



THE SMALL BUSINESS GUIDE

How to Launch On-Demand Delivery

Hello.

Even though we just met, we have a pretty good idea why you're here.

First, customer expectations have changed dramatically over the past 5 years. Thanks to Amazon, the average consumer now expects fast, free delivery for online orders, from cupcakes to couches. It's been a sea change for retailers of all sizes who have made significant (and costly) changes to their pricing and fulfillment strategies. For independent shops without the deep pockets of their big box competitors, meeting customer demand for same-day delivery can be an even greater challenge. If you're feeling a little like David vs. Goliath in the "local vs. low cost" retail war, this guide offers some useful tips on how to stay competitive.

**On-demand delivery
is a lifeline for
small businesses.**

Second, but more urgently, this is an unprecedented moment in history where delivery has changed from being a service of convenience to being an essential public service. Small brick and mortar businesses are facing an existential crisis. For many, on-demand delivery is a lifeline.

This guide is designed to help you think about what's next. Maybe you're new to delivery and need help getting started, or maybe you have an established process and an existing delivery solution that's at capacity. Our goal, like yours, is to ensure that your delivery options help you meet customer expectations and position your business for success – not just during the current crisis, but long into the future.

GETTING STARTED

Set goals.

In many ways, launching on-demand delivery is easier and less expensive than business owners expect. Even so, a successful delivery program requires planning and preparation in order to ensure it meets the needs of customers, and the bottom-line needs of your business. Here are the most common goals small business customers set for their delivery programs:

1. Sell more stuff

TIP: Consider offering delivery on your entire inventory. While it might seem easier to start with fewer items, offering on-demand delivery on all inventory, including heavy and oversized items, can be a differentiator over large, big-box retailers. Many small businesses choose Roadie because we support delivery for a variety of size options, whether you're selling fire pits or custom artwork.

TIP: If you do sell heavy, oversized, or expensive items, Roadie offers peace of mind for you and your customers. Deliveries automatically include \$100 protection against loss, damage or theft with up to \$10,000 in additional protection available through Roadie's partnership with UPS Capital (some exceptions apply). And those costs can easily be passed along to the end customer.

2. Expand your reach

TIP: We typically recommend small businesses start small, with a tight radius of 5 miles around the store. However, if a major goal is growing your customer base, think about expanding your delivery radius. Deliver across town and across the country, with an ever-growing Roadie driver community your delivery radius is essentially unlimited. As a rule of thumb, a 25-mile radius provides exceptional coverage and can be a valuable differentiator for companies, especially those selling custom or oversized items.



3. Delight your customers

TIP: Retailers who work with large carriers or traditional couriers often have strict order cutoff times in the middle of the day. You can delight customers by offering on-demand delivery on orders they expected to wait for. Depending on your location, you'll find that drivers on our platform are available to deliver nights and weekends, which means customers can order later in the day and still get same day service. Who wouldn't be delighted by that?

TIP: Nobody likes being surprised by hidden charges and extra fees. Even variable pricing can lead to dissatisfaction if it's not clearly communicated upfront. Whenever possible, we recommend making delivery pricing clear and predictable. Simple guidelines such as "free delivery on orders over \$50" and "\$5 for deliveries up to 5 miles" are easy for customers to understand and remember.

Whether or not you choose to offer set pricing, Roadie makes it quick and easy to get an upfront estimate for your delivery on our website. Our simple pricing model is based on size and distance. No surprise fees based on zip codes or fuel charges. No upcharges for nights, weekends or holidays. Never.

Choose a delivery partner.

With clear goals in mind for a delivery program, it's time to choose a delivery partner. Since your delivery experience is typically the last interaction you have with your customer – and sometimes the only interaction – it's important to choose wisely.

Customer satisfaction should be top of mind for any small business thinking about delivery. Let's start there. Many delivery apps and tech-enabled couriers offer a "one-stop-solution" that includes marketing, an online storefront, delivery and customer support. It may be tempting to take this approach, especially at a time when getting up and running quickly is mission critical. But as every grocery and food retailer already knows, many delivery companies are designed to take control of the customer experience, including adding 20-30% markups to purchases (in addition to delivery fees), and taking ownership of your customer purchase data.



The customer relationships you've built over the years are yours and can be a lifeline in challenging times. When you're thinking about adding a new delivery option to your business, it's important to be sure you don't lose your direct relationship with your customer. In the end, it just doesn't make sense for you to give up control of your customer's experience and customer data to a third-party provider, especially a delivery service.

When choosing a delivery partner, choose a company that will work with you to create a great delivery experience for your customers, while ensuring you stay in control of your own branding marketing, pricing, ordering and even customer support. After all, if a customer isn't happy with an aspect of their experience, you want to know about it.

Maintaining your direct relationship with your customer is vital.

Control is a key reason many small businesses choose to work with Roadie. Simply post a delivery using our easy to-use web app, and we'll match a nearby driver who's already on the road and heading in the right direction. You can track your delivery in real-time, and we'll send you text and email confirmation when the delivery is complete. That's it. We'll take care of managing your deliveries and let you do what you do best – run your business. We can provide guidance and best practices for launching a successful delivery program, through our blog and how-to guides like this one.

Prepare your team.

Depending on the size and complexity of your business, launching a new delivery service can take a few days or a few weeks. Before you offer an on-demand option to your customers, it's important for you and your team to know how your new delivery program will work. A little bit of pre-rollout prep will make a big difference in how well your new delivery program meets your business goals. Here are a few steps we recommend to get your planning started:

1. Get the right people in the room

Your action plan should have input from:

- ☐ Marketing & Sales
- ☐ Operations
- ☐ Fulfillment
- ☐ Billing
- ☐ Others: Who else might be impacted by your adding new delivery options?

2. Put someone in charge

A trusted delivery partner can free you and your team up to build customer relationships and move more inventory. But it's important to have a primary point of contact for the program. Decide who's best to manage the day-to-day delivery operation for your store. And if you have more than one location, that might be more than one person.

The right team member(s) will likely have:

- ☐ Regular involvement in taking orders or fulfilling products
- ☐ Easy access to a dedicated desktop computer or mobile device



3. Define your delivery process

Even though one team member should run point, a successful delivery program will likely involve team members across your business. Use this page as a tool to help define the delivery process for your business.

Marketing and Sales

Which products will be available for on-demand delivery? _____

What factors determine this (size, weight, value, popularity, etc.)? _____

What's your delivery footprint? _____

What's the easiest way to measure distance? (Zipcode, GoogleMaps lookup, etc) _____

Will on-demand delivery be offered at checkout or at the point of sale? _____

Will customers be charged a delivery fee? _____

How will the delivery fee be applied to orders? _____

Who will post items for delivery? _____

Who will answer customer questions about deliveries? _____

Operations

How will delivery details like item description, pickup address and general instructions change from delivery to delivery? For larger volumes with similar details, a delivery template can save time.

Who will prepare items for pick-up? _____

When an order is created, who will pick and pack items for delivery? _____

Where will items be held for pickup? _____

When there are multiple orders, how will drivers know which package goes with which delivery order? _____

Will your team members have the option of delivering orders after their shifts? _____

If so, what boundaries do you want to set? _____



Define your marketing and sales plan.

With the Roadie app, businesses can sign up and start delivering immediately, but we recommend a week or more of planning to make same-day delivery an integral part of your customer experience. Regardless of your timeline, set a launch date, make sure everyone knows it and have an action plan to be ready. Meet with your team regularly to track progress.

How will you tell customers about your new service?

- ☐ Website updates
- ☐ E-commerce shopping cart updates
- ☐ In-store signage or point-of-sale
- ☐ Sales scripts

Let's go!

Congratulations!

Just by reading this guide, you've taken the first step towards launching on-demand delivery. And like most things, that's the hardest part. When you're ready to take the next step, Roadie can help. One of our account managers will reach out to you in the next day or two to answer any questions you have. You can also contact us directly at 833.276.2343.

In the meantime, you can create a free account at roadie.com/small-business. It only takes a few minutes to sign up and post a delivery, so try out Roadie and let us know what you think!

Not sure what to send?

TIP: Ordering cookies from your favorite local bakery is a great place to start!

