

# MEET JOHN

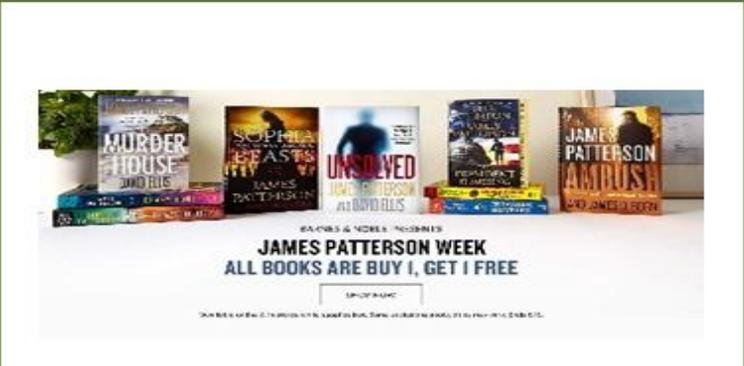
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MastaMap.com

- John is 45 and runs an independent organic meat delivery business in the UK. He is a “Farm to Fork” advocate.
- John’s company promises to “Deliver the finest meat direct to your kitchen from our Great British farmers”.
- Delivery adds to costs (especially given the perishable nature of his products), but John knows he has to offer delivery if his business is to survive.
- John wishes he could just get on with business instead of constantly having to take calls from customers enquiring about their delivery.



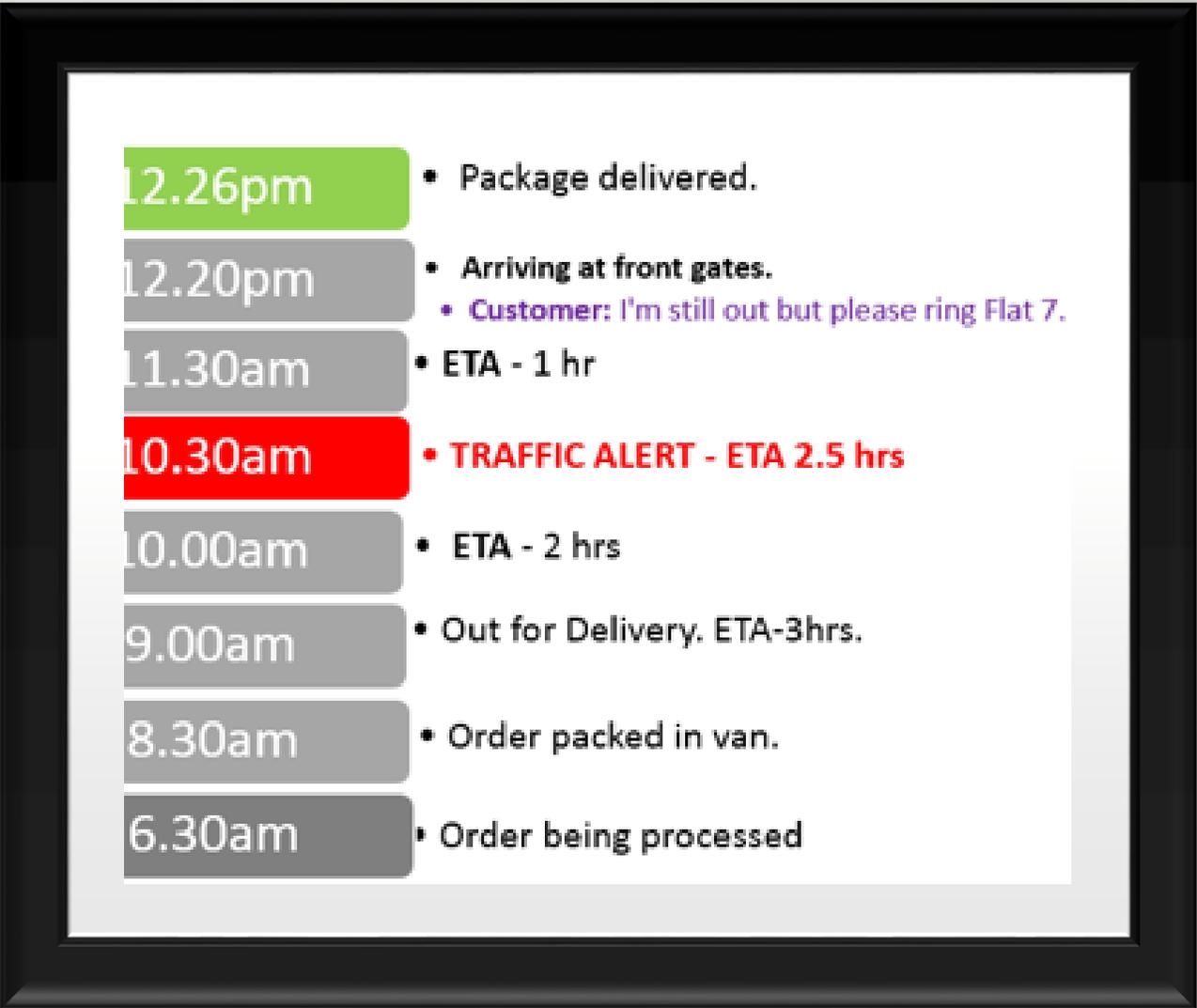
# ENTER: [MastaMap.com](https://MastaMap.com) - A **LAST MILE Delivery Management Solution (DMS)**, offering: Accurate Delivery Locations; Route Optimisation; Customer ETAs, end-to-end visibility & KPI based picture of entire delivery, providing insights for our customers to run successful businesses.



# HOW?

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- Delivery updates and push notifications enabling customers to get on with other things instead of constantly checking their phones or doors.



12.26pm	• Package delivered.
12.20pm	• Arriving at front gates. • Customer: I'm still out but please ring Flat 7.
11.30am	• ETA - 1 hr
10.30am	• <b>TRAFFIC ALERT - ETA 2.5 hrs</b>
10.00am	• ETA - 2 hrs
9.00am	• Out for Delivery. ETA-3hrs.
8.30am	• Order packed in van.
6.30am	• Order being processed

# WHY?



Last mile delivery accounts for around 50-60% of the total delivery cost (costly repeat deliveries). With eCommerce growing at exponential rates, companies need to develop ways to complete deliveries faster and more accurately.



A survey from Citizens Advice (UK), states that in 2015/16 consumers experienced 4.8 million delivery problems, spending 11.8 million hours trying to sort them out.



Lack of transparency and poor addressing, also opens up the last mile to fraud and inefficiency.



Most addressing systems were introduced to deliver post and are inadequate for modern business and logistics needs. In addition, many locations (rural areas, construction sites, car parks), are not indexed on Google maps. Delivery drivers still call customers to double check addresses.



Whether it is: food boxes or fresh meat deliveries, clothes, toys, books, dry cleaning, perfumes or frozen smoothies, customers are no longer willing to sit in the dark between 8-6pm, waiting for their parcels.



Lack of end-to-end visibility in delivery lifecycle makes it difficult to provide accurate ETAs. Currently: inefficient communication between delivery team and customer results in the dreaded, **'While You were Out'** notes being left behind as the customer sits waiting upstairs.

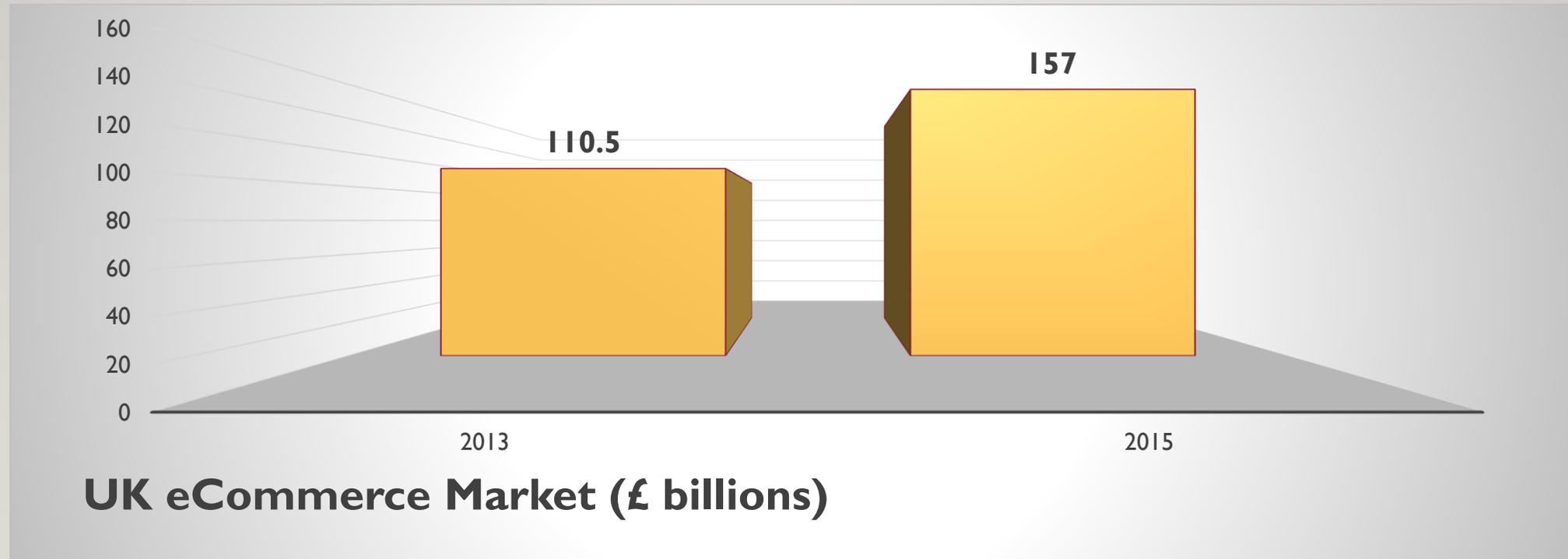


Most legacy DMSs are archaic and too complicated for SMEs/family businesses, for whom, delivery is only a portion of their job. MastaMap is simple to use, with a focus only on metrics that are important to our customers.



Lacking in many legacy systems – Ease of use, IM, mobile tech, cloud.

# MARKET SIZE & POTENTIAL



# VALUE ADDED

- Better data driven decisions in response to customer demands and expectations.
- Visibility – thus reducing “where is my delivery” tel calls.
- Faster response to exceptions
- Accurate delivery locations means that route optimization technology can be used more effectively, leading to quicker deliveries and fuel efficiency.
- Accurate deliveries also allows companies to offer smaller delivery windows, increasing the chance that the customer is home to receive their goods, and reducing the number of costly repeat deliveries.
- Ability to offer customers “Hour of choice” deliveries and updates on real-time status of deliveries. **Reduction in customer anxiety index.**
- Reduce delivery returns thus mitigating costs.
- MastaMap Delivery Management System - Paints a KPI/metric-based picture of the entire last mile delivery journey.
- Accurate location information also removes the need for drivers to have local knowledge of the area.
- Utilising tech to improve Service Levels, Customer Experience & Expectations through fast delivery and communication (bad weather, flat tyre etc). For Seller: Focus on core business instead of answering delivery queries.

# CONTACT DETAILS

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