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THE BENEFITS OF A HYPERLOCAL DELIVERY BUSINESS MODEL

Article from [Revalsys Technologies](#)

This article explains about
the benefits of a hyperlocal
delivery business model

The term “hyperlocal” is used to describe a small geographical area. The hyperlocal delivery business model is one in which an online delivery service provider delivers goods instantly to customers who are located in the same area as the business. This is unlike ecommerce businesses that deliver orders worldwide within a few days of being placed. Some of the popular hyperlocal delivery service providers are Swiggy, Zomato, UberEats, BigBasket, Dunzo, and Blinkit.

Improving customer satisfaction is an ongoing process, especially for the ecommerce industry. Online shopping is convenient for customers, but customers are all about speed in today’s smartphone era. They are no longer willing to wait for days for their orders. This is where the hyperlocal delivery business model comes in.

If you are looking to jump onto the hyperlocal bandwagon, we have listed some of its advantages here:

Quick Deliveries

The biggest advantage of hyperlocal businesses is speed. They are located just a few metres away from their customers. Customers are guaranteed deliveries within just 30-45 minutes of placing orders.

More Business For Local Vendors

The business of brick-and-mortar stores has taken a hit with the rise of online stores and the COVID-19 pandemic. The hyperlocal delivery model is a win-win for small local physical stores and online shoppers. The model exposes physical stores to more customers due to the tie-ups between the stores and hyperlocal businesses.

Better-Quality Goods

Along with timely delivery, product quality is another important factor that determines the success of a hyperlocal business. Customers get good quality products from them as they are only located a short distance away. Businesses that sell perishable goods such as cooked food, fruits & vegetables, medicines, etc. can benefit from using the hyperlocal delivery model as these goods do not stay fresh after traveling long distances.

Customisable Deliveries

Online shopping is all about convenience. When it comes to product delivery, one size does not fit all. One of the reasons why customers abandon online shopping brands is if they cannot choose their preferred delivery date and time. Hyperlocal businesses offer customers this convenience. This helps to improve customers’ shopping experience, increase their satisfaction levels, and increase their loyalty to brands.



Increased Transparency

No matter how good a brand's products and marketing strategy are, it is its customer experience that matters the most and determines its success. Good customer experience earns the brand repeat customers and referrals.

A business's responsibility does not end after it has shipped a product. It has to make sure that the product reaches the right customer. This is where order tracking comes in. It is beneficial to both businesses and their customers. It lets them both know when the product will be delivered and if it will be delivered on time. Businesses can monitor delivery vehicles, notify delivery personnel of any traffic jams or bad weather conditions, and suggest alternative routes to them. By monitoring packages at every step of the way, businesses can prevent issues like package theft and fake delivery attempts, and in turn reputation damage.

Sustainable

If brands want to retain their customers, they must provide them with an exceptional experience. Customers choose to do business with brands that share their values and beliefs. Customers are increasingly becoming environmentally conscious, and are opting for sustainable brands. Transportation is one of the biggest contributors in the world to air pollution, carbon emissions, and greenhouse gases which are responsible for global warming. An important benefit of the hyperlocal delivery model is that the production and consumption of goods take place in the same area, thereby reducing the transportation time and distance, and in turn, carbon footprint.



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