



wuunder.com/greenchoice

Best Day Delivery.

Making e-commerce logistics smarter, greener and more efficient than ever

Best Day Delivery is Wuunder's innovative delivery approach designed to make e-commerce logistics smarter, greener and more efficient by consolidating shipments intelligently. This method moves away from the traditional next-day delivery model in order to optimise delivery routes, reduce emissions and enhance supply chain efficiency.

Challenges in current delivery systems:



Rising CO² emissions

Carriers deliver inefficiently by covering almost every postal code multiple times per week, leading to low load efficiency and higher emissions.



Increasing supply chain costs

Weekend order peaks create bottlenecks in warehouses, vehicles, and customer service, driving up costs.



Customer preferences

Many consumers value sustainability, prefer delivery choices and are willing to wait longer to help the environment.

What is Best Day Delivery?

Best Day Delivery integrates multiple delivery options with various delivery locations. The smart GreenChoice algorithm consolidates shipments based on data, considering timing and location to streamline deliveries intelligently, reduce inefficiencies and meet customers delivery expectations.

GreenChoice Checkout Integration.

Customer-facing GreenChoice selection in checkout offers delivery day options that are optimized for sustainability and operational efficiency.

Shipping method

 Delivery







☐ Standard shipment

☒ GreenChoice 

Wed.
08:00 - 18:00

Thu.
08:00 - 18:00

Fri.
08:00 - 18:00

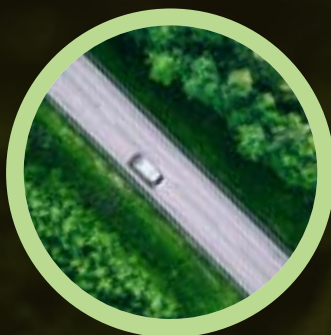
Next step →

Impact of Best Day Delivery:



Operational efficiency

Flattened peak in warehouse and customer service, reduce labor, material and housing costs, resulting to a leaner supply chain.



Environmental benefits

Fewer delivery vans are needed, drastically lowering kilometers driven and CO2 emissions.



Consumer win

By offering choice and transparency, it aligns with growing consumer demand for sustainability without compromising convenience.

Best Day Delivery offers a win-win-win solution for the environment, e-commerce businesses and consumers.

Through smart consolidation and customer choice enabled by Wuunder's GreenChoice algorithm, it challenges the next-day delivery status quo and supports a more sustainable and cost-effective logistics future.

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