Customers today want companies to provide them an experience instead of products and this is forcing companies towards digital transformation. This transformation has an impact on the supply chain including the logistics but not all companies have budget and expertise at their disposal to setup a world class solution that can delight the customer.

Key Question

- Can Digital Transformation improve the relationship of supply chain companies to improve their last mile delivery and delight the customer?
- Can we use Data to characterize the customers and create algorithms to improve SC efficiency?

Relevant Literature


Methodology

- Framework: Identify the right logistic service provider
- Scenario Analysis: Quantify the relationship benefits
- Pilot Design: Detailed proposal for implementation