

DPD uses Google Maps APIs to improve the package-tracking experience



At a glance

What they wanted to do:

- Improve the parcel delivery experience
- Provide recipients various delivery options
- Emphasize transparency and flexibility in the delivery process

What they did:

- Implemented Google Maps to track parcel delivery in real time

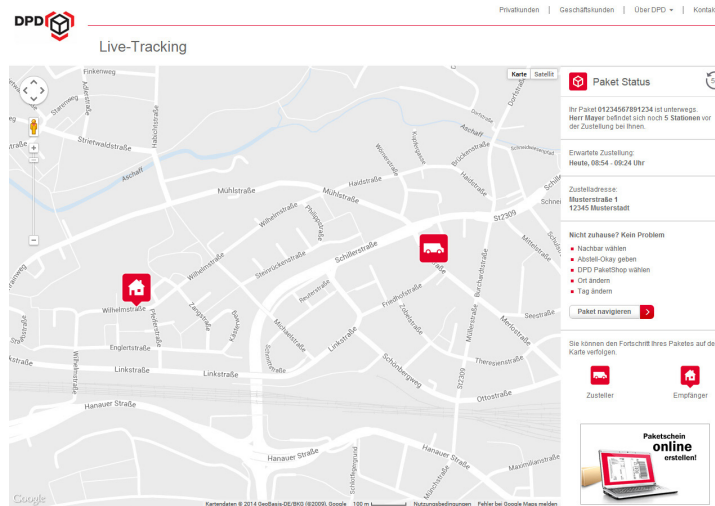
What they achieved:

- Improved usability (a more user-friendly and interactive customer experience) and reduced costs
- Increased user figures to 35,000 users and around 300,000 site views per day

Background

DPD is a leading international delivery service provider that delivers 2.5 million parcels each day. Founded in 1976 with headquarters in Aschaffenburg, Germany, the company is the market leader in package delivery for business customers and delivers to 230 countries worldwide. Each day, more than 8,000 vehicles and 7,500 employees work at 75 sites across Germany.

Business-to-consumer delivery is increasingly important for DPD as the ecommerce industry grows. Today, DPD delivers one in three packages directly to consumers. By maintaining its transparent and flexible culture, DPD has evolved into a leader in the B2C delivery market.



Challenge

Before they began using Google Maps, DPD built its own software to plot package drop-off locations on the DPD website. The application worked with digital maps — an important and innovative feature at the time — but DPD was dissatisfied with the cost and usability of the tool. As they looked for an alternative, they discovered the many benefits of Google Maps and switched systems.

Solution

DPD introduced Google Maps APIs to power its drop-off location finder and now uses the APIs to introduce a new service: live tracking for deliveries. This tracking feature is one of the most-used services on the DPD website and unique in the German delivery market. Both the package sender and recipient can look up the exact position of the package and follow its location on the online map. They can also see the

arrival estimate, accurate within 30 minutes, and redirect the package if needed. The live-tracking display allows the user to follow the route of their delivery live on a PC or smartphone at any time.

“Google Maps’ live tracking makes waiting for a parcel an interactive experience,” says Stefan Müller, IT project manager at DPD. “Every recipient can ensure their delivery fits into their daily routine.”



About Google Maps APIs

Using the Google Maps API corporate solution, companies and organisations can embed fully-interactive Google Maps into publicly accessible and internal websites. Google Maps API for Business helps customers and employees make the right business and purchasing decisions, thanks to its familiar and interactive maps. The interface is one of the most popular API map solutions in the world. While the standard Maps API contains the same interactive and user-friendly functions, Google Maps API offers additional functions for using map solutions important to companies and organisations, such as:

- Use of other geocoding functions with a larger volume and higher speed
- Integration of Google Maps with secure content using https transfers
- Usage reports across various domains
- Monitoring of ads shown on the maps
- Support and service options

For more information, visit www.google.com/work/mapsearch/

Benefits

Google Maps APIs helped DPD improve the usability of its location features, lower costs, and easily introduce new functions. Thanks to its comprehensive documentation and easy-to-use APIs, implementation took just a few days. Since moving to Google Maps and introducing live-tracking, website visitors have increased steadily. DPD now registers 35,000 users and around 300,000 site views per day.

“Google Maps is a major player in the market and is already a part of most users’ everyday internet experience,” Müller says. “The API also offers developers numerous new opportunities to improve and tailor the delivery experience for customers’ busy schedules.”

DPD plans to continue its focus on live-tracking while using Google Maps APIs to introduce new location-based services online. “We have received very positive feedback about our live tracking,” Müller says. “It makes for a much more transparent delivery process for our recipients.”