

Delivery Apps



Geolocation and delivery apps

When you order food, do you want the delivery person to appear at your door on the 16th floor, or in the lobby?

Delivery apps depend on precise geolocation data to power their highly efficient operational models. When delivery personnel spend the majority of their time looking for drop-off points, revenue declines. That decreased revenue also impacts the profitability of individual employees, leading to increased attrition and higher employee acquisition costs.

Dense urban areas are the largest market for delivery services. Yet these cities are precisely where current GPS technology falls short.

→ The GPS services used in most delivery apps doesn't contain accurate altitude data. Multistory buildings and complex streetscapes appear as flat, 2D rectangles – a significant challenge for anyone trying to deliver to a specific location or coordinate delivery routes.



Solving the urban geolocation challenge

NextNav Pinnacle fill the gap in traditional GPS technology, providing accurate, "floor level" location data in dense urban areas for the first time. This allows delivery apps to pinpoint the precise location of their customers, dramatically improving the user experience through increased efficiency and service quality.

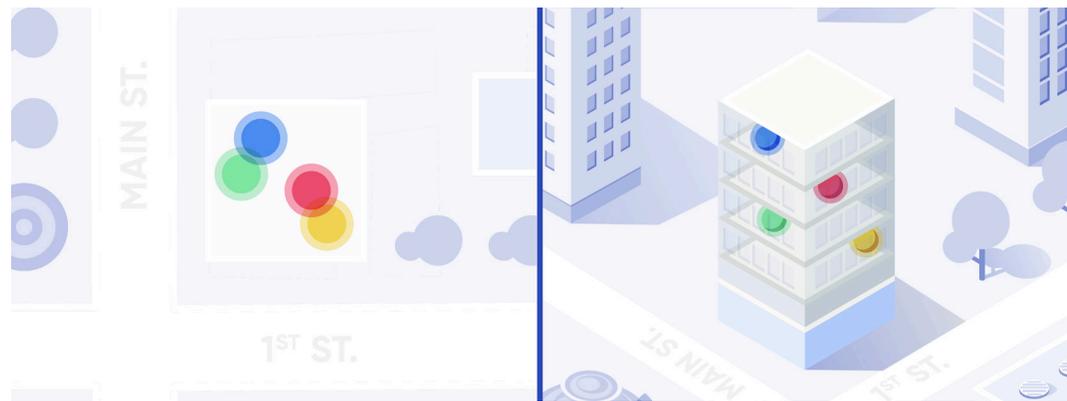


Benefits of precise altitude data

At a basic level, increased efficiency improves the company's bottom line by allowing more deliveries to occur. Reduced slack increases overall profitability of the service, as well as profitability per employee.

The improved user experience enabled by precise altitude information also encourages customers to use applications more frequently. This directly translates into increased brand value and increased customer LTV.

The follow-on effects are also significant for employees. By delivering more often, employees bring in more revenue for employees, reducing attrition and personnel acquisition costs in the long term.



Current state: 2D (X/Y)

With NextNav: 3D (X/Y/Z)

Add a new dimension to your delivery application

Incorporate NextNav Pinnacle to increase user LTV and brand value.

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