

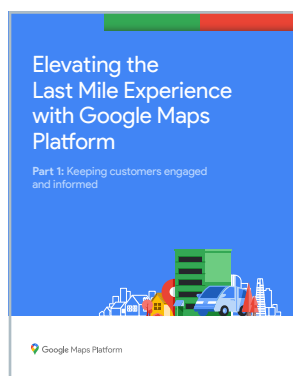
Elevating the Last Mile Experience with Google Maps Platform

Part 2: Keeping drivers empowered and on track



What's in this eBook?

This is the first installment in a three-part series exploring the rapidly changing landscape of last-mile fleets and the many ways Google Maps Platform can help you make the most of it—for your **customers**, **drivers**, and **fleet managers**.



Part 1: Keeping customers engaged and informed



Part 2: Keeping drivers empowered and on track



Part 3: Delivering real-time insight and control to fleet managers

The last mile has never been more important—or more challenging

These days, convenience is a way of life. Consumers rely on deliveries more than ever before and expect them to be fast, reliable and low-cost. In fact, ecommerce shipments are on track to double by 2026¹ and 90% of U.S. consumers expect free two-to-three-day shipping.² This means last mile fleet operators have to work harder to create better consumer experiences and improve their operations.

It's with all this in mind that Last Mile Fleet Solution from Google Maps Platform was created, helping fleet operators create exceptional delivery experiences, from ecommerce order to doorstep delivery. It builds on one of our existing mobility solutions, On-demand Rides & Deliveries, which is used by leading ride-hailing and on-demand delivery operators around the world. The solution allows your business to optimize across every stage of the last mile delivery journey: capturing valid addresses, planning delivery routes, efficiently navigating drivers, tracking shipment progress, and analyzing fleet performance.

Mapping at a global scale: The foundation of every great delivery experience

Let's start at the beginning: the data that makes exceptional rides and delivery experiences possible. Our deep roots in mapping the world have led to maps in 99% of the world's countries and territories, 50 million daily updates, and over 1 billion monthly active users. And we deliver it all in the form of easy-to-use APIs, tailor-made solutions, and high quality, continuously updated data, all designed to help bring the power of location to the moments that matter most to your customers. Simply put, the world never stops changing. That's why we don't stop mapping it.



2×

Ecommerce shipments are on track to **double** by 2026.¹



90%

90% of U.S. consumers expect two-to-three-day shipping for **free**.²



¹ Pitney Bowes Parcel Shipping Index, 2021

² McKinsey & Company, "Retail Speaks", 2021

The last mile is a journey of its own, and winning means perfecting every step

Mapping is an essential foundation for navigating the last mile, but it's just the beginning of the journey. Consistently successful delivery depends on perfecting three parallel experiences—those of the **fleet manager**, the **driver**, and, of course, **the customer**.

In the [last installment](#), we saw the experience of placing an order from the customer's point of view, and learned how Last Mile Fleet Solution can make checkout and tracking day-of package delivery more engaging. Now, let's take a look at how the solution helps Stefan, a hypothetical driver, stay on track—right within your app.

Drivers are the heart of your operation, and their jobs are getting harder as demand for direct-to-consumer deliveries increases. Assisting them with the right tools has never been more important. Last Mile Fleet Solution helps drivers complete their tasks throughout the day with the information and guidance they need to perform at their best.

Meet Stefan

Stefan is a recently hired delivery driver at Acme, a regional fleet operator. He works hard to perform at his best, knowing that his job is a critical part of each Acme customer experience. With a full day of deliveries ahead of him, he's eager to get help making sure each package is delivered on time, and at the right location.

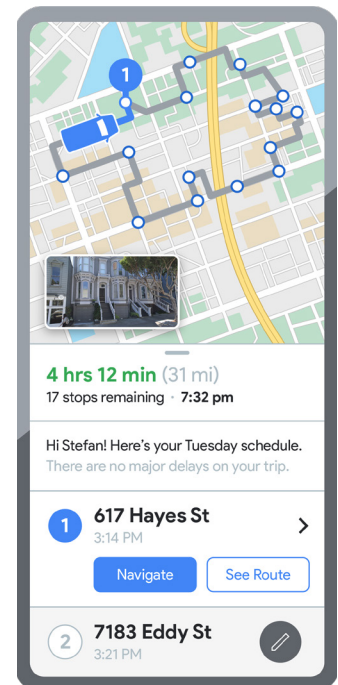
Challenge: A great driver experience depends on tools that assist without distracting

Fortunately for Stefan, Acme invested in the Last Mile Fleet Solution from Google Maps Platform, integrating the familiar Google Maps interface right within their driver app. It assists drivers with the tools to complete their tasks throughout the day, with the information and guidance they need to perform at their best.

At the start of his shift, Stefan opens the Acme driver app to get an overview of his delivery route, visualized on a familiar Google Map. It gets him up to speed quickly on where he's heading throughout the day, and provides an opportunity to make adjustments if necessary.



Stefan, a newly-hired delivery driver looking for ways to perform at his best.



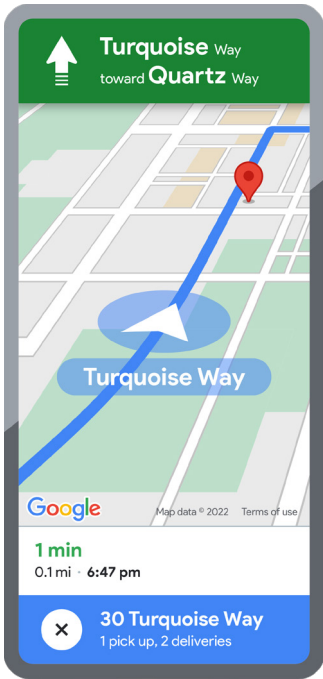
A familiar Google Map provides a visual overview of the day's route.

Once on the road, **Driver Routing & Navigation**, embedded within the app, provides turn-by-turn navigation, lane and speed guidance, and traffic data that keeps him on track as he makes his way to his next destination. Meanwhile, **Route Optimization** helps to ensure that Stefan and the rest of Acme’s drivers are given routes that optimize around the fleet’s constraints—including delivery time windows—and adapt based on real-time traffic.

As Stefan nears each package delivery or pickup point, detailed delivery locations and traffic data from Google Maps improves his ETA so he gets to the right place on time.

Summary: Last Mile Fleet Solution Capabilities

Stefan’s experience as a driver was elevated using **Driver Routing & Navigation** and **Route Optimization**, two of the capabilities found in the Last Mile Fleet Solution:



Driver Routing & Navigation provides turn-by-turn navigation, lane and speed guidance, and traffic data.

Address capture

Help obtain an accurate address and location for each pickup or delivery.

Route optimization

Help ensure drivers are provided with routes that optimize around your fleet’s constraints—including delivery time windows—and adapt based on real-time traffic.

Driver routing and navigation

Deliver a seamless driver experience and improve route compliance with in-app navigation powered by Google Maps.

Shipment tracking

Keep customers updated with live, day-of shipment tracking, including up-to-date location and arrival times of customer packages.

Fleet performance

Enable visibility into real-time route progress and shipment insights for operation teams.

Cloud Fleet Routing

Focuses on the route planning phase of delivery and allows operators to perform advanced fleet-wide optimization. (Separate SKU)

What's next?

Keeping drivers like Stefan focused and productive is an ongoing challenge, but Google Maps Platform makes it easy with a combination of powerful capabilities and a familiar interface. Now that we've addressed the customer and driver, one puzzle piece remains. In the next installment, we'll zoom out from both the customer and the driver to understand the needs of the fleet operator.

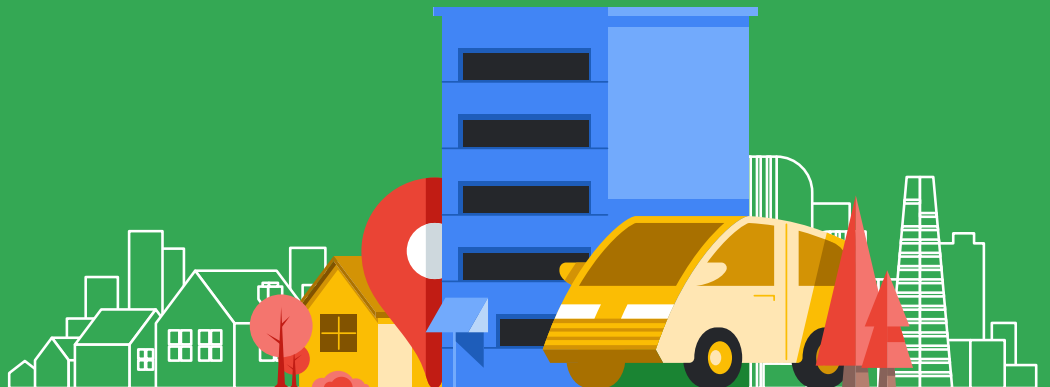
In case you missed it, don't miss [Part 1](#), which explores the delivery experience from the customer's point of view. Next up is [Part 3](#), which broadens the story to managing—and optimizing—an entire fleet.

Visit the [Google Maps Platform Last Mile Fleet Solutions](#) to learn more.

Let's get started.

Documentation, examples, and
development resources:

developers.google.com/maps/documentation/transportation-logistics/last-mile-fleet-solution



Google Maps Platform