BRINGING ORDER TO DELIVERY CHAOS



FULFLLD

Your delivery plan was perfect... until 10:17 am.

At 6:00 a.m., the plan is set. Orders assigned. Routes planned. Drivers scheduled. Third-party capacity available.

Then reality shows up.

A driver calls out. An order isn't ready on time. Traffic turns a 20-minute drive into 45. One delivery provider has no available drivers. Another is running behind. A customer is calling to ask where their order is.

Now your team is jumping between systems, checking your own drivers, DoorDash, Uber, and whoever else is handling deliveries, trying to understand what is happening.

What do you do next?

> The real challenge of modern delivery operations isn't creating the plan.
> It's managing everything that happens when the plan breaks.

When the stakes are high, we need to know exactly who's working on the problem, have the visibility and tools to make the right decisions quickly, and clear communication with all parties.

You don't need to be big to have delivery complexity.

For restaurants, caterers, bakeries, meal-prep companies, florists, couriers, pharmacies and medical delivery, parts and hardware suppliers, and other delivery-intensive businesses, delivery has become increasingly complex.

More locations. More volume. Higher customer expectations. More delivery options.

Many businesses now rely on a combination of:

- ☑ Their own drivers
- ☑ Multiple third-party delivery service providers (DSPs)
- ☑ Scheduled and on-demand deliveries
- ☑ Multiple locations, each with its own delivery requirements
- ☑ High-value or time-sensitive orders requiring instructions, photos, proof of delivery, or signatures

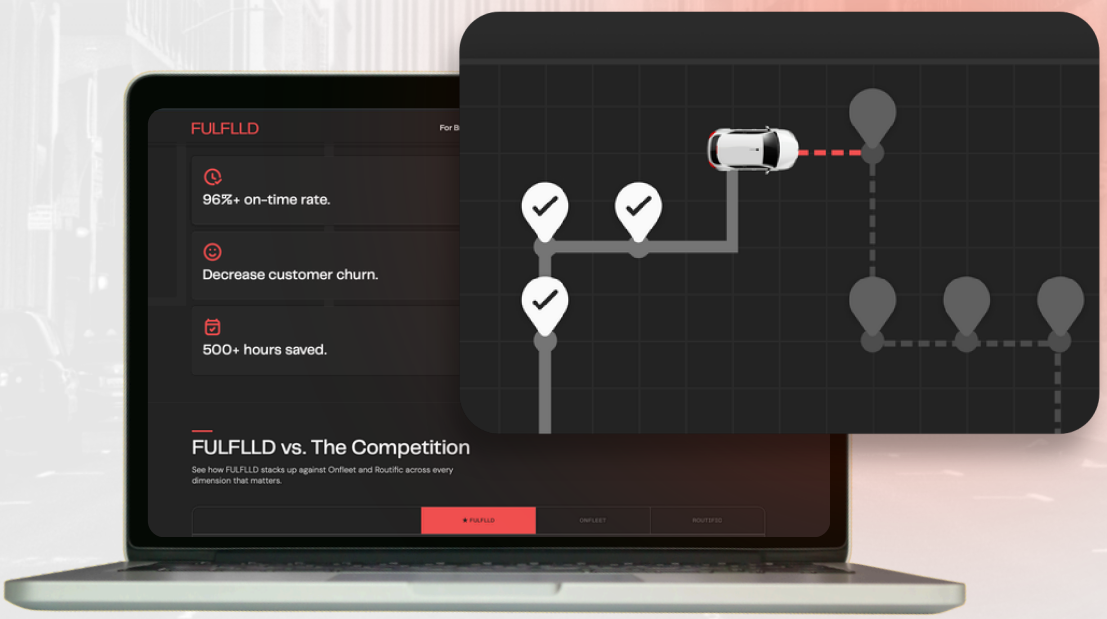
Each piece may work perfectly on its own.
The problem is what happens between them.

Orders coming in for multiple sources. One system for your own drivers. DoorDash in another. Uber somewhere else. Every provider on a different screen.

When something changes, your ops team becomes the integration layer, chasing information, comparing options, communicating with drivers and customers, and trying to make decisions while the clock keeps ticking.

The real cause of delivery chaos: disconnected delivery operations.

More deliveries don't create this problem.
They expose it.



Visibility tells you what happened. **Orchestration helps you decide what to do next.**

Most delivery technologies give you visibility. You can see where the driver is and that an order is late. But seeing the problem isn't the same as solving it.

- ☑ Can another driver take the delivery?
- ☑ Should the route be changed?
- ☑ Is there another delivery provider with available capacity?
- ☑ Which other deliveries are now at risk?
- ☑ Does the customer need to be notified?
- ☑ Are there special delivery instructions, setup requirements, or proof-of-delivery requirements that need to follow the order?

These are the decisions that operations teams make every day. Often manually. Often across multiple systems. And often after the customer experience has already started to break.

The difference between **visibility** and **orchestration** matters because the goal isn't simply to watch your delivery operation. **It's to manage it.**

One delivery operation, multiple systems & partners.

FULFLLD brings the information, communication and decisions for each delivery into one operational command center. It gives your team one place to answer four questions:

- ☑ **What's happening?**
- ☑ **Who is handling it?**
- ☑ **What's at risk?**
- ☑ **What should we do next?**

Your own drivers and third-party delivery partners operate within the same view, not separate workflows spread across multiple screens. FULFLLD manages every driver and every order from dispatch through completion, capturing every status update, ETA, and delivery communication. Including:

- Dispatch and driver assignment
- Route optimization
- Real-time delivery tracking
- Driver chat and phone communication
- Automated customer communication
- Delivery instructions and checklists
- Photos, proof of delivery, and signatures
- Delivery performance analytics and reporting
- Visibility across internal and third-party driver networks

The value isn't another dashboard.

It's the data, context and control to respond before issues become customer problems.

Confidence. Visibility. Control.

Hybrid delivery isn't a feature. It's a business strategy.

Not every delivery should be handled the same way. A nearby order with specific setup requirements may be best handled by your own driver. A delivery outside your normal service area may make more sense for a 3rd-party partner. A sudden spike in volume may require outside capacity. A driver calling out may change the economics of the entire day.

The right delivery decision depends on cost, distance, capacity, service requirements, customer expectations, and what's happening right now.

No COO wakes up wanting hybrid dispatch software. They want to control costs, maintain service levels, use their own drivers intelligently, and access outside capacity as needed. That's why hybrid delivery is becoming increasingly important. It gives businesses flexibility.
That's why hybrid delivery matters.

> **The goal isn't to build a bigger fleet or outsource everything. It's to build a more flexible delivery operation.**

Delivery chaos is inevitable. Losing control shouldn’t be.

No delivery plan is perfect. Drivers get sick. Orders aren't ready. Traffic happens. Vehicles break down. Capacity disappears. Customers change their orders.

The businesses that consistently deliver a great customer experience see problems developing, understand their options, and react before a small operational issue becomes a broken promise.
That's delivery orchestration.
Your customer doesn't care how many drivers, providers, systems, or handoffs exist behind the scenes.

> **They care that you keep your promise, and that the order arrives on time, complete, and exactly as expected (OTIF).**

Everything changes after the plan

A delivery is a promise with a deadline.

FULFLLD is built for businesses where keeping that promise requires coordinating people, vehicles, locations, providers, and constantly changing conditions, because the original plan rarely survives the day.

One screen to see every delivery. Manage every driver. Understand what changed. Decide what to do next. Then act.

Is your delivery operation becoming harder to manage?

You don't need hundreds of deliveries a day to feel the effects of disconnected operations.

If your team is already juggling outside delivery partners, internal drivers, customer support calls, changing schedules, and multiple systems, adding more volume may simply make the existing problem harder to hide.

And if you want to use your own drivers more often, but don't have the visibility or operational control to confidently manage those deliveries, that's a problem worth solving before volume makes it bigger.

FULFLLD brings every order, every driver and every delivery decision into one platform.

When the plan changes, your team isn't scrambling to figure out what's happening.

They have the visibility, context and control to decide what to do next, and act on it.

If delivery is getting harder to manage, let's talk.

If your delivery operation is already more complicated than it should be, FULFLLD can help you bring it under control.

Talk to FULFLLD today.

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