



REACHING CUSTOMER EXPECTATIONS IS THE WAY FORWARD FOR LOGISTICS INDUSTRY

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The era of globalisation and digitisation has made it easier for companies to explore newer markets where even local businesses are going global with the help of technology; thus enabling the consumers to shop from anywhere around the world through online channels. Furthermore, the new emerging markets and start-ups are bringing more competition which is pushing the supply chain industry to be more flexible and reduce the logistics and supply chain cost.

Earlier delivery on time and cost savings were considered to be the major factors for an efficient supply chain. With the introduction of technologies like AI-powered advanced analytics, IoT sensors and rising power of internet consumers nowadays along with efficiency and cost saving emphasise on faster delivery times, better transparency, production-on-demand, and instant availability of order status updates and immediate feedback and replacement. Moreover, availability of multiple options in the market, increase in consumer knowledge and the ready availability of information have made it difficult for the companies to retain customers so there is no option left for the companies other than to adapt to every mechanism to satisfy the end customers.

In the logistics industry we can witness the emerging technologies such as IoT, Blockchain, Big Data and AI are transforming the industry on ways the customers are being served.

Instant access to the latest technologies is facilitat-

ing the consumers to receive alerts and notifications of production delays, real time information on shipping options, visibility and transparency of every movement and direct communication with support. Customers now want to know if their order has been started manufacturing, left the production unit, shipped, packed, reached port and so on from landing till delivery to the end user. Ecommerce has increased the customers expectation of next day delivery which require need for accurate forecasting to able to balance inventory between multiple locations, to ensure the required supply needed in the right place, and at the right time for speedy delivery. This is possible by analysing the historical data, predictive analytics, demand forecasting that can enable faster order fulfillment from anywhere with the help of advanced AI analytics tool.

In near future we can see autonomous car, drones and ships that shall become the new norm and other newer avenues such as machine learning, natural language processing shall enable faster communication between human and digital system; AR/VR enable us to control the time status and logistics operations in a realistic way and bring real-time visuals for the clients will shape the industry with technologies to meet the customer demands.

Above all, customer support is the key differentiator factor to keep ahead of the competition. So streamlining the supply chain with technology and other factors conclude to one point is to keep customers happy. So it is imperative to adapt emerging technologies and implement the ones that help to increase the level of service to the customers. 📧