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# Omnichannel Fulfilment and Last-Mile Delivery Models Training Course

3 – 7 January 2027
Amman

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Omnichannel Fulfilment and Last-Mile Delivery Models is a 1-week training course for logistics supervisors and coordinators who decide where an order is picked, how it reaches the customer and which courier carries it, ending with a last-mile improvement roadmap for their own operation. Online, store and marketplace orders now share one stock pool, so every fulfilment choice affects cost and customer promise. Jupiter Prime Training delivers this course for that operational layer.

## Why Omnichannel Fulfilment and Last-Mile Delivery Models Matters Now

Three forces shape this subject. Shoppers expect the same item to be available for home delivery, store collection or locker pick-up, often on the same day. Couriers, gig drivers and parcel networks offer many service tiers, each with different reliability and cost per drop. Tracking platforms now make every late parcel visible to the customer in real time. Operations that match each order to the right node and delivery option protect margin and repeat custom; those that do not absorb failed drops, split shipments and costly returns.

## Who Gains Most from Omnichannel Fulfilment and Last-Mile Delivery Models

- Supervisors of pick and pack areas serving web, store and marketplace orders
- Coordinators who book couriers and manage daily parcel collections
- Supervisors of store back rooms handling click-and-collect and ship-from-store
- Coordinators who monitor tracking events and resolve delivery exceptions
- Supervisors of returns desks receiving parcels from every sales channel

Retail, grocery and spare-parts distributors gain most when warehouse, store and transport coordinators attend together and agree one view of order flow.

## Omnichannel Fulfilment and Last-Mile Delivery Models Capabilities

Participants practise choosing fulfilment nodes and delivery options parcel by parcel, then measuring the result.

- Assess which fulfilment node should serve each order type — stock and service trade-off
- Calculate cost per drop across courier, own fleet and locker options — delivery mix decision
- Design a click-and-collect and ship-from-store routine — store operations leads
- Specify tracking events and exception alerts for each courier — customer service
- Weigh courier partners on first-attempt success and claims handling — carrier selection
- Build a phased last-mile improvement sequence — operations managers

## Key Omnichannel Fulfilment and Last-Mile Delivery Models Terms

- Omnichannel fulfilment — serving orders from any sales channel out of a shared stock pool and choosing the best node per order.
- Fulfilment node — any location that can pick and dispatch an order, such as a central warehouse, dark store or retail shop.
- Cost per drop — the full cost of completing one delivery stop, including driver time, vehicle and failed attempts.
- First-attempt delivery rate — the share of parcels handed over successfully on the first visit.
- Delivery exception — any tracking event showing a parcel is late, damaged, refused or misrouted.
- Out-of-home delivery — handing parcels to lockers or pick-up points instead of a home address.

## Omnichannel Fulfilment and Last-Mile Delivery Models Day by Day

### Day 1: Channels, Promises and Order Profiles

- Channel Order Profiling — Basket Size, Speed Promise and Return Rates
- Shared Stock Pools Across Channels — Avoiding Oversell and Stranded Stock
- Customer Delivery Promise Mapping — Same Day, Next Day and Scheduled
- Fulfilment Node Options — Central Warehouse, Dark Store and Shop Floor
- Current Order Flow Mapping — Where Parcels Wait and Why

### Day 2: Fulfilment Node Decisions

- Order Routing Rules — Choosing Which Node Picks Each Order
- Ship-From-Store Routines — Protecting Shelf Availability for Walk-In Shoppers
- Click-and-Collect Handover — Staging, Identity Checks and Collection Windows
- Split Shipment Control — When to Consolidate Versus Send Separately
- Multi-Channel Returns Intake — Restock, Refurbish or Write Off

### Day 3: Last-Mile Delivery Models

- Own Fleet, Courier and Crowdsourced Drivers — Matching Model to Volume
- Lockers and Pick-Up Points — Cutting Failed Home Visits
- Cost Per Drop Calculation — Comparing Delivery Options Fairly
- Delivery Slot Design — Balancing Customer Choice With Van Utilisation
- Bulky and Temperature-Sensitive Items — Special Handling at the Doorstep

### Day 4: Visibility and Courier Partnerships

- Tracking Event Design — Which Scans Customers and Coordinators Need
- Exception Alert Handling — Late, Refused and Misrouted Parcel Responses
- Courier Scorecards — First-Attempt Rate, Claims and Proof of Delivery
- Courier Service Agreements — Volume Commitments and Peak Season Capacity
- Multi-Courier Allocation — Spreading Parcels to Reduce Dependency

## Day 5: Practising the Last-Mile Improvement Roadmap

- Baseline From Own Operation — Applying Day One Flow Mapping
- Routing and Node Changes — Applying Day Two Decision Rules
- Delivery Mix Redesign — Applying Day Three Cost Per Drop
- Courier and Tracking Actions — Applying Day Four Scorecards
- Last-Mile Improvement Roadmap — Sequencing, Owners and Peer Review

## Applying Omnichannel Fulfilment and Last-Mile Delivery Models After the Course

- Calculate cost per drop for each current delivery option over one month and present the gap to operations leadership.
- Introduce a courier scorecard on first-attempt rate and claims, and review it with each courier at the next monthly meeting.

## Omnichannel Fulfilment and Last-Mile Delivery Models Questions FAQ

### What are omnichannel fulfilment and last-mile delivery models, and why do they matter now?

They are the choices of which location serves an order and how the parcel reaches the customer. They matter now because shoppers mix online and store channels and expect fast, visible delivery at low cost.

### Which roles gain most from omnichannel fulfilment and last-mile delivery models?

Logistics supervisors and coordinators gain most, especially those running pick areas, store back rooms, courier bookings, tracking desks and returns intake in retail, grocery or parts distribution.

### How does omnichannel fulfilment and last-mile delivery training differ from a general distribution course?

It focuses on parcel-level decisions: fulfilment node choice, lockers, cost per drop and courier scorecards. A general distribution course covers trunk transport and depot operations rather than the final doorstep.

### What do you bring back from omnichannel fulfilment and last-mile delivery models training?

You bring back a sequenced roadmap for your own operation, built from your order flow, with node rules, a delivery mix and courier actions ready to discuss with your manager.

## Omnichannel Fulfilment and Last-Mile Delivery Models: The Way Forward

The last-mile improvement roadmap first informs which delivery options to expand or retire for the next peak season. Warehouse, store and transport coordinators use it to agree owners and timing for each change. After its first cycle, revisit cost per drop and first-attempt rates, since courier performance and customer habits shift faster than most plans assume.