

# PILOT ON A PAGE

## FOR SAME-DAY DELIVERY

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**A ONE PAGE TEMPLATE TO HELP YOU PLAN  
OUT A MINIMUM VIABLE DELIVERY SERVICE.**

FROM SELLING INTO THE CEO TO ROLLING  
OUT ACROSS MULTIPLE STORES.



**Same-day delivery is a simple concept that's difficult to get right in practice.**

Getting it right requires a well planned pilot programme; with a clearly defined objective, and all the important operational dependencies considered... and that's just for starters.

From working on pilots of all shapes and sizes, we've learnt that a great pilot is not just an operational framework, it's actually an iterative process requiring c-level attention to fine tune both internal processes and external marketing efforts over the first 3 months.

To help incorporate this kind of thinking into your next pilot, we've pulled together this one page planning template, with 9 different requirements (and 'how to' explainer notes).

if you need any help or have any questions, get in touch with us [here](#).



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| <p><b>THE SAME DAY STORY</b></p> <p>What's your same day 'sell'</p> <p>Are you meeting a customer need, leveraging your store network, creating a sector first offering?</p> <p>E.g. "we ship to your home faster than you can get to our store"</p> | <p><b>THE SERVICE DETAILS</b></p> <p>The specifics of the same day service you want to test</p> <p>Be clear on the details inc cost to customer (will you subsidise or add a margin) store range, delivery speed, time slots offered, vehicles required, order / in store workflow etc.</p> | <p><b>OPERATIONAL REQUIREMENTS</b></p> <p>What is needed to make this pilot a reality</p> <p><b>COURIER PARTNER</b></p> <ul style="list-style-type: none"> <li>- Coverage locations</li> <li>- Coverage by vehicle types</li> <li>- SLA of 90%+</li> <li>- Customer service provision</li> <li>- Profitability projections</li> </ul> <p>(what scale do they need to make the service sustainable)</p> | <p><b>METRICS</b></p> <p>Include phase 1 targets where possible, and agree on who is responsible for getting those numbers. Examples include;</p> <ul style="list-style-type: none"> <li>- On time deliveries</li> <li>- Delivery duration</li> <li>- Average delivery distances</li> <li>- Cost per delivery</li> <li>- Customer service requests</li> <li>- Customer satisfaction</li> </ul> <p><b>METRICS (COURIER SIDE)</b></p> <p>Examples include;</p> <ul style="list-style-type: none"> <li>- Acceptance times</li> <li>- Pick up times (from acceptance to pick up)</li> <li>- Delivery success</li> <li>- Courier ratings</li> <li>- Courier satisfaction</li> </ul> | <p><b>PILOT TEAM</b></p> <p>Who is involved and what are their responsibilities</p> <p>Compile a cross-functional same day pilot team with defined roles and responsibilities</p> <p>Every pilot needs Exec level buy-in to make it work. And we're not just talking sign off, but a member of the C-suite who is bought in and will help make things happen.</p> <p>Consider additional 'recruits' from...</p> <ul style="list-style-type: none"> <li>- Logistics and Supply</li> <li>- Ecommerce team</li> <li>- Store management team</li> <li>- Marketing and PR</li> <li>- Tech/Dev team - both sides</li> </ul> |
| <p><b>KEY OBJECTIVE</b></p> <p>What does 'Success' look like</p> <p>Identify the key objective from the outset so you can measure against it.</p>  | <p><b>LOCATIONS &amp; ROLL OUT</b></p> <p>The journey from 2 stores to 200</p> <p>Consider what you need to test and learn to get there? Set an aggressive but realistic timeline.</p>  | <p><b>FULFILMENT TEAM</b></p> <p>What processes / people need to be put in place to ensure deliveries are ready to be collected.</p>   | <p><b>PROMOTIONAL STRATEGY</b></p> <p>How you drive awareness and uptake of your new delivery offering</p> <p>Driving awareness and demand for the new service is key.</p> <p>Trial a series of different tactics and localised channels to understand what works (and when) and then repeat as you expand.</p> <p>Free / price promo on delivery, SMS, onsite, in-store, direct mail, social media, radio, local press can all play a role.</p>   |   |
| <p><b>BUDGET &amp; FORECAST</b></p> <p>Have a level of investment in mind, then work through the pilot plan with your delivery partner to stress test and get a better sense of ROI.</p>   | <p>Don't oversell in one region that will be impossible to deliver in another, and do try and be consistent in the nation-wide offering.</p>  | <p><b>TECHNICAL</b></p> <p>Service interface, Inventory management &amp; customer service setup are key.</p> <p>But technical implementation be a real holdup, so think how 'manual' you can make the initial set up (e.g. teams booking deliveries manually with CSVs rather than full API integration)</p>   |  |   |

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