



EBOOK

4 Ways to Transform the Delivery Experience Using Intelligence

2025



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Introduction

The numbers from Metapack's peak 2024 analysis tell a compelling story:

517

million parcels
entered an
exception state

3.7

million parcels
were lost—costing
the industry over
£464 million

£20

million was spent
managing customer
service calls

Here's what makes this particularly frustrating: your organisation already has the data to prevent most of these failures. The information exists in your systems, unanalysed and unable to trigger the proactive actions that would preserve customer trust and protect revenue.

The problem isn't a lack of data. It's a lack of intelligence.

In this ebook, you'll learn:

- How to transform delivery problems into opportunities that earn loyalty
- Why role-based intelligence can empower teams to make faster, better decisions
- How to calculate delivery promises in real time based on actual conditions you can meet
- The importance of automated invoice verification to protect margins and enable a scalable multi-carrier strategy
- How to create a unified shipping ecosystem



CHAPTER 1

The New Delivery Model: From Reactive to Predictive

Key Takeaway

The future of delivery is proactive, not reactive. Predictive delivery intelligence transforms delivery failures from trust-eroding disasters into trust-building opportunities. The retailers who win won't have perfect delivery (impossible), but they will have perfect transparency.



Traditional Delivery is Costing You Customers

Picture this: A customer orders a birthday gift with guaranteed delivery by Friday. By Wednesday afternoon, the carrier's system shows a delay—the package is stuck at a regional depot. But nobody tells the customer.

Friday arrives. No package. The customer calls, frustrated. Your support team scrambles, offers a refund, and expedited replacement. The birthday is ruined. The customer will never shop with you again.

Here's the root of the problem: you had the information in your system on Wednesday. The carrier knew. Your system knew. But the intelligence to act on that information—to proactively reach out, reset expectations, offer alternatives—didn't exist.

This is the reactive delivery model most retailers are still trapped in. And it's costing far more than you think.



Retailers are Flying Blind

Traditional delivery management operates on a flawed premise: ship the parcel and handle the rest later. The numbers from Metapack’s analysis of peak 2024 shipping data reveal the scale of the challenge:

- **517 million parcels entered an exception state during peak 2024**
- **188 million parcels experienced doorstep delivery failures**
- **3.7 million parcels were truly lost** (compared to only 0.06% officially reported)
- **8.34% of parcels are in exception status at any given moment**, resulting in higher “Where’s My Order?” contacts and additional operational costs

The financial impact is staggering. With an average order value of approximately £117 in December, lost parcels alone represented nearly £450 million in lost revenue during peak season. Managing the related customer service calls added another **£20 million in costs**—and these figures only capture peak impacts.

The Answer: Predictive Intelligence

To improve operations and strengthen customer loyalty, retailers must turn to predictive delivery intelligence—the ability to identify exceptions before they become failures.

Here’s the difference:

Traditional Reactive Approach

Parcel ships → Exception occurs → Customer doesn’t receive package → Upset customer contacts support → Damage control

Cost: **agent time** + **goodwill gesture** + **customer lifetime value at risk**

Predictive Intelligence Approach

Parcel ships → Machine learning monitors in real-time → At-risk parcel identified before failure → Automated customer communication → Expectation reset before disappointment

Cost: **automation overhead only**

Outcome:
Customer feels cared for, trust is maintained, and the chance of repeat purchases is high

How to Use Predictive Intelligence with Intelligence Hub

Predict with AI (Coming Q1 2026)

Use machine learning to identify at-risk parcels in transit, anticipate delays before they occur, and prevent failed delivery promises.

Predict with AI will identify parcels at risk of missing their delivery promise before failure, enabling retailers to inform customers of new estimated arrival times and proactively manage their expectations.

Outcome:

Improved customer loyalty, proactive customer communications, reduced customer service costs, enhanced brand reputation, and reduced delivery disappointment.

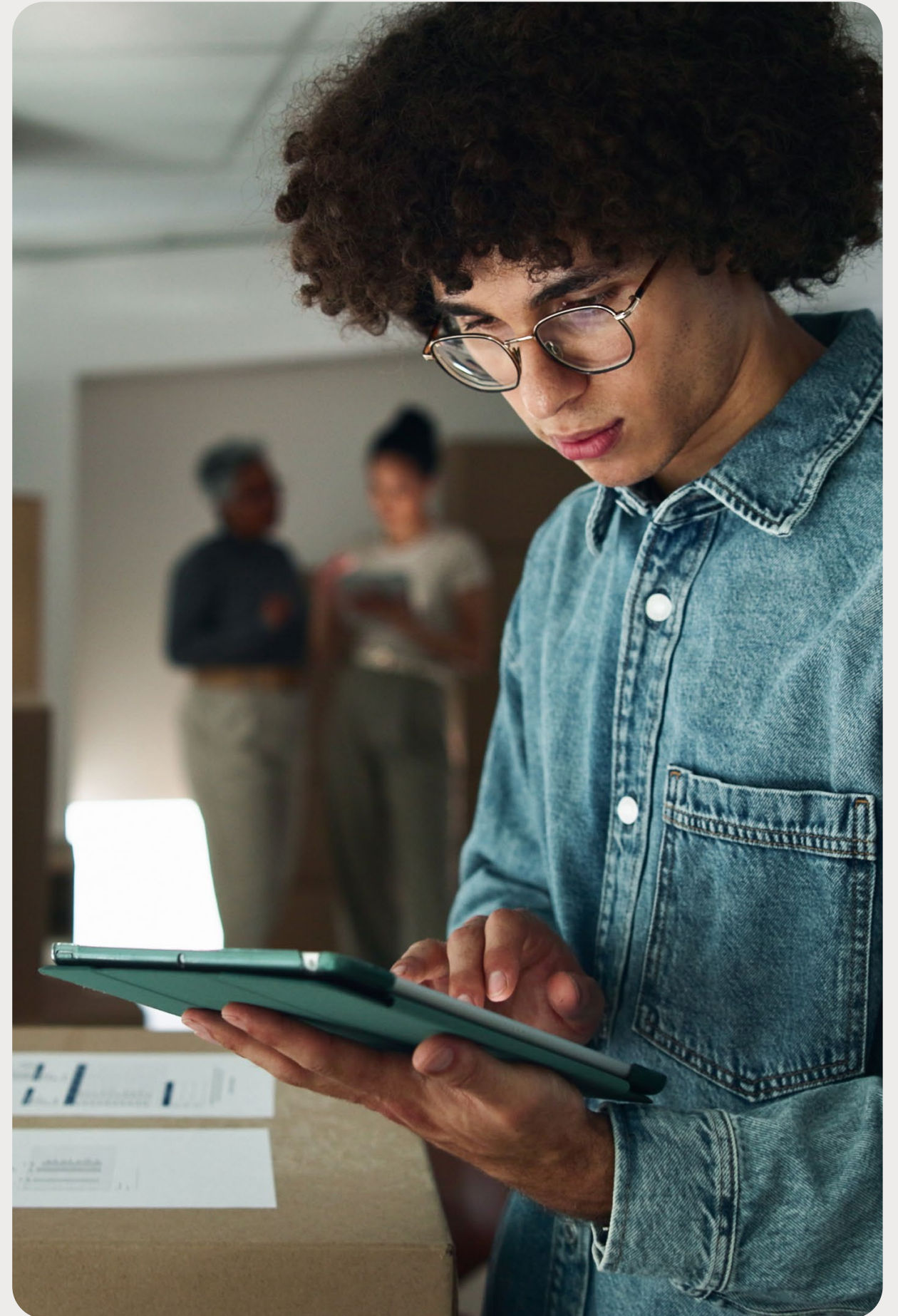


CHAPTER 2

Role-Based Intelligence: End the Data Democracy Problem

Key Takeaway

Most businesses drown in delivery data but starve for insight. Clarity transforms raw information into role-specific dashboards and AI-driven answers—so CFOs, head of operations, or CX leads get the data they need most, instantly.



Everyone Has Access, Nobody Has Answers

Are you being overcharged by carriers?
Which warehouse is causing the
most delays?
What's driving customer service contacts
this week?

Three critical questions from all levels of
your organisation. And the answer to all
three is typically the same: "Let me pull a
report and get back to you."

This is the data democracy trap—the
belief that giving everyone access to the
same delivery dashboards equals
empowerment. In reality, it creates
paralysis. CFOs don't need to know which

carrier mis-sorted parcels in Manchester.
Operations directors don't need visibility into
the impacts on customer lifetime value. CX
leaders don't care about invoice discrepancies.

**When everyone sees everything, nobody
sees what matters.**

The real cost isn't just the time spent searching
for answers; it's also the time spent trying to
find them. It's the delayed decisions, the
finger-pointing between departments, and
the missed opportunities to act on insights
before problems escalate.



The Intelligence Hierarchy: Why Most Retailers Are Stuck

Traditional delivery management platforms provide the same view to every user: tracking events, parcel status, and basic volume metrics. It’s a one-size-fits-all approach to a multi-stakeholder problem.

For leaders across an organisation, not all delivery data is created equal. There’s a hierarchy from raw information to strategic action—and most retailers never make it past the second level:



The competitive advantage doesn’t live at Level 2, where most retailers operate—it lives at Levels 4 and 5, where intelligence becomes action. Getting there requires role-specific intelligence that translates data into decisions tailored to how different stakeholders actually work.

Role-based intelligence moves you up the hierarchy—from simply reporting what happened to understanding why it happened, knowing what to do about it, and ultimately preventing issues before they occur.

Leaders Are Moving to Role-Based Intelligence: 3 Reasons Why



How To Use Role-Based Intelligence With Intelligence Hub

Ask AI (Coming Q1 2026)

Use natural-language search to gain instant, AI-powered insights critical to your shipping operation.

Rather than building complex queries or navigating nested dashboard filters, stakeholders will be able to use Intelligence Hub to ask questions in plain language:

- “Which carrier had the most delays last month?”
- “What’s my average cost per delivery in this location?”
- “Show me parcels stuck in the warehouse processing for more than 48 hours.”

The outcome:

Significant time savings, increased efficiency, improved productivity, and better decision-making across all levels of the organisation.

Build with AI (Coming Q1 2026)

Leverage AI to build customised reports based on specific queries to meet a variety of needs quickly and effortlessly.

Build with AI will enable users across your organisation to generate and modify reports on demand for their specific needs, eliminating the need for manual navigation or complex query building.

The outcome: A deeper understanding of shipping operations and the ability to take swift action on specific issues, resulting in significant time savings, increased efficiency, and better decision-making.

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Role-Based Dashboards (Coming Q1 2026)

Quickly identify role-based trends, risks, failures, operational gaps, and issue configurable alerts when thresholds are breached.

Rather than providing every user with a generic view, role-based dashboards will display the metrics that matter most to each stakeholder—and only those metrics. Each dashboard will include configurable alerts that trigger when thresholds are breached, allowing stakeholders to avoid constant monitoring.

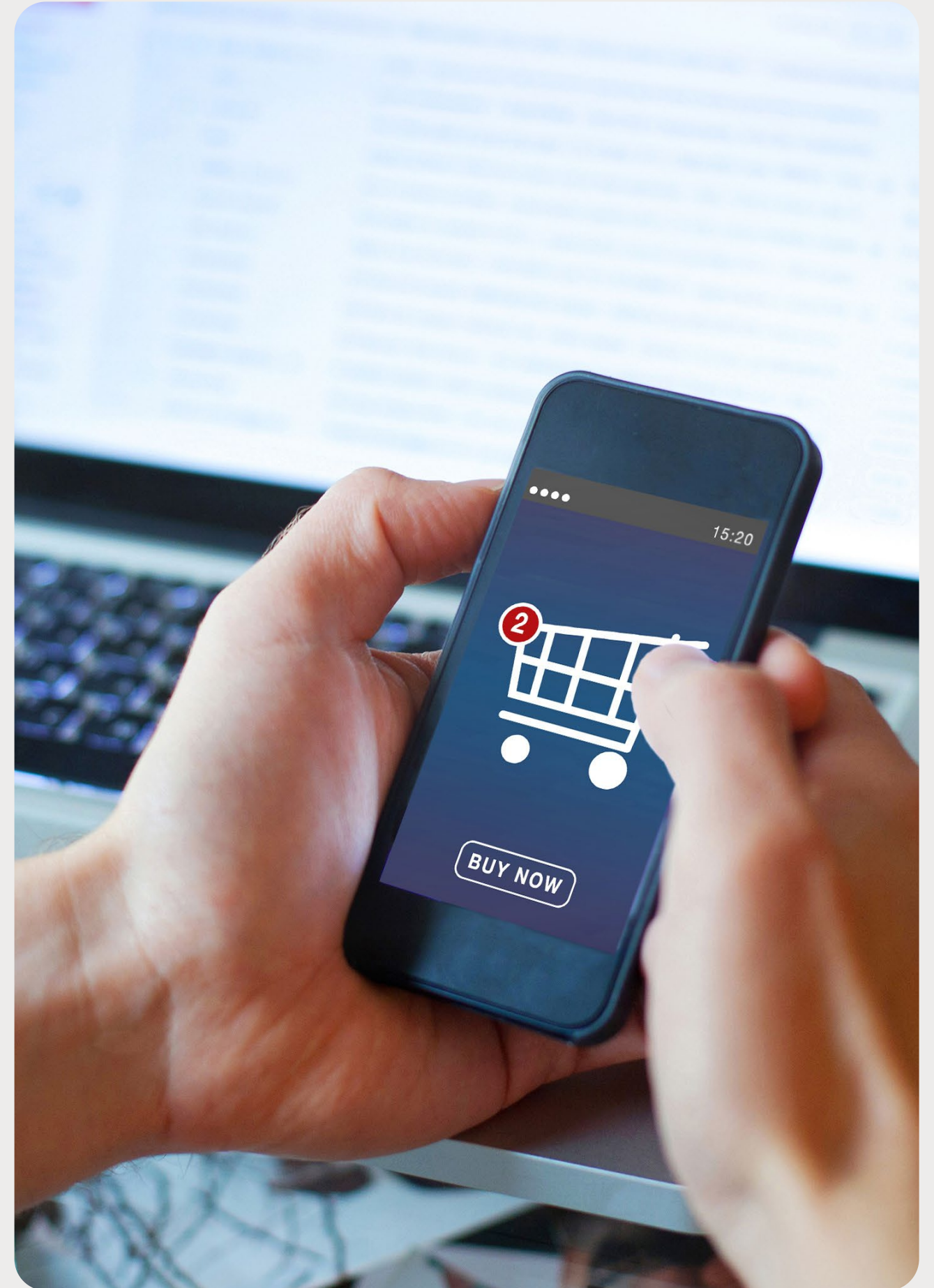
The outcome:

Improved decision-making, improved usability, time savings, increased efficiency, cost savings, and revenue generation.

Deliver on What You Sell: The Checkout Promise

Key Takeaway

The goal of the checkout experience is to offer confidence. Intelligent fulfilment enables you to calculate the fastest and most reliable ship-from option in real-time, giving customers confidence that their order will arrive on time, every time. Checkout isn't just about offering options—it's about offering confidence.



The Problem: Promises Made, Promises Broken

The average ecommerce conversion rate globally sits at just 3.13%—meaning that for every 100 visitors to your site, 97 leave without purchasing. And of those who add items to their basket, 70.22% abandon before completing checkout.

Why? **Delivery.**

Research shows that 84% of customers are likely to abandon their shopping carts due to a lack of delivery options. But the problem isn't just about offering enough choices; it's about whether those choices are credible.

When you display “Next Day Delivery” at checkout, you're making a promise. But given your warehouse and customer locations, can you actually fulfil that promise?

Most retailers can't answer these questions with confidence because their checkout delivery options are static, not intelligent. They're based on what should work in theory, not on what will work in real-time conditions.

The results:

Promises made that can't be kept. Customers disappointed. Trust eroded. Revenue lost.



Keep Delivery Promises With Intelligent Fulfilment

Metapack's peak 2024 data revealed that **77,000 stuck parcels annually** result in **£9.4 million in lost revenue** and **£415,000 in WISMO costs**. Many of these failures can be traced back to inaccurate delivery promises made at checkout that could've been avoided with intelligent fulfilment.

Intelligent fulfilment systems that calculate delivery promises in real time based on:

- **Inventory location** across multiple warehouses and stores
- **Carrier performance data**, including current delays and capacity
- **Warehouse processing times**, including the backlog of orders waiting to be processed
- **Customer location** and service availability

The difference isn't just operational—it's strategic. Intelligent fulfilment transforms checkout from a point of friction into a point of competitive advantage.



Intelligent Fulfilment With Delivery Options

Select The Best Ship From Location

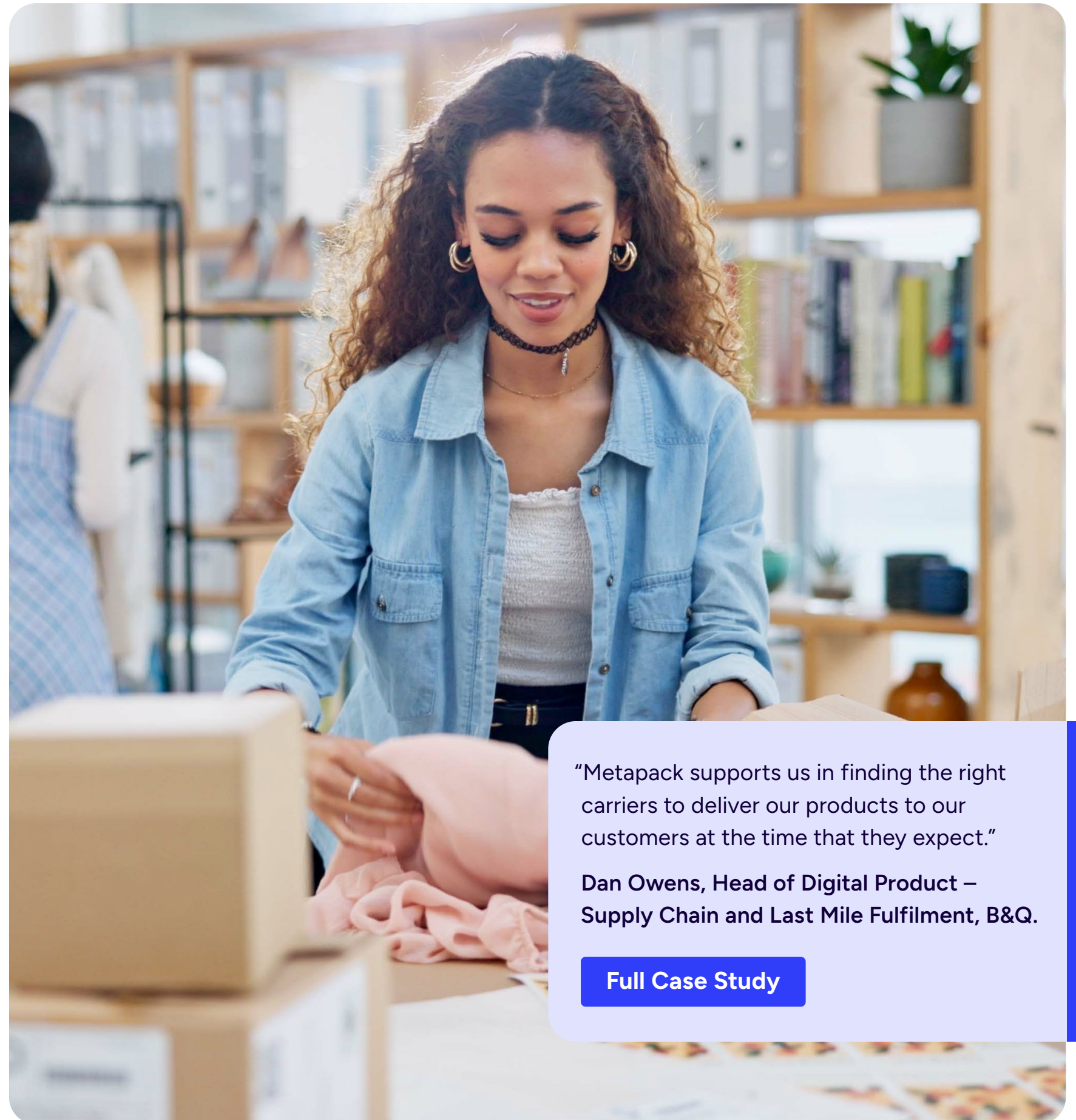
Enhance the delivery process by factoring in the fulfilment centre location and last-mile service coverage to select the best origin point automatically.

Evaluate multiple factors in real time so retailers can offer the quickest, most reliable delivery options:

- Inventory availability across warehouses
- Submit one request covering multiple potential dispatch sites
- Fastest delivery options for customers
- Allow for alternative priorities, such as the greenest route (lowest CO₂ emissions)

The outcome:

Improved delivery performance, higher checkout conversions, increased customer acquisition and loyalty through promises you can actually keep.



"Metapack supports us in finding the right carriers to deliver our products to our customers at the time that they expect."

Dan Owens, Head of Digital Product – Supply Chain and Last Mile Fulfilment, B&Q.

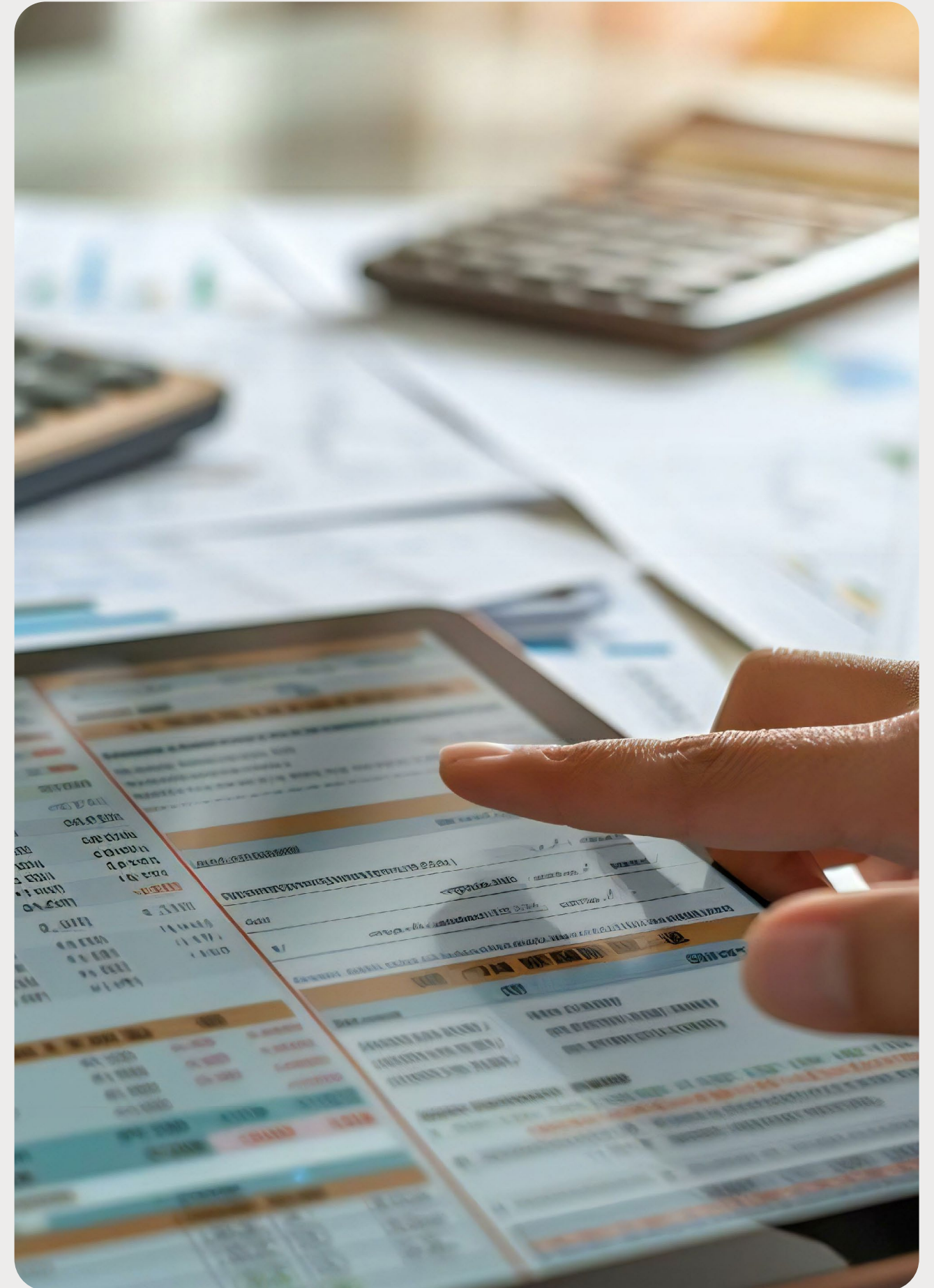
[Full Case Study](#)

CHAPTER 4

Financial Integrity: The Foundation of Delivery Excellence

Key Takeaway

The delivery experience starts with financial integrity. By ensuring every invoice is accurate and every contract honoured, brands protect margins and create the foundation for scalable growth. You can't optimise what you can't accurately measure, and without financial intelligence, every strategic decision about delivery is built on quicksand.



The Problem: Overpaying Without Knowing It

2-5% of transactions per invoice are inaccurate, according to Metapack customer data. For a mid-sized retailer processing 1 million deliveries, that could mean £100,000–250,000 in potential overbilling every year.

What's particularly frustrating is that retailers already have a contract with agreed-upon rates. The overbilling isn't because carriers are deliberately overcharging—it's because billing systems are complex, exceptions occur, surcharges get misapplied, and nobody has time to verify every line item on every invoice.

The result:

You're paying for delivery failures twice—once in customer experience damage, and again in carrier overcharges you never catch.



Most retailers “solve” this problem by assigning staff to compare invoices against contracted rates manually. Metapack customer data shows this typically requires 1-3 full-time employees (FTEs) per carrier relationship.

The manual problem-solving creates three compounding problems:

1 Resource Heavy

Dedicating 2-3 people to invoice reconciliation can cost over £100k a year (and that’s just salary, not including opportunity cost). Those team members could better spend their time focused on strategic cost optimisation, carrier performance analysis, or network design.

2 Incomplete Coverage

No organisation can manually verify 100% of transactions. When 2-5% of transactions contain inaccuracies, the unverified majority represents significant revenue leakage.

3 Limited Scalability

Each new carrier relationship adds complexity that requires a proportional increase in headcount. Meaning that retailers stuck in manual processes can’t experiment with regional carriers, can’t dynamically shift volume based on performance, and can’t build the carrier diversification that creates resilience.

The Shift to Automated Financial Intelligence

Leading retailers are replacing manual invoice reconciliation with **automated financial intelligence**—systems that verify every transaction against contracted rates, flag anomalies in real time, and provide visibility into carrier cost performance.

Automated Financial Intelligence Approach

Invoice arrives (5,000 line items)

- System automatically compares 100% of transactions against contracted rates
- Flags discrepancies exceeding configurable threshold
- Provides a summary of variances by type (incorrect rate, improper surcharge, service level mismatch)
- Generates dispute documentation automatically
- Tracks resolution status

Time: Minutes, not hours

Coverage: 100% of transactions verified

Result: Comprehensive overbilling detection and recovery



Automated Financial Intelligence With Invoice Matching

Invoice Matching

Ensure you are being charged correctly against your contracted rates with carriers.

Invoice Matching automatically compares every carrier invoice line item against contracted rates, searching for deviations and notifying you when variances exceed configurable threshold tolerances.

The outcome:

Reduced billing inaccuracy and significant time savings compared to manual reconciliation processes.



CHAPTER 5

The Future of Delivery Experience: Intelligence Hub

Understand your end-to-end delivery performance with live insights into your warehouse and carrier network. Regardless of which shipping platform you use, Intelligence Hub enables any brand to access comprehensive delivery analytics.



What Makes Intelligence Hub Different

1	Standalone Intelligence	Consolidates delivery data into a single source of truth, regardless of the platform you use for shipping.
2	Unified View Across Channels	See performance across all fulfilment locations, carriers, and delivery methods to drive smarter decisions, improve profitability, and enhance the customer experience.
3	Real-Time Operational Visibility	Access real-time insights into warehouse processing, in-flight exceptions, carrier performance, and customer impact—enabling proactive intervention before issues escalate.
4	Role-Based Dashboards	Unlock role-based MI KPI dashboards that showcase key performance data and exceptions for customer service, warehouse, and transport teams.
5	AI-Powered Analysis	Ask questions in natural language, generate custom reports instantly, and leverage predictive intelligence to identify at-risk parcels before delivery failures occur.

TDC 2026: Unveiling The Future of Intelligence Delivery

On Tuesday, 3 February, at The Delivery Conference 2026, Emma Clarke, Senior Director of Product Management at Metapack, will deliver a session titled ‘Unveiling the Future of Intelligent Delivery,’ highlighting Metapack’s new AI- and data-driven capabilities.

[Learn more about TDC 2026 here](#)

[Register Now](#)





Your Delivery Intelligence Roadmap

Whether you're just beginning your delivery intelligence journey or looking to scale what's working, Metapack has worked with the world's leading retailers to navigate these strategic shifts. **Intelligence Hub** provides the unified delivery intelligence foundation that makes all five shifts possible.

Ready to transform your delivery experience?

[Schedule A Demo](#)

Where does your organisation sit?

Level 1 — Reactive

You learn about problems from customers

Level 2 — Informed

You have reports, but they're backward-looking

Level 3 — Analytical

You understand why things happened

Level 4 — Intelligence

You know what to do about it

Level 5 — Predictive

You prevent problems before they occur