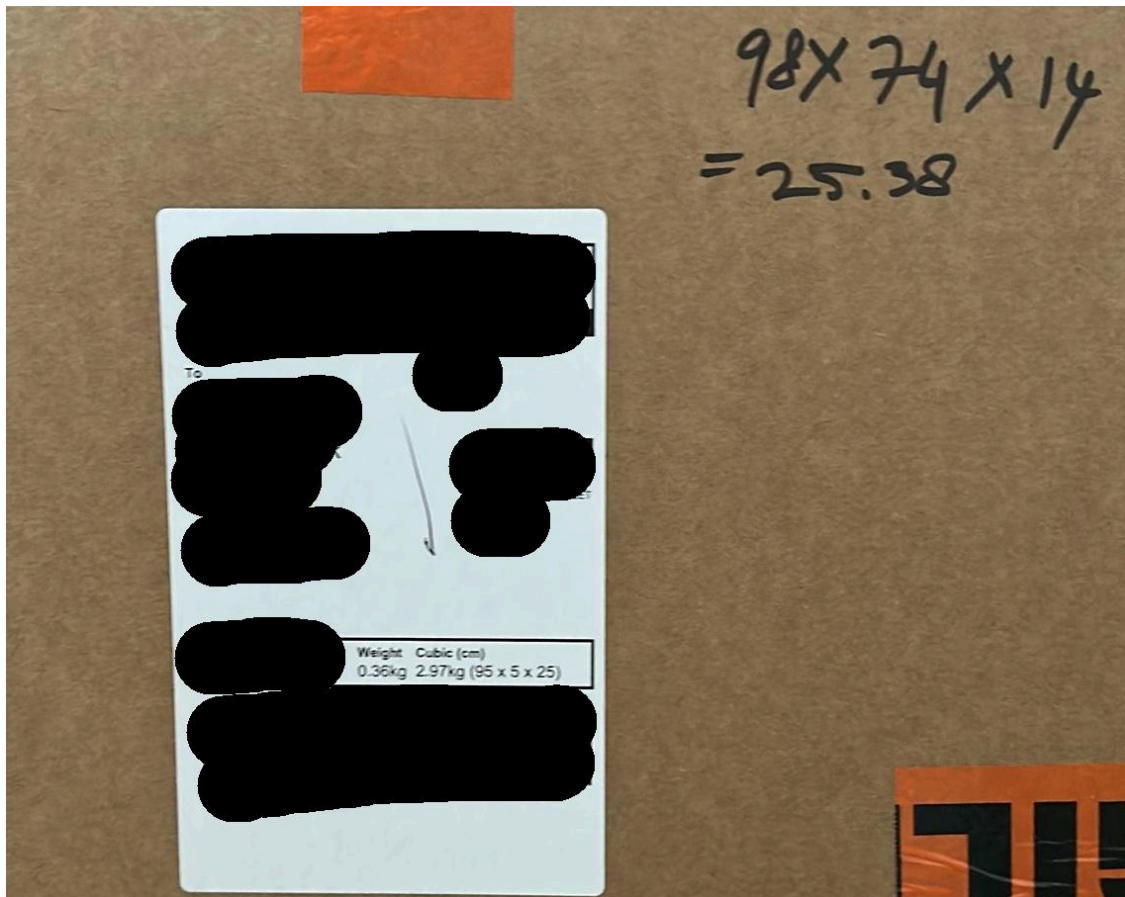
3. Unclear address and unclear contact number.

Occasionally, sender do not include enough details in the sending label. Furthermore, some customer refuses to input the correct phone number on the label. Driver often finds difficulty in locating the address and/or contacting the recipients.

Analysis

1. Loss of Potential Revenue

Driver or Franchisee is losing opportunity by missing extra delivery charges. Few cases have come up where the actual dimension does not reflect the dimension stated on the label.



A few possible causes for these incidents are:

- The sender accidentally input the wrong dimension
- The sender purposely inputs smaller dimensions to avoid extra charges. (E.g.: Sender pays for 1 label instead of 2)

Few delivery drivers have frequently reported similar cases. While this incident may seem incidental, the number of reports leaning more toward intentional mistake.

2. Inefficient Pickup Process

Driver will take longer to sort and onboard the pickup to ensure other customer gets their parcels picked. Inefficient pickup will leave a lot of unused gaps between parcels and reduce the number of parcels to get picked up.



The above image was a sample from the latest Black Friday Sale season pickup. The driver reported there were worse scenario where there too many irregular large parcels that forced the driver to miss other pickup order.

3. Inefficient Delivery Process

Driver takes longer time to find the correct address. Especially units, where the address on the label does not include the unit.

Solution and Recommendations

1. Extra Delivery Time for Under-Declared

Any parcels that the driver has deemed to be under-declare should be **exempted from next-day service policy**. Drivers should be allowed them to leave it behind to be re-evaluated by the manager on duty. Upon successful verification by the manager on duty and apply extra label, and the driver must deliver the parcel on the next day.

2. Application Tweaks

Application used by the driver should display more than just a label number. App developers should add more details such as dimension or volume of total parcels. With the information of expected volume from each pickup, driver may strategise the route for a more efficient workflow.

3. Details Verification

Application database may need to be re-design to validate user input. Address and phone number must be validated before sticking the label onto the parcel. Label must have complete verified address and filter unacceptable phone number, such as +61-0000-0000, or +61-1234-5678.

Impact

1. Revenue from Extra Label

Both Brand X and Franchisee gain extra revenue from the extra label. Should this solution and recommendation applied, Brand X and Franchisee may expect increase of revenue 1%-2% each week.

2. Pick-up Time and Cost Efficiency

Driver will be spending less time on figuring out methods to board the pickups. Also, this solution will allow driver to strategise for the most optimal route. It is expected delivery driver will save 5-10 minutes for each pickup.

3. Delivery Efficiency

Clear label with accurate information will reduce the amount of time for driver to find the right address. Should the driver unable to locate the right address, the right phone number will allow communication with the sender. Sender may be able to instruct driver to leave the parcel right in front of the door, or to the store next door. Expected saved time 5-10 minutes for each problem parcels, or saved a trip for the next delivery