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## Amazon, Google have raised expectations on delivery transport across the board

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Disruptions in delivery transport led by Amazon and Google, which reduce delivery times, have raised customer expectations across the board and companies need to keep up, according to a logistics and delivery transport expert.

Amazon recently launched a next day delivery service in the UK, while Google Express can deliver a range of products with rapid turnarounds. Both companies are also driving the technology for drone deliveries.

Walter Scremin, General Manager at national transport delivery firm, Ontime Group, says the pressure is on for quicker delivery across the board whether it's retail, specialist or business to business. "We're seeing a lot of innovation in delivery transport and it is having a knock-on effect across a range of industries.

"Customers see other businesses doing half-day delivery or one-hour delivery times and are expecting other suppliers to do more.

"The bar has been raised but unfortunately many businesses cannot match higher expectations due to poor efficiency."

Mr Scremin said that few businesses have the flexibility and efficiency in their transport divisions to be more responsive. "Having the flexibility to innovate and improve delivery performance means having more control over resources.

"Unfortunately many transport divisions are not structured in a way which promotes flexibility and responsiveness."

Surprisingly few take advantage of recent technology advances such as telematics, even though they are becoming more mainstream. "We've seen businesses such as Domino's pizza make a feature of their telematics technology, which allows customers to track their pizzas.

"This same technology is now cheap and accessible to a range of other businesses, yet take-up remains low."

Research shows that telematics is still under-used by small to medium sized fleets, with only large freight transport companies seriously benefiting from the technology. A survey by ACA Research showed that only half of fleets with between six and 25 vehicles used telematics, with take-up even lower among smaller fleets.



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“These small to medium fleets are missing a golden opportunity to improve their customer service for a modest cost outlay.

“Smartphone technology has made this technology far more accessible to any business – we know of companies with just three or four vehicles who make good use of telematics by keeping customers informed of their deliveries.

“If they can do it, anyone can.”

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