

Analysis of the Omnichannel Delivery Network with Application to Last Mile Delivery

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Abstract : Business-to-Customer (B2C) delivery options have improved to meet increased demand in recent years. The change in end users has forced logistics networks to focus on customer service and sentiment that would have previously been the priority of the company or organization of origin. This has led to increased pressure on logistics companies to extend traditional B2B networks into a B2C solution while accommodating additional costs, roadblocks, and customer sentiment; the result has been the creation of the omnichannel delivery network encompassing a number of traditional and modern methods of package delivery. In this paper the many solutions within the omnichannel delivery network are defined and discussed. It can be seen through this analysis that the omnichannel delivery network can be applied to reduce the complexity of package delivery and provide customers with more options. Applied correctly the result is a reduction in cost to the logistics company over time, even with an initial increase in cost to obtain the technology.

Keywords : network planning, last mile delivery, omnichannel delivery network, omnichannel logistics

Conference Title : ICPLSCM 2021 : International Conference on Procurement, Logistics and Supply Chain Management

Conference Location : Boston, United States

Conference Dates : April 22-23, 2021