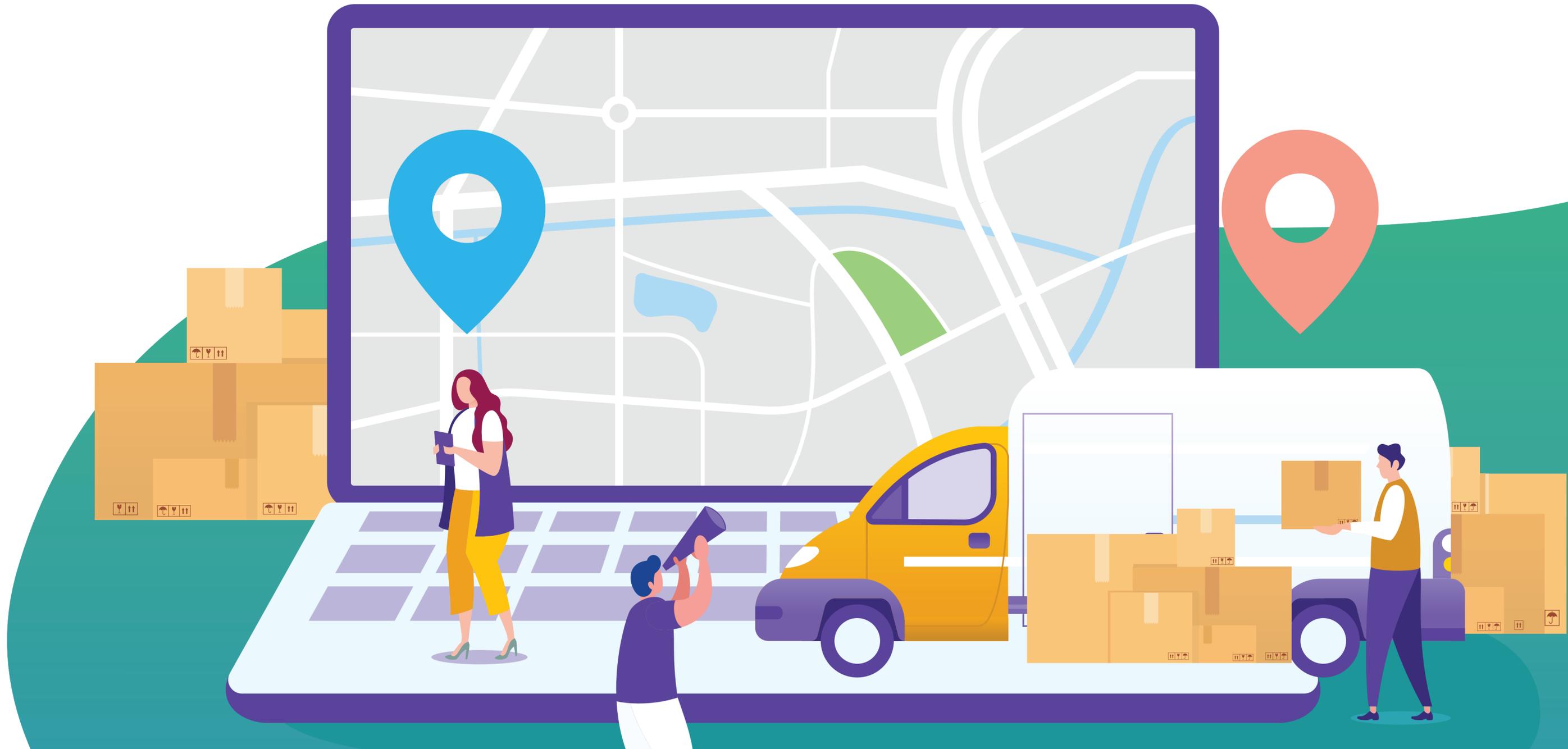


# How to Scale Your Business with Online Delivery Service





# Hello people!

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# 1 Introduction

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Are you looking to start online delivery for your business? Interestingly, this is the right time for you to launch an online delivery business, and you have come to the right place to make it happen.

Delivery services are useful for several businesses, and in today's day and time, it is a must-have for most businesses. Whether it's food, apparel, furniture, cabs, or grocery, consumers want products and services delivered to their homes. Is your business efficiently providing these products/services at their doorstep? Worry not if that is not the case.

[JungleWorks](#) have got you covered since it provides one of the best delivery management software, [Tookan](#), for all your businesses. Tookan can assist [29 industries](#), namely Pick & Delivery, Food Delivery, Medical Pharmacy, Grocery Delivery, Beauty Services, Flower Delivery, Home Service, Fleet Management, Cleaning Services, and many more to automate processes, modernize experiences and connect your organization.



# 2 How to Start Online Delivery Services

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## 1. Build Your Online Presence

First and foremost, your business needs an online platform. If you haven't already established yourself on the web, do it now. Online presence is essential because you should be easily accessible to your customers, and an e-commerce website is the most efficient way to reach consumers from anywhere.

Ecommerce has been gaining popularity for many years, which means there are many software packages and lots of literature available to guide you through this process. Some of the most user-friendly softwares are [WordPress](#) and [Wix](#). You can use these tools to design your website.



Before you start using the tools, you need to decide what your brand stands for and how the new online store will reflect it. The online competition is rising and you will need a strong USP (unique selling point) that differentiates you from the competition. Think about it and experiment during the trial period.

Another up and coming online platform is an online marketplace. An [online marketplace](#) is a website where businesses and third-party sellers list their products and services for buyers to choose from and purchase. A classic example of an online marketplace would be Amazon, Zomato, etc. Online Marketplace allows you to take your business online by allowing you to target and sell products and services directly to your customers.

Let's look at some of the benefits of an online marketplace for existing businesses:

- Low Cost of Investment
- Reach Booster
- Minimal Personnel
- Easy Marketing Opportunities
- Limitless Growth

One of the best platforms to create an online marketplace is [Yelo](#). Yelo is armed with features like an ordering dashboard, customer mobile apps, real-time order tracking, and much more.

## 2. Choose the Right Delivery Management Software

In order to grow your business in this competitive world, your execution process has to be perfect. One of the most important parts of this execution process is the delivery of your product or service.

Your business plan is now in place. All you need is a software to set up the online delivery services. For this purpose, you require centralized delivery management software. It will aid you with contactless delivery, multiple payment options, smart capacity management and will allow you to schedule, automate, live-track, and monitor deliveries from one place to another.

This step is of utmost importance. You need to carefully screen through your options and select a complete toolkit that matches your management needs. The right delivery service provider should incorporate the following **features**:



- Dispatch Dashboard from where you manage your business operations with a centralized view
- Service App for every field agent to work efficiently
- Extensions, i.e., apps to solve your business needs
- Tracker so that you can track the orders for better management

To get a first-hand experience of all these features and to see a mock-up of how you can improve your delivery business, [sign up with Tookan for a free trial here](#).

### 3. Measure Your Performance

Analysis of business performance is as important as the execution process. To improve your online delivery business and increase customer satisfaction, you have to measure and analyze the entire delivery process.

Starting from when the customer places the order, preparation time, pickup time taken by agent, delivery time taken by the agent, customer's feedback and much more. Each step has to be tracked. Monitor your fleet's behavior in real-time and know your fleet's end-to-end driving behavior from idling vehicle time, rash driving & much more.

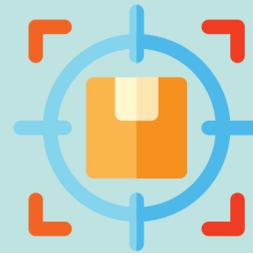
This record will help you analyse your entire delivery business process and help you improve your business efficiency.

# 3 Important Factors of an Online Delivery Business



## Reduce Delivery Time and Maximize Output

Only promising delivery options is not going to help you get through to the customer. You need to fulfill your promise. You have to make sure that with minimum resources, you are producing optimum results. Dropping off an order at the right time, or for some brownie points drop it off before time to gain higher customer satisfaction.



## Track Order

Tracking constantly updates the status of the orders. This helps to ensure that delivery agents are working efficiently and not hoarding their tasks. If faced with any difficulty, this real-time tracking feature makes it easy to solve the problem effectively. It also provides the customer with the live status of their order.



## Route Optimization

Route Optimization is the process of determining the most cost and time-effective route to deliver a product or service. You can do this by using delivery routing software or a delivery app. One such software is Tookan, with which you can optimize delivery routes and schedules, allocate resources for specific orders, automate logistics, provide service apps to agents and enable extensions.

By following this three-fold approach to start online delivery services for your business, you are sure to see some very fruitful results.

# 4 Importance of Delivery for Business Growth

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Earlier delivery of goods used to take 7-10 working days. However, as technology evolved, customer expectations increased.

Along with product variety, customers also want more delivery options. This has led to a change in attitude towards how delivery should work. Options such as next day delivery aren't just a perk anymore, it is expected. So, if your delivery business isn't providing a variety of delivery options, it could be missing out on a lot of potential customers.

Systematic delivery is very crucial as it is the last physical touchpoint between the product and consumer. If the last stage is not satisfactory, it will not only leave a negative impression of your product but also of your brand. Such experiences make the customer lose interest and thus not repurchase from your brand. To avoid this, you should make sure that your delivery management system is up to the mark and profitable.



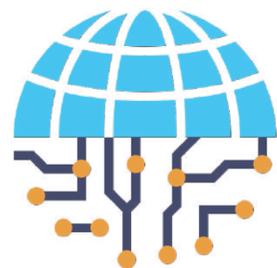
# 5 Strategies to Ensure your Delivery Business Succeeds

Once you've started with an online delivery business, it's basic to choose your delivery strategies and expenses.

Your strategies and costs can be a principal factor for customers picking your service over a contender. 80% of online customers see delivery cost as the fundamental factor, and around 66% decide not to choose a package delivery service on the web because of delivery cost.

Online customers require their parcel to be delivered as quickly as it could be. You can entirely sum up your online delivery business into three – picking, packaging, and shipping. Having a great system in place for handling the current amount of orders you're getting. But then it falls apart when you get a sudden influx of customers, so your system no longer works and you have to rethink it entirely.





## 1. Invest in Technology

Appropriate use of technology can bring out the efficiency of online delivery business. Technology like [route-optimization](#) and real-time tracking provided by [delivery management platforms](#) give more control to entrepreneur over the business. Utilization of barcodes, RFID, and routing software offer best in class logistics service.



## 2. Different offering to clients

Different customers have different requirements when using online delivery services. Offering multiple pricing packages based on size, weight and delivery speed will give customers an option to choose from. The customer can decide between multiple pricing packages depending upon the customers' requirement. This will empower your online delivery business and draw the attention of customers.



### 3. Make an impact with Packaging

The way of packaging the parcel can make a huge impact. Proper packaging protects the parcel throughout the journey. Great packaging could be the integral factor for the customer to pick a specific package delivery service.



### 4. Keep your client engaged

Customer engagement is one of the essential purposes for making the brand image. Keep clients informed about the parcel delivery all throughout the journey. Inform customers about the estimated delivery time with [real-time tracking](#) is an indirect customer retention strategy. You can use a live chat solution to chat with customers in real-time and update the customers by sending updates through SMS.



## 5. Give Insurance

An accident or unexpected outcome can result in product damage. Ensuring the customer parcels will give the security to the customer when delivering packages of the high cost.



## 6. Streamline packaging

The packages come in a variety of shape and size. Making the boxes of smaller sizes will simplify the delivery operations. Package the parcel in a way that the delivery truck/ vehicle can carry the maximum number of the parcel. This allows the online delivery business to deliver the number of parcels in less time.



## 7. Managing delivery cost

In the online delivery business, each package needs to be delivered at customer doorstep. Fuel cost and transportation cost can be cut down by using appropriate technology. Use of [delivery management platforms](#) can help package delivery business to deliver the maximum number of the parcel by traveling the minimal distance.



## 8. Pricing

Keep the package delivery price as per the industry standards. High pricing as compared to competitors can shift your customer base to the competitor package delivery provider. Similarly, lowering the price compared to the competitor will attract new customers.

# 6 Conclusion

These are strategies for ensuring success for online delivery business. You could be the market leader in the online delivery business if you learn from your mistakes and your competitors' mistakes. Just use the right tools and technology for your business. So when you start an online delivery business, just follow the steps and use the mentioned strategies and get ready to disrupt the industry.

Apart from these, Tookan's [delivery management platform](#) provides applications to broadcast messages to delivery agents, advanced analytics reports to visualize the business performance and many more. Most of the online delivery service providers focus to eliminate the competition. They use different strategies such as offers and promotion to attract customers. In fact, the online delivery services strategies must be to retain customers as up to 80% of business comes from retained customers, not from existing customers. Providing the best services and a great experience is the only key for customer retention. So, have an edge in technology to deliver services in the promised time using Delivery Management Platforms.

[Get in Touch](#) with Tookan, Delivery Management Platform to enhance your package delivery business efficiency.

