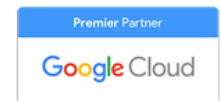


Delivery is fundamental!

How to avoid problems when delivering products to customers?

Google Maps Platform for e-commerce



Delivery is the last step of e-commerce shopping. It's also when the largest amount of problems and misunderstandings happen. At this stage, people from outside your company such as delivery drivers and courier companies make their entrance. This is when you can easily lose control over your customer service quality.



How to avoid the risk of lengthy, complicated delivery processes or damaged packages?

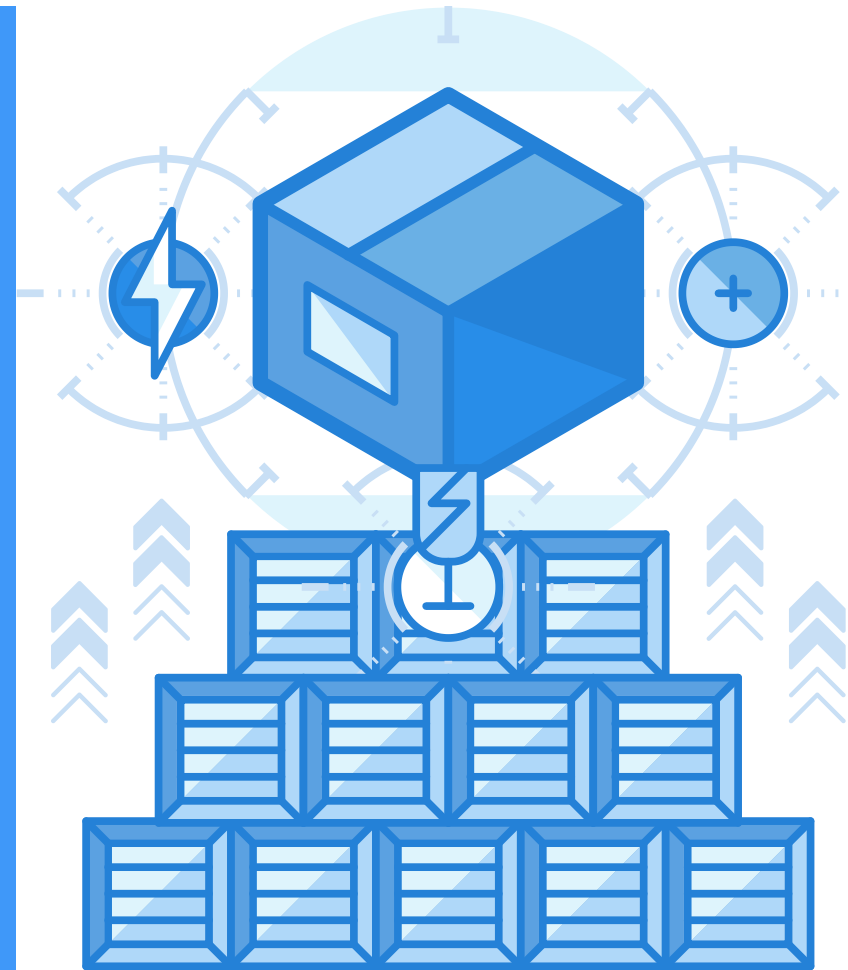
In our previous guides from this series we told you how to eliminate mistakes in addresses thanks to the Geocoding API and the Autocomplete API. Here we will show you further possibilities they offer and introduce more services: the Distance Matrix API, Roads API, and Directions API.

What makes a perfect delivery?

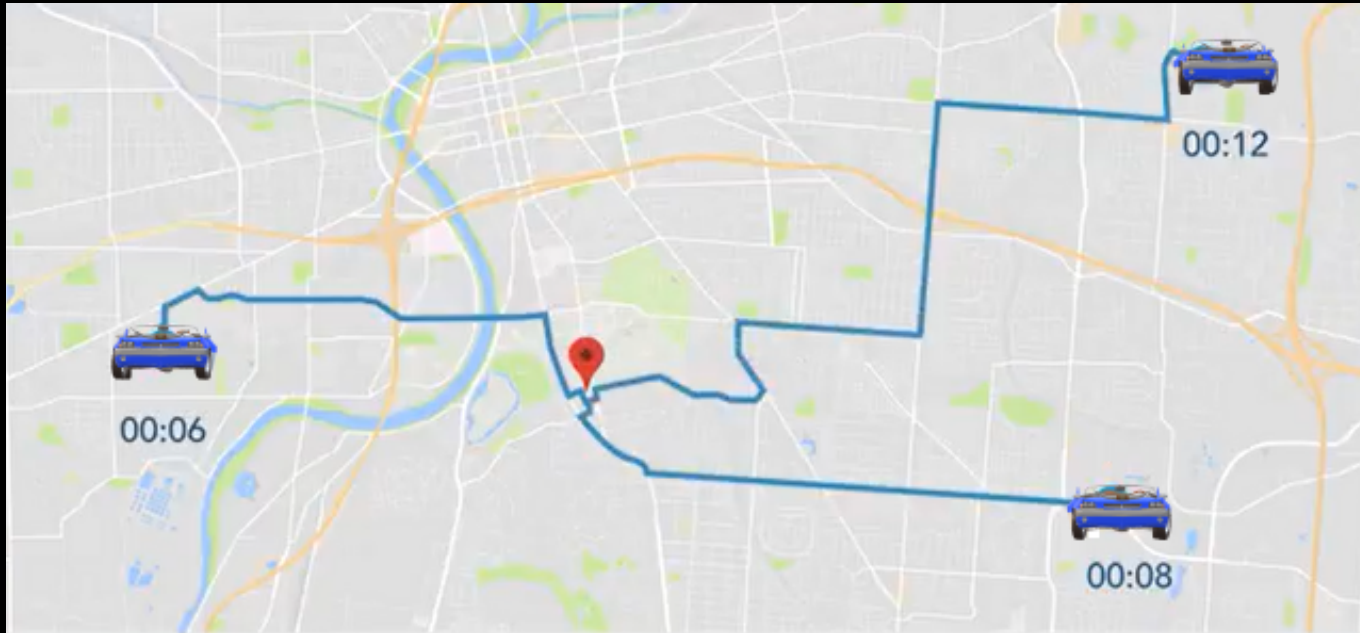
You need:

- a correct transportation means,
- a prepared driver,
- an optimal route.

See how to achieve it!



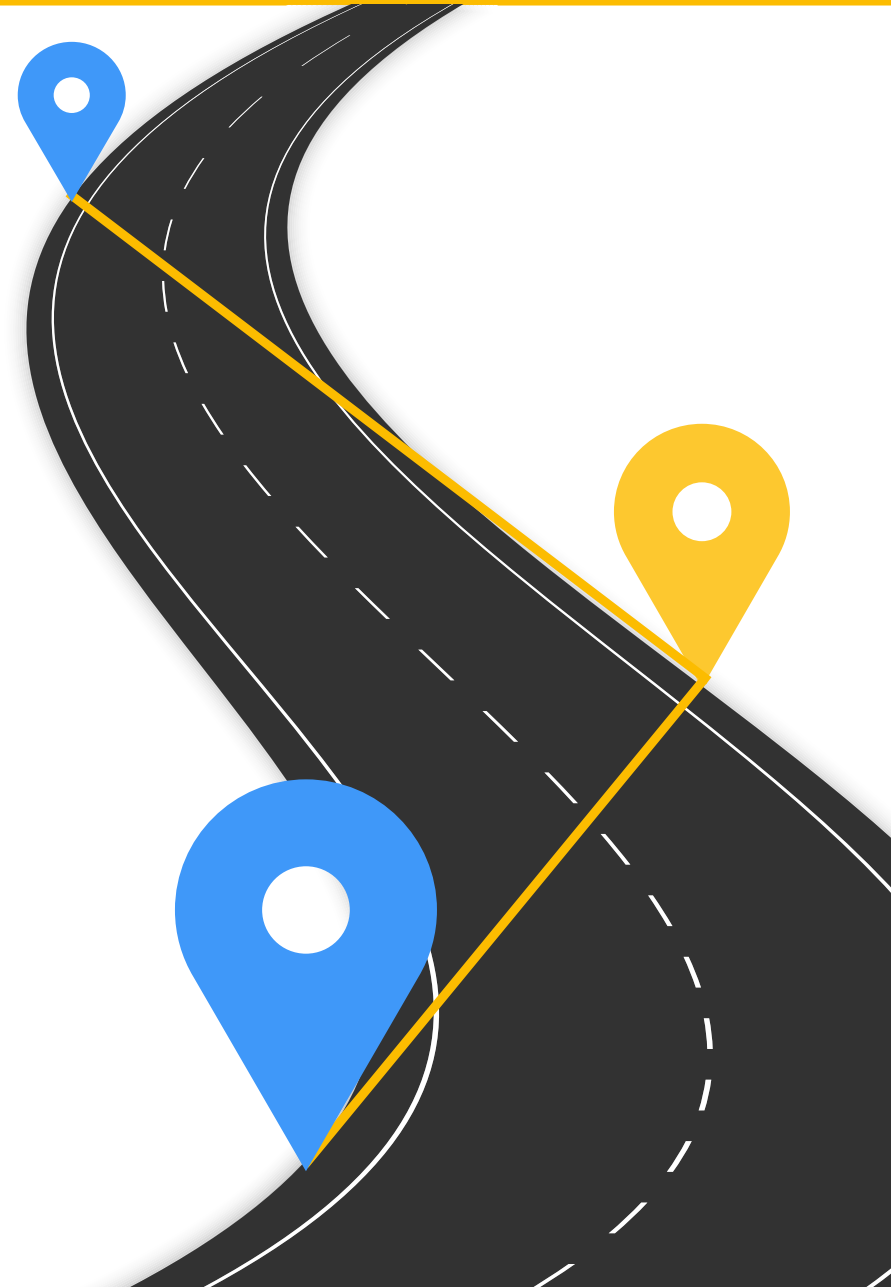
How does it work?



Distance Matrix API

Driver support

Have your delivery drivers ever struggled with incomplete GPS data? The Roads API allows them to match their current position with the Google Maps road network. Matched positions may also be used by the Directions API or Distance Matrix API services. Calibrating the position of the driver results in more accurate driving directions and reaching the destination faster.



Route optimization

Try out the Directions API service for your driver to reach your customers in the shortest amount of time. This API ensures that driving directions are accurate. The `traffic_model` parameter mentioned before **predicts time of each route section** and **optimizes the order of delivery stops**.



Our tip

Choose the delivery destination using the Place ID from the Place Autocomplete or Geocoding API instead of entering the address manually.

This way, the delivery driver will be directed to the most convenient point of access at the delivery location. To save even more time, the driver can use Street View in the native application made with Google Maps SDKs on Android or iOS.

This allows the driver to learn in advance about the most convenient place to park at the delivery destination.



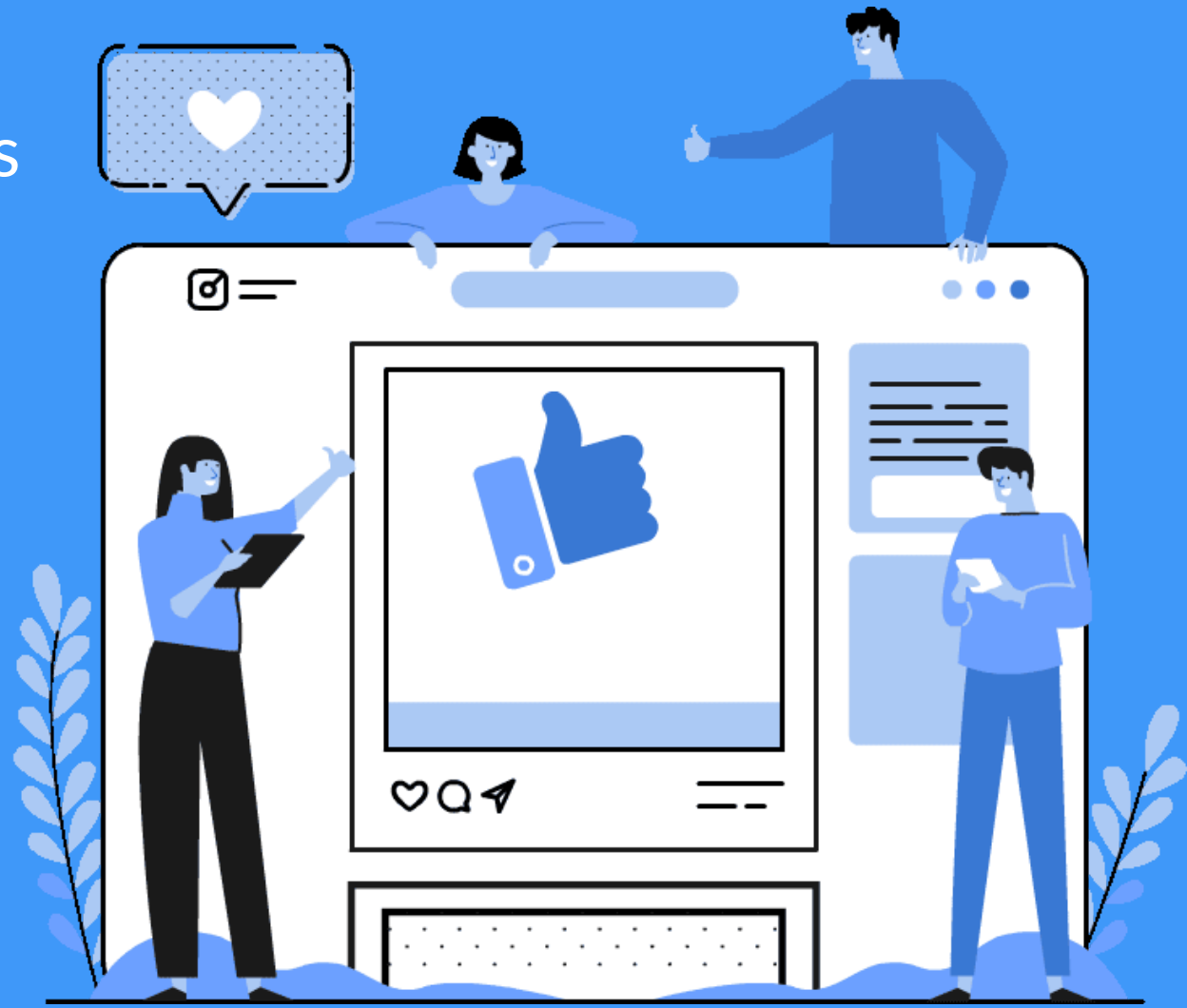
Keeping customers up to date

Keeping customers up-to-date about the delivery status is considered best practice. The **Directions API** provides information about the time needed for completing a single delivery, whereas the **Distance Matrix API** allows you to check the time needed for completing several deliveries. Thanks to the current information about the traffic you can inform your customers about changing traffic conditions on the delivery drivers' routes.

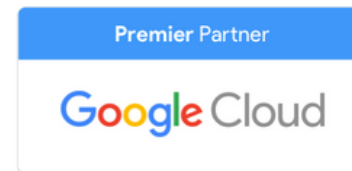
With the **Maps JavaScript API** you can create an easy web application tracking deliveries. This way, there will be less incoming phone calls and inquiries with questions about delivery statuses.

These resources might interest you!

What pricing changes came to the Google Maps Embed API on the 1st of July?



Do you have any questions? We will be glad to help you!



Globema is a Polish IT company active on the market for more than 20 years. We are a **Google Cloud Premier Partner** and the only **Google Maps Premier Partner** in Poland. We operate in Poland and Central and Eastern Europe. Globema offers Google Maps Platform products and provides innovative IT solutions based on Google Maps that support many industries.

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