



How to Efficiently Deliver Oversized Items Same Day



Oversized and awkwardly sized merchandise—think garden rakes, tires, upright basses, assembled furniture—have long been a challenge to ship.

Parcel delivery services typically impose a surcharge for these items, and also often require elaborate packing processes for things that can be difficult to fit in a box or send down a conveyor.

It's even harder to get all that done in time for same-day delivery. This has forced sellers to charge extra for oversized items, and offer delivery dates that are days or even weeks away—or not provide delivery for oversized items at all. For that reason they've been largely left out of same-day delivery that buyers increasingly expect, leaving orders on the table.

One-in-three shoppers now expect same-day delivery, according to McKinsey,¹ and they're more likely to be willing to pay for it, especially if they're younger, urban, and generally more time-constrained. The firm expects these same-day expectations to steadily increase over time.



One-in-three
shoppers now expect
same-day delivery¹





Oversized delivery via a crowdsourcing provider means you can **offer affordable same-day delivery that customers increasingly expect**, along with the live tracking, notifications and narrow delivery windows that make for an **exceptional brand experience**.



Many of the challenges of oversized shipping disappear when you use crowdsourced delivery services. Tapping this growing resource allows you to skip the extra packaging and send oversized goods directly to customers via a network of on-demand drivers. Oversized delivery via a crowdsourcing provider means you can offer affordable same-day delivery that customers increasingly expect, along with the live tracking, notifications and narrow delivery windows that make for an exceptional brand experience.

Making crowdsourced oversized delivery work isn't much different from sending other items this way. **Here's everything you need to know about the challenges of sending oversized goods, particularly same-day, and how crowdsourced oversized delivery works.** You'll also learn about the positive impact that ultrafast oversized delivery can have on your business, and how to set up oversized delivery processes in stores, fulfillment centers and other shipping locations.



The challenges of oversized delivery

Parcel shipping relies on automation and standardization to move large volumes of packages quickly. In fact, the volume of goods moving via parcel across the globe is projected to be growing at 8.5 percent cumulative annual growth rate (CAGR) from 2022-2027.² Oversized goods are often too big or too heavy for the equipment, processes and systems that move this massive volume of goods, so those items must be handled separately. That costs time and money, and those impact the delivery experience, including:

- Surcharges over dimensional weight (DIM) requirements
- The need to custom-package awkwardly sized items
- Early time cutoffs and/or peak-time surcharges; the 2022 holiday season, for example, featured longer surcharge periods for oversized and additional handling items than past seasons.³

- Delays, because carriers may require two-person delivery teams for all oversized goods regardless of their actual size

- Unavailability of guaranteed delivery schedules for some carriers

Parcel carriers may even divert some oversized deliveries to less-than-truckload (LTL) service, incurring additional costs and delays.

All of these limitations add shipping time and costs — and often turn off customers, who then abandon their carts. A recent Shopify survey revealed that 68 percent of consumers consider estimated time of delivery to be one of the most important things when shopping online.⁴ Paying more, waiting a long time for delivery and not knowing exactly when the package will arrive leads to poor delivery experiences — and that drives away repeat business.





Introducing oversized delivery via crowdsourcing

Sometimes a non-traditional shipment requires a non-traditional solution. Crowdsourced delivery sidesteps many of the biggest issues that come with standard e-commerce shipping methods.

Like an on-demand food delivery or ride service, crowdsourced delivery taps a ready pool of independent drivers and their personal vehicles to whisk goods from stores, warehouses or other locations directly to customers within hours. Drivers stay connected to the crowdsourced delivery platform via an app, so the customer can select a delivery window and live-track their order every step of the way.

Though not all crowdsourcing options provide granularity based on the item, some can match requirements for the specific item, making crowdsourced delivery of that oversized item look a lot like every other crowdsourced delivery experience. For example, Roadie can match the requirements of the item to the type of vehicle needed — such as car, SUV, pickup or cargo van — and any equipment required, such as dollies, blankets, straps or ramps. The driver delivers the oversized item right to the front door, garage or the closest dry area at the delivery address. All other aspects of the service are the same as any other ultrafast crowdsourced delivery.

Crowdsourced delivery is the perfect fit for oversized and awkwardly shaped goods, because it doesn't require all the equipment and standardization that big parcel networks do. **That makes things a lot easier for sellers:**

PARCEL CARRIERS OVERSIZED DELIVERY	ROADIE
Packaging required	No packaging required
Oversize surcharges	No hidden surcharges
Order pick-up cutoffs	Order cutoffs are up to the seller
Special handling delays	No handling delays
Delivery date/time uncertainty	Tight, specific delivery windows
May require managing a network of local providers	Roadie simplifies management to a single source to reduce complexity

By taking the surcharges, extra steps and delays out of delivery, crowdsourced oversized delivery makes same-day delivery cost-effective for the first time. This allows you to expand the products you offer for ultrafast delivery, which in turn drives increased revenue and fewer abandoned carts due to sticker shock. Even better, you can offer later cut-off times — as late as your order fulfillment processes at the store or warehouse can handle.





What counts as oversized?

Oversized items run the gamut from light and oddly shaped to heavy and compact. In the world of crowdsourced delivery, they are items that (1) exceed parameters of “standard” parcel carriers, and (2) can be delivered by one person, with equipment if needed. Here are just a few examples:

- A ceramic Bambi
- Lawn and garden items
- A life-sized Jar Jar Binks statue
- Lawnmowers
- Auto parts
- Small furniture
- Chicken coop
- Tires
- Home décor items



The oversized delivery customer experience

Oversized delivery is great for your business, because it allows you to offer the service levels customers crave across your full product line and improve the customer experience.

Aside from the direct financial ROI of using crowdsourcing for this type of delivery, it's hard to minimize the value of giving customers more control. Anyone who has had their day hamstrung while they wait for a package can tell you that knowing not just the date, but also the brief time window in which a delivery will arrive, is extremely helpful.

- Crowdsourced oversized delivery enables you to offer your customers:
- Narrow delivery windows

- Real-time tracking and proof of delivery
- Delivery to curb, doorstep or nearest dry area
- Low delivery costs, with no hidden fees or delays
- Ultrafast local same-day delivery

Your customers get their oversized items just as fast as any other purchase. Fast shipping drives sales. A great delivery experience drives loyalty, so today's successful oversized purchase can mean even more in the future.

A bad experience can have the opposite effect. McKinsey found that when online customers discover during checkout that they may need to wait longer for delivery, about 46 percent abandon their shopping carts.⁵

A great delivery experience drives **loyalty**, so today's successful oversized purchase can mean even more in the future.





Best practices for a **frictionless** oversized delivery

Much like setting up crowdsourced delivery itself, setting up oversized delivery is a fast and easy process. Because oversized items have some more unusual dimensions to take into account, you'll want to follow these additional steps:

01
Assess

03
Configure

02
**Set delivery
policies and
processes**

04
**Establish
processes**





Roadie's algorithm can consider the dimensions of your product and **automatically match it to the right vehicle** and necessary equipment, like blankets, dollies, straps, or wraps.

01. ASSESS

It starts with assessing and measuring the items you have in mind—weight, dimensions, how fragile they are and any special handling requirements they might require during the delivery process. Work with your crowdsourced delivery provider to determine whether those items fall into the oversized category, as well as the equipment and size of vehicle that will be needed to get those goods where they need to go.



02.SET DELIVERY POLICIES AND PROCESSES

Determine the service levels and delivery windows you'll want to offer your customers, and build those into the service level agreement with your crowdsourced delivery provider. Make those policies and offers clear on your website so customers know all of their options, including any fee you may choose to charge, and what they can expect in the delivery experience.



Customers expect same-day delivery — and they're **willing to pay for it.**⁶





03.CONFIGURE

Crowdsourcing provides options. For example, with Roadie, you can access ultrafast delivery via a web portal, or you can choose to integrate with your existing ERP/warehousing applications. Either will allow you to place delivery orders that include the vehicle and equipment needed—you can specify in each order, or set up “rules” for each item so this populates automatically. This capability also facilitates better communication, support, and relationships with your crowdsourced delivery provider and its network of drivers by ensuring drivers don’t constantly show up to haul products they can’t take.

04. ESTABLISH PROCESSES

Set up store/fulfillment center processes for requesting, preparing and handing off of oversized items, so the process flows as smoothly as any other transaction. This includes ensuring customer notification and support systems. For example, Roadie provides white-label tracking and delivery notifications so your customers always know where their order is.

Same-day Delivery for the Heavy, Awkward, and Weird

Oversized goods have been largely left out of the push toward same-day delivery, and that hurts your bottom line in the form of abandoned carts and unhappy customers. Crowdsourced oversized delivery takes the cost and hassle out of oversized shipping and enables you to elevate your service levels and enhance the brand experience with fast, convenient oversized delivery right to customers' doorsteps.

Roadie customers can now easily incorporate ultrafast delivery for oversized, awkward and otherwise untraditional items with Roadie XL. If you want to provide ultrafast oversized delivery at an affordable cost for your customers, reach out to us today.

[VISIT ROADIE.COM](https://roadie.com) >





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Roadie, a UPS company, is a leading logistics and delivery platform that helps businesses tackle the complexities of modern retail with unmatched delivery coverage, flexibility and visibility. Reaching 97% of U.S. households across more than 30,000 zip codes — from urban hubs to rural communities — Roadie provides seamless, scalable solutions that meet a variety of delivery needs.

With a network of more than 310,000 independent drivers nationwide, Roadie offers flexible delivery solutions that make complex logistics challenges easy, including solutions for local same-day delivery, delivery of big and bulky items, ship-from-store and DC-to-door. For more information, visit www.roadie.com.

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