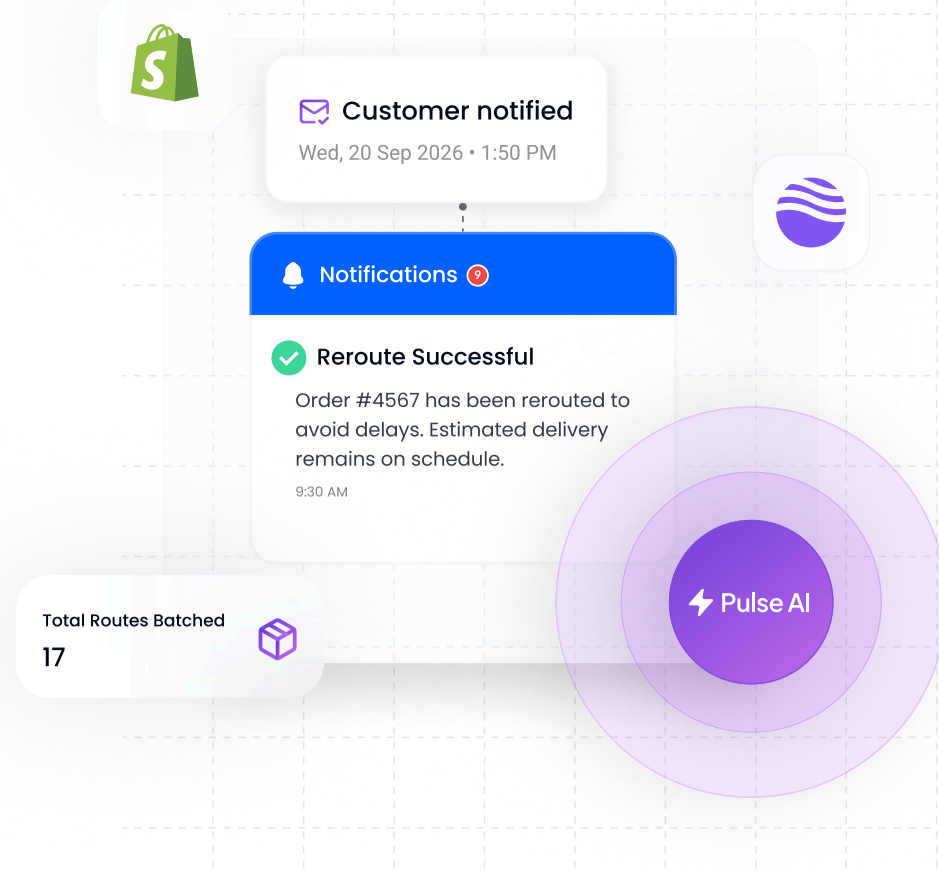


The Delivery Experience Infrastructure Guide

5 capabilities brands need as they scale.



As business grows, most brands end up with a mix of providers, tools, workflows, and handoffs. This is when delivery logistics takes more effort than it should.

This guide covers five capabilities that help enterprise teams handle the logistics with more control, to provide a more consistent customer experience.

The 5 capabilities that make delivery easier

1. Provider access without provider sprawl

More providers can help expand coverage. But more providers do not automatically create a better delivery model.

Why it matters Each provider brings its own rules, service levels, tracking quality, and issue-handling process. Without a single layer to manage those differences, every new provider adds more variation to the customer experience.



What to watch for

- Teams choosing providers manually
- Different delivery experiences by market or order type
- Too much time spent managing provider relationships
- Coverage improvements that come with more internal friction



What this should look like

- Broad provider access through one system
- Provider choice based on the best fit
- Consistent logic across regions, products, and service levels
- New coverage without a new manual process each time

The takeaway Provider choice is useful only when teams can actually manage it.

2. Hybrid fleet control

Most enterprise brands do not operate with one delivery model. They use a hybrid delivery model that combines in-house fleets and third-party delivery providers, often across multiple ordering sources and fulfillment workflows.

Why it matters Different delivery types call for different levels of control, cost, and flexibility. A hybrid model gives teams room to make the right decision by market, order type, or service level.



What to watch for

- Internal and external delivery managed in separate systems
- Different rules for different channels
- Teams forced into either/or decisions that do not reflect reality
- Local flexibility with no enterprise consistency



What this should look like

- One operating model across in-house and third-party delivery
- Shared rules, workflows, and reporting
- Flexibility without adding more process overhead
- Better control where it matters most

The takeaway For many brands, hybrid delivery is the practical model, but it must be managed in a unified way.

3. Exception handling and recovery

The real test of logistics comes when situations don't go according to plan (driver cancellation, delivery window changes, inventory not ready, etc.).

Why it matters Around 8% of first-time deliveries fail, costing \$17-\$40 per late/failed delivery (for reattempts, support, and churn), and "Where is my order" drives 50-80% of ecommerce support volume.



What to watch for

- Teams manage the same types of issues over and over
- No clear next step when an order goes off-plan
- Customer communication that starts too late
- Recovery that depends on individual heroics



What this should look like

- Earlier visibility into delivery issues
- Clear next actions when something changes
- Faster communication when timing shifts
- A more consistent recovery process

The takeaway Recovery is an important part to get right, as it impacts overall reliability.

4. Billing, reconciliation, and visibility

Delivery performance and delivery cost belong together.

Why it matters Finance may see invoices, fees, credits, and charges. If operations don't have this visibility, it's hard to improve outcomes.



What to watch for

- Billing spread across multiple systems or vendors
- Too much time spent reconciling invoices
- Limited visibility into true delivery cost
- Difficulty comparing service quality against spend



What this should look like

- Cleaner reconciliation across providers
- Better line of sight into cost by delivery activity
- Stronger reporting across performance and spend
- Faster decisions about where to adjust service levels or provider mix

The takeaway The value of visibility is in being able to make better decisions faster.

5. Delivery promises and brand experience

Customers do not see your internal delivery stack. They see whether the order arrived when expected.

Why it matters For many brands, delivery is part of the buying experience. For example, up to 80% of Valentine's Day flower orders are placed the day-of, and customers have high expectations for delivery, leaving little room for logistics mishaps.



What to watch for

- Delivery promises that are difficult to keep consistently
- Different post-purchase experiences across providers
- Brand communication that breaks once the order is on its way
- Delivery issues that weaken trust with repeat customers



What this should look like

- Promises the brand can keep with confidence
- More consistent customer communication
- A consistent delivery experience across channels and providers
- Better alignment between the promise and the outcome

The takeaway The delivery experience is one of the places where brands get tested.

Why these capabilities matter



Less hands-on work, which supports scalability



Cleaner issue handling and a better customer experience



Better alignment across ecommerce, operations, and logistics



More control over costs and performance



What Does Burq Do?

We give brands control over their last-mile delivery logistics.

Burq is an AI-powered last-mile delivery infrastructure platform that unifies in-house fleets and thousands of delivery providers through one simple integration. It helps teams automate routing, dispatch, and optimization, tailor delivery workflows to their needs, and create fast, reliable delivery experiences at scale.

Next Steps

If your current delivery model has grown through additions, workarounds, and separate workflows, a delivery infrastructure review can help you see where the strain is coming from and what matters most for your next stage of growth.

[Request Review](#)