INAWISDOM
REAL DATA INSIGHT

# Last-mile transformation with Artificial Intelligence and Machine Learning

## The Challenge

The rapid growth of E-Commerce/B2C transactions over the past decade is creating real challenges for the Transportation and Logistics industry. Logistics operators, with a long heritage in B2B, are now increasingly coming under pressure from end consumers. These tech-savvy, online shoppers expect accurate delivery times and real-time visibility into the status of their shipment.

Poor 'last mile' infrastructure, including reliance on descriptive addresses only, in some regions, variability in demand and the evolving competitor landscape have caused major Logistics operators to turn to Artificial Intelligence (AI) and Machine Learning (ML) to accelerate their Digital Transformation to meet their Customer Experience needs and provide real-time visibility into shipments across the entire lifecycle.

## The Solution

Inawisdom and AWS have successfully helped some of the world's largest Transportation & Logistics operators to resolve many of the emerging challenges in achieving delivery excellence for customers.

By embedding insights, historic and real-time, from various machine learning models into their business operations, companies are enabling customer service and efficiency improvements. These insights help them across the end-to-end delivery process, including "transit-time prediction" models that accurately estimate the delivery time of a shipment by analysing historic shipment data at various stages across the shipment lifecycle. In addition hyper-personalisation models can proactively offer last-mile delivery options aligned to customer profiles.

These challenges are amplified in regions like the Middle East, where there is a lack of proper address management, and the absence of zip codes creates a heavy reliance on descriptive addresses. Inawisdom has tackled such issues by leveraging sophisticated Natural Language Processing (NLP), Text Mining and other AWS analytics technologies to map the descriptive address to geo co-ordinates and optimise routes for both first-time and repeat deliveries, making deliveries easier and quicker.

Moreover, the solution provides significant cost and efficiency gains by streamlining warehouse and ground operations and drastically reducing the volume of inbound and outbound interactions to the call centre due to increased accuracy of delivery times.

## The impact of AI/ML in last-mile transformation

### Customer

Using AI and ML to provide personalised, time-definite deliveries for improved customer experience.

### Sorting / Warehouse

Using AI and ML to automate high volume, manually intensive sorting and routing activities in distribution centres.

### Ground Operations

Using AI and ML to increase first-time-right deliveries and improve the driver experience with more accurate addresses.

### Contact Centre

Using AI and ML to improve agent productivity, reduce calls from customers chasing deliveries, and highlight and reward best performing agents.

Accelerate your digital transformation in Transport and Logistics with Inawisdom's rapid Discovery-as-a-Service offering. We'll help you prioritise AI and ML use cases and leverage our unique Rapid Analytics and Machine Learning Platform (RAMP) to drive speed to production.

**Learn more at:**
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**See AI in Action with our Transport and Logistics Case Study »**

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