Deliver the Future Challenge

Our team's objective was to brainstorm and propose Strategies aimed at:

1. Improving the current Marketing Aspect of the Delivery Industry
2. Employ Technology to enhance DeliverBae's (and other institutions in the Delivery Industry) Customer - to - Company Interaction, aimed at both Immediate and Future goals.
3. Tackle Specific Customer Concerns

Impact of COVID - 19 on the Global Economy

A pandemic holds the potential of inexorably distressing the fiscal characteristic of individuals, organizations and Nations. More importantly, even in the Post Pandemic Stage, immediate financial recovery is challenging due to the potential threat of repeated waves of infection. There are two big questions which should be tackled; first, what monetary model should be adopted by industries during a Pandemic? One where customer/employee safety precedes fiscal collapse or vice versa. Second, the ambiguity of future business prospects.

Delivery Industry

The Shipment and Delivery Industry has been a pivotal sector of the Society, primarily because not only does it facilitate the transportation of products but also serve as a massive industry generating jobs and contributing to profits. The impact of the ongoing Global Pandemic has ambushed the growth of this Industry, heavily owing to the economic stress faced by the Sectors which employ the delivery facility.

The emergence of Technology as a 'Saviour'

The 21st Century has accelerated advancement in the field of Technology. In the current state of Global Pandemic due to the Coronavirus, the role of Technology in supporting the world is credible. Incorporation of Technology at micro and macro levels is a necessity. Our focus is the incorporation of technology in the field of Delivery Industry.

The following section describes our Technological Solution for DeliverBae and the Delivery Industry.

VROU, OUR VIRTUAL VOICE-ACTIVATED ASSISTANT!

Objective

Virtual Voice assistants VROU is a programmed voice assistant for DeliverBae operations. This will serve as a multi-objective tool that will not only reduce human - to - human contact but also constantly evolve it's working as it used by customers for various

processes. With this Report, we have attached the files and an interactive video explaining the functioning and the use of VROU.

HOW TO OPERATE VROU

To use VROU, activate voice control by clicking the button in the application and just speak. Below, you will see the voice commands that it has been programmed to respond to so far.

- Hi/Hello/Hey

- Bye/Goodbye

- Vrou?

- How are you?

- Can you clear the log?/ Can you clear the screen?

[This will clear the screen of the application until the last command]

- What is your name?

- What is my name?

[The user's name has been set to 'John Doe' by default]

- Can you change my name?

[This is followed by "Okay, I have entered it" command so that Vrou can accept the name.]

- Disable voice control

[This will disable the voice recognition with the screen completely cleared.]

- Disable voice control but do not clear the screen.

[This will disable the voice recognition only.]

You are welcome to explore with Vrou! It has many secret features that you may find interesting.

Of course, this system is in its first phase of development and will be expanded to a much larger scale and a much more targeted objective soon.

Prospective Applications of the Voice Assistant

Our Voice Assistant can be used in multiple Areas of a Delivery Company. With the current model of VROU, we believe that it can be employed in the following parts of DeliverBae.

1. Customer Feedback -

    Companies of the Delivery Industry value Customer Experience highly. The current mechanisms for obtaining Feedback are limited either to a pre-set list of questions which become obsolete with the fast-paced life of customers, which leaves them little to no time to fill out the Feedback. Moreover, many companies employ individuals or Third Party Call Centers to note Customer Feedback and Experience. Using Vrou, we reduce these additional costs of employing personnel for collecting feedback, by setting in the Questions to be asked to a customer through the Voice Assistant and generate messages based on positive/negative feedback of customers. Concurrently, this can be used to collect and analyze the feedback received to further improve DeliverBae's services.
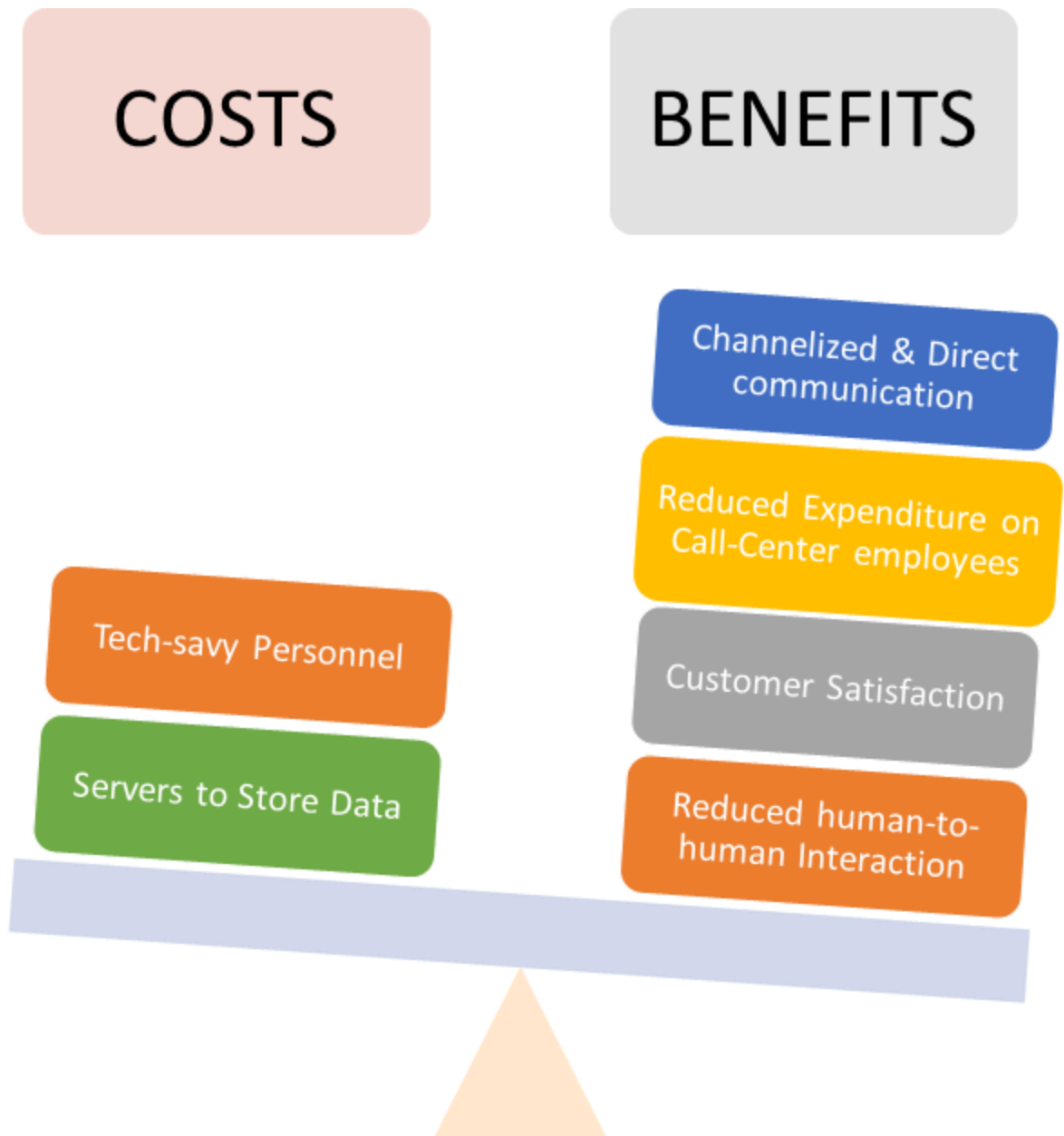
2. Website/App Surfing Assistant -

    DeliverBae's key Feature is the Custom Order option where customers can place an Order to buy ANYTHING available on the market. While this feature is very useful for customers, it's current working becomes cumbersome if the customers have to delve in for a deep search into Deliverbae's website, and spend a lot of time finding the right product. Employs Vrou as a Surfing Assistant, makes the task of searching for the required product much faster and interactive, which means the customer does not spend a lot of time and effort to look for their product. Simultaneously, VROU can be used as a general Website surfing tool, directing the customers unsure about the website's operations in the right direction.

3. 24x7 Customer Care Center -

    Working along the lines of the Feedback System, VROU can be used as a 24x7 customer concern centre, which will be operative at all times, addressing basic customer concerns at any time in the day! Once again this serves to reduce dependence on third party Call Center providers. Moreover, companies have a FAQs(Frequently asked questions) section to address the most common issues and concerns. VROU can be used to allow customers to skim through and potentially resolve their issues much faster with the help of the Voice assistant.

Costs vs. Benefits

COSTS

BENEFITS

Channelized & Direct communication

Reduced Expenditure on Call-Center employees

Tech-savy Personnel

Customer Satisfaction

Servers to Store Data

Reduced human-to-human Interaction

The following section describes our Strategies for DeliverBae and the Delivery Industry.

Last-Mile Delivery :

Our clients are provided with a last-mile delivery software along with VROU to manage their fleet and track package deliveries in real-time, optimize routes, get all the necessary information about the fleet activity, and much more. VROU gathers all last-mile delivery elements information into one comprehensive and user-friendly software. Clients no longer need to take orders and assign drivers for deliveries manually. Orders come through the software and riders/drivers are immediately assigned to pick them up, and are given the best route to take with the help of the GPS.

1. Vehicle tracking

Customers are interested in knowing where their package is. On the other hand, companies want to be aware of the whereabouts of the last mile truck drivers at all times. The last mile carrier tracking software enables businesses to know the exact location of the drivers at any point in time. The software allows companies to search using the voice assistant VROU to locate customers, drivers, and delivery tasks. Filtration by time, team, and delivery status is also possible.

2. Barcode-

The first step to the process, as soon as a product is handed over by the online seller to their courier company for delivery, a barcode is generated for the same and attached to it. The next step is when the item is loaded for the delivery, its barcode is scanned by the courier company, and this data is stored in the tracking system of that courier company's website or app. VROU, the voice assistant can be used to dictate all the information for the customers.

Marketing Strategies -

1. Quality as 'Top Priority' -

In recent times, there have been notable transitions in the focus of the Delivery industry, since they act as a pivotal medium of the market (for instance, the e-commerce companies). Various business strategies have been implemented by the Delivery companies to generate maximum profit. One such strategy which we intend to change is the Paid Promotion of businesses. While it may seem lucrative to promote certain businesses on delivery platforms, we propose to scratch this policy and strictly emphasize the quality of products provided by the business and only let that be the determining factor for a customer to pick their product from the competing businesses.

Coupled with this, we encourage DeliverBae to adopt a Safety assurance policy. In this policy, businesses partnering with DeliverBae will assure the Delivery Platform that they follow all the safety practices required, especially during the Pandemic; hence relieving the customers of the worry of health and safety measures followed by businesses. More importantly, companies which are following the regulations will automatically be the preferred choice of the customers, hence giving them the edge of dual benefit advertisement.

2. Consumer loyalty programmes

Incentives in the form of discounts or offers are important for motivating the consumers in choosing Deliverbae as their first option. For example, if the customers purchase groceries through Deliverbae, they will receive an online coupon for a discount on their next food order.

3. Social Media -

Social media is an ever-growing marketing platform which is the most ideal for Deliverbae during the times of the pandemic. Advertising on the company's Instagram page about the new features like VROU will increase customer engagement. The safety and hygiene protocols being followed by the company also need to be highlighted in these platforms for complete transparency.

Social media micro-influencers are an important source for advertising the product. Micro-influencers have 10000 to 100000 followers. These influencers posting and enforcing the company will increase the customer base. These are also cost-effective methods therefore practical.

4. Safety video

Deliverbae could create a safety video showing how the issue is being handled by the company, especially in delivering food items. The sanitization procedures, measures taken by the drivers and all hygiene protocols implemented by the company need to be highlighted in the video. This safety video can be made available to the consumers through the company's social media platforms as well as the app and website.

5. Response time tracker

Customer satisfaction is the most important element to be monitored by any business, therefore a response time tracker will be added which will track the delivery time of the orders. The software will set benchmarks of the standard time which will be taken, it will then calculate the average real-time taken for the deliveries and provide drivers with optimised routes for reaching the set benchmarks. This will help solve the problem of last-mile delivery as well.

This report is also available in the form of a Prezi available here -

https://prezi.com/view/yqdWPwRbyh7Ug1sJtMKO/

The Voice Assistant Program has been attached with the submission. It will require installation on your device.

Alternatively, you can find the required file to be downloaded for the installation on your device here -

https://drive.google.com/drive/folders/1P25hiRLB4sl7iRYiK0vbwiFI118XKeJH?usp=sharing

Once downloaded, please run the software on your system.