

# Uber Freight

## Last mile agility: 7 immediate wins for peak season readiness



### For retail supply chain leaders

Peak season doesn't just raise the stakes—it amplifies every challenge across the retail supply chain, with the last mile often becoming the most volatile and costly battleground. Success here depends on your team's ability to pivot quickly, maintain crystal-clear communication, and deliver reliably to every doorstep, even when faced with unpredictable demand and mounting pressure. Master these seven best practices to transform last mile chaos into a strategic advantage, delighting your customers while safeguarding your margins.

01

#### Onboard agile partners

Agility begins with backup.

Preparing for peak seasonality means including carriers and couriers with proven capacity and flexibility as part of your last-mile strategy. Onboard providers who can step in at a moment's notice, ensuring your network can flex seamlessly as volumes surge, routes shift, or disruptions arise. Prioritize adaptable partners and fast onboarding processes to ensure your supply chain stays resilient, responsive, and never gets caught flat-footed when circumstances change.

02

#### Set dynamic handoff protocols

Seamless handoffs drive throughput and prevent breakdowns when stress is highest.

Standardize your handoff touchpoints, create and enforce warehouse/store checklists, and empower frontline teams with scenario-based playbooks. Ensure every employee, from the warehouse floor to the delivery driver, knows their role and the backup plan. Uber Freight's technology gives shippers visibility into every load and parcel, enabling true exception management for the last mile. With real-time insights and instant alerts, teams can proactively address issues, minimize miscommunication, accelerate troubleshooting, and keep goods moving consistently to their final destination.

03

### Enable real-time tracking for all stakeholders

Transparency is your best defense against surprises.

Deploy a real-time tracking platform that offers live location data and status updates to your operations teams, retail partners, and end customers. Use automated alerts and self-service tracking portals to eliminate “Where’s my order?” uncertainty, building trust at every step and enabling your teams to respond proactively rather than reactively.

04

### Deploy proactive customer notifications

When peak volume hits, customer expectations reach their peak, too.

Eliminate the scramble by preparing notification templates in advance for all delivery scenarios: “on the way,” “delayed,” “delivered,” “unable to deliver,” and more. Personalize these communications for your brand and ensure rapid deployment through SMS, email, or app notifications. Consistent, proactive updates not only delight customers, but also reduce support center overload.

05

### Dynamic carrier selection based on performance

The only constant during peak season is change—traffic snarls, weather disruptions, last-minute address changes, and unexpected road closures are inevitable.

Optimize your systems to select carriers based on their most recent performance and empower your teams to change carrier selections as necessary. This enables agile responses to the unexpected so you can protect delivery windows, minimize downtime, and maintain service levels.

06

### Set up peak season data dashboards

Real-time data drives real results.

Set up executive dashboards to continuously monitor your last mile metrics—on-time delivery rates, delay causes, route deviations, and exception counts. Share daily summaries with your teams, creating accountability and a rapid feedback loop. These dashboards support daily standups, rapid problem-solving, and a culture of improvement throughout the peak period.

07

### Have a surge resourcing plan

Unpredictability is the new normal.

Don’t wait for crunch time to identify where you stand on extra staff, vehicles, or overtime coverage. Build and document a surge resource plan now—complete with clear triggers, protocols, and decision-makers assigned. Logistics providers with a single point of contact allow surge resource planning to be both simple and effective. Regularly run tabletop exercises or drills to stress-test your response. When demand spikes, your team should be ready to mobilize fast, not scramble for solutions.

Last mile agility: 7 immediate wins for peak season readiness

## Ready to level up your last mile?

Connect with our team and discover how Uber Freight helps CPG retailers achieve peak-ready agility and deliver standout service, season after season.

