

The Kantar logo is positioned in the top left corner. It features the word "KANTAR" in a bold, white, sans-serif font. The letter "K" is distinguished by a vertical yellow bar on its left side. The background of the entire advertisement is a long-exposure photograph of a highway at night, showing light trails from vehicles in various colors (white, yellow, red, blue) curving through the landscape under a twilight sky.

# KANTAR

## FIRST AND LAST MILE ANALYTICS

What happens outside your visible network? We'll tell you!

# First and last mile analytics

At Kantar, we merge state-of-the-art tracking technology with high quality global panels to create custom AI-driven analytics solutions to solve your operational challenges.

Most tracking solutions we offer are easily scalable with no significant infrastructure investment (unlike traditional RFID technology used in most standard transit-time surveys), which is particularly useful if investment is limited or a market with lower infrastructure needs testing.

Crucially, we can work with your business to integrate our devices with other operational data sources, building models that help not only identify issues but predict when they might occur again.

## First and Last Mile Analytics

Test the quality of delivery partners, third party providers and hand-offs for that crucial last mile, by confirming deliveries and collections down to the minute with real-time location data. This can also be useful in testing non-traditional collection and induction methods such as parcel returns, by assessing network connectivity. For example, do parcel return collections from lockers follow the same route and timescales as the regular mail flow and how does this affect service?

There are also opportunities to incorporate first and last mile testing with Customer Experience (CX) measurement, gaining additional data on how satisfied customers are with their service alongside their individual tracking data. This can help with handling complaints effectively, and with capitalising on good performance.

## Why partner with Kantar?

Over the last 25 years, our highly skilled, dedicated panel management teams have gained significant experience managing domestic and global panels. Our clients know we're collecting data of the absolute highest quality. Our current portfolio within postal measurement contains over 13,000 active panelists, both business and private individuals, across 40 countries, performing bespoke tasks regularly and consistently.

Once collected, our specialized data analysts ensure we're reflecting the real world, removing inconsistencies and reporting it into your team's hands in near-real time. This makes our datasets the most actionable.

And finally, our global analytics teams go above and beyond to derive insight beyond the obvious from the data in we collect for you. We'll show you how to tweak your networks, reducing costs and growing your bottom line.