

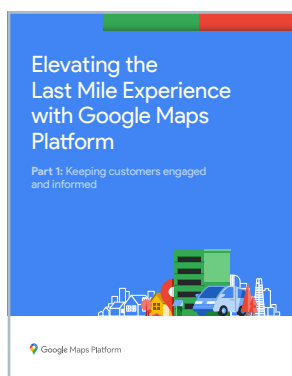
Elevating the Last Mile Experience with Google Maps Platform

Part 1: Keeping customers engaged and informed



What's in this eBook?

This is the first installment in a three-part series exploring the rapidly changing landscape of last-mile fleets and the many ways Google Maps Platform can help you make the most of it—for your **customers**, **drivers**, and **fleet managers**.



Part 1: Keeping customers engaged and informed



Part 2: Keeping drivers empowered and on track



Part 3: Delivering real-time insight and control to fleet managers

The last mile has never been more important—or more challenging

These days, convenience is a way of life. Consumers rely on deliveries more than ever before and expect them to be fast, reliable and low-cost. In fact, ecommerce shipments are on track to double by 2026¹ and 90% of U.S. consumers expect free two-to-three-day shipping.² This means last mile fleet operators have to work harder to create better consumer experiences and improve their operations.

It's with all this in mind that Last Mile Fleet Solution from Google Maps Platform was created, helping fleet operators create exceptional delivery experiences, from ecommerce order to doorstep delivery. It builds on one of our existing mobility solutions, On-demand Rides & Deliveries, which is used by leading ride-hailing and on-demand delivery operators around the world. The solution allows your business to optimize across every stage of the last mile delivery journey: capturing valid addresses, planning delivery routes, efficiently navigating drivers, tracking shipment progress, and analyzing fleet performance.

Mapping at a global scale: The foundation of every great delivery experience

Let's start at the beginning: the data that makes exceptional rides and delivery experiences possible. Our deep roots in mapping the world have led to maps in 99% of the world's countries and territories, 50 million daily updates, and over 1 billion monthly active users. And we deliver it all in the form of easy-to-use APIs, tailor-made solutions, and high quality, continuously updated data, all designed to help bring the power of location to the moments that matter most to your customers. Simply put, the world never stops changing. That's why we don't stop mapping it.



2×

Ecommerce shipments are on track to **double** by 2026.¹



90%

90% of U.S. consumers expect two-to-three-day shipping for **free**.²



¹ Pitney Bowes Parcel Shipping Index, 2021

² McKinsey & Company, "Retail Speaks", 2021

The last mile is a journey of its own, and winning means perfecting every step

Mapping is an essential foundation for navigating the last mile, but it's just the beginning of the journey. Consistently successful delivery depends on perfecting three parallel experiences—those of the **fleet manager**, the **driver**, and, of course, **the customer**.

In this first of a three-part series, let's follow an ecommerce delivery to see first hand how Last Mile Fleet Solution from Google Maps Platform improves upon the experience for a hypothetical consumer, Zoe.

Meet Zoe

Zoe is an avid runner gearing up for her first marathon. She's been training for over a year, but she's stuck at the starting block until her new running shoes arrive—a customized pair of SoleGlide XR's in limited edition teal with yellow accents.



Challenge: Address entry mistakes create major consumer headaches

Unfortunately, Zoe's no stranger to delivery mishaps. She recently moved and hasn't memorized her new address yet, leading to frequent typos when she enters it at checkout. (She once even sent a shipment to her old address.) Needless to say, it's turned online ordering into a regular source of frustration. But with her race less than a month away, a lot is riding on getting her sneakers at her current address and on time.

Thankfully, SoleGlide has implemented the Last Mile Fleet Solution from Google Maps Platform. It includes **Address Capture**, which helps businesses obtain accurate addresses and locations for each delivery. As Zoe starts entering the first few characters of her address at checkout, Places Autocomplete API begins suggesting a list of complete options for her to choose from—reducing potential entry errors and saving her time in the process. If Zoe grants SoleGlide access to her device's location, the Geocoding API further refines the suggested addresses shown to Zoe, prioritizing those that are nearby. This makes it easier for SoleGlide to confirm her delivery is headed exactly where it's expected. As a final touch, SoleGlide checkout flow and delivery confirmation email shows the delivery location on a Static Map, putting Zoe's mind at ease with a visual gut check.

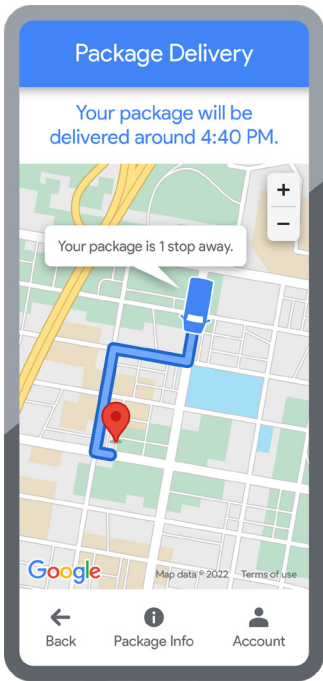
Address capture makes address entry faster and more reliable.

Challenge: The delivery experience is almost as important as the package

Delivery day has finally arrived and Zoe can't wait. To keep customers engaged, SoleGlide leverages **Shipment Tracking** to provide a live, map-based location of a package en route, along with an up-to-date ETA. This not only gives Zoe peace of mind that her sneakers will arrive at the right address, but helps her plan her day by reminding her when to be available to receive the delivery.

Summary: Last Mile Fleet Solution Capabilities

Zoe's experience as a customer was elevated using **Address Capture** and **Shipment Tracking**, two of the capabilities found in the Last Mile Fleet Solution:



Shipment tracking keeps customers updated with live, day-of shipment tracking, including up-to-date locations and arrival times of customer packages.



Address capture

Help obtain an accurate address and location for each pickup or delivery.



Route optimization

Help ensure drivers are provided with routes that optimize around your fleet's constraints—including delivery time windows—and adapt based on real-time traffic.



Driver routing and navigation

Deliver a seamless driver experience and improve route compliance with in-app navigation powered by Google Maps.



Shipment tracking

Keep customers updated with live, day-of shipment tracking, including up-to-date location and arrival times of customer packages.



Fleet performance

Enable visibility into real-time route progress and shipment insights for operation teams.



Cloud Fleet Routing

Focuses on the route planning phase of delivery and allows operators to perform advanced fleet-wide optimization. (Separate SKU)

What's next?

Last Mile Fleet Solution enabled SoleGlide to provide Zoe a smooth checkout and exciting day-of delivery experience. However, this is just one part of the entire delivery journey that must be perfected for a great last mile delivery.

To learn more, read [Part 2](#), which focuses on the driver's experience. It's followed by [Part 3](#), which broadens the story to managing—and optimizing—an entire fleet.

Visit the [Google Maps Platform Last Mile Fleet Solutions](#) to learn more.

Let's get started.

Documentation, examples, and
development resources:

developers.google.com/maps/documentation/transportation-logistics/last-mile-fleet-solution



Google Maps Platform