

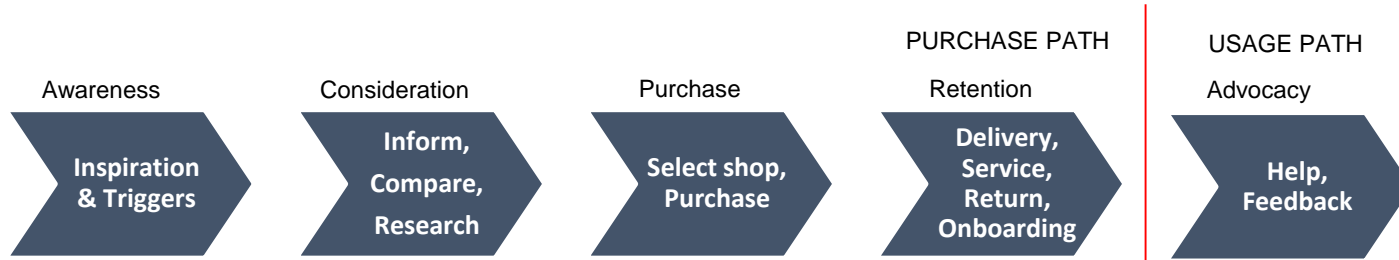
DELEYE

E-commerce businesses can positively influence Net Promotor Score by **getting the logistical basics right:**

- Transparency
- Choice
- Communication & Flexibility



The eCommerce Customer Journey and how Logistics can add value



1. Transparency

- Speed of parcel delivery
- Order cut-off time
- Delivery cost
- Minimum order value for free delivery
- Trust mark e-commerce
- Return policy

2. Choice

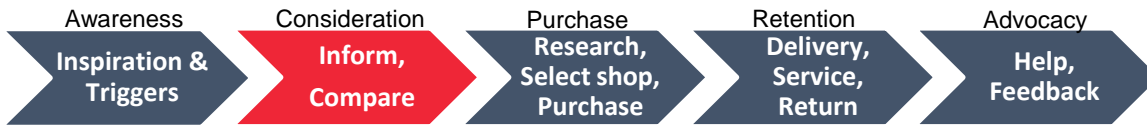
- Payment methods
- Delivery methods
- Date of delivery
- Moment of delivery

3. Communication & flexibility

- When will my parcel arrive
- What to do in case you are not at home?
- Return procedure

4. Brand advocacy

- Measure satisfaction and improve customer journey

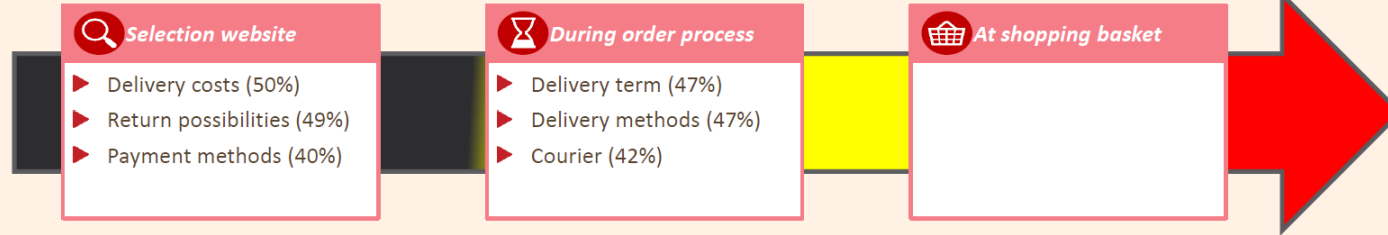


Let customers know your e-commerce store is **safe** and can be **trusted**

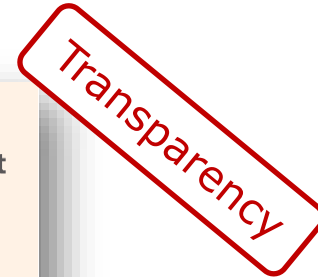
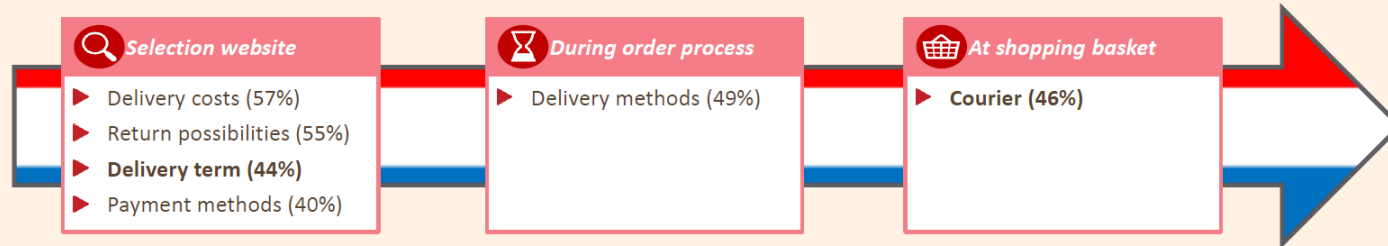
ONLINE BUYERS CRAVE FOR INFORMATION

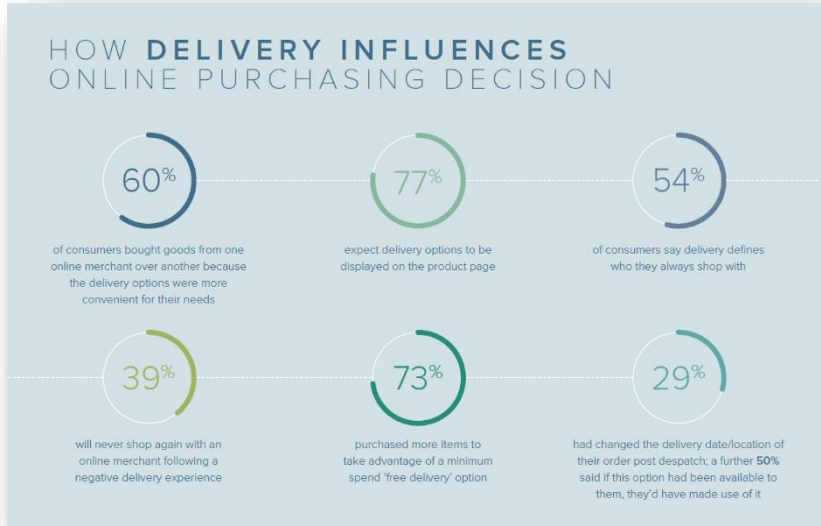
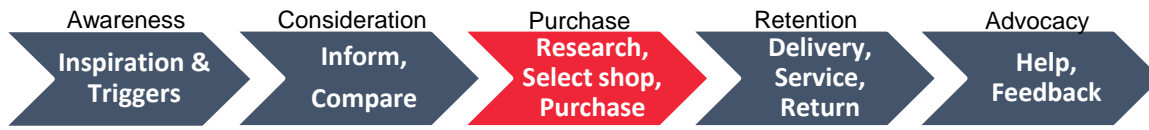


Belgian online buyers want payment, delivery and return information **early** in the shopping process.



For Dutch online buyers, 'who delivers' is **less important** during the shopping process.

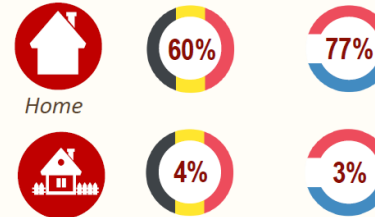




Source: Metapack Consumer research report 2017

HOME DELIVERY IS PREFERRED

73% of online buyers indicate home as their preferred delivery place. This includes a safe place around home.



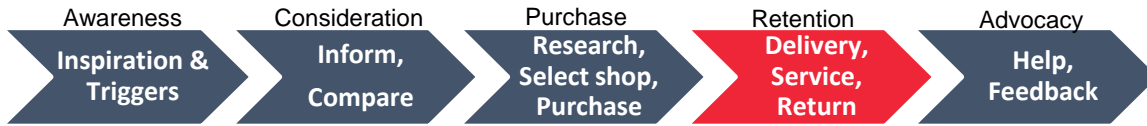
Safe place around home (carport, shed, ...)

Safe place preference is high (top 3)



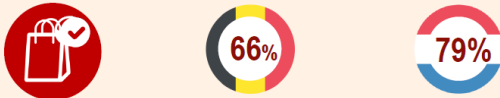
particularly in rural areas



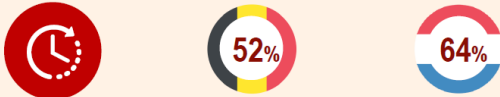


Customers want to be **informed** along the parcel delivery journey but also be **in control**!

Order confirmation



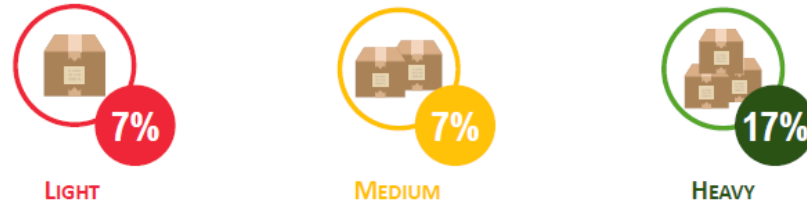
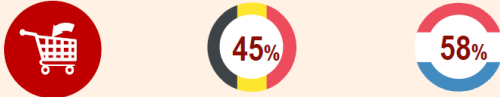
Expected timeslot



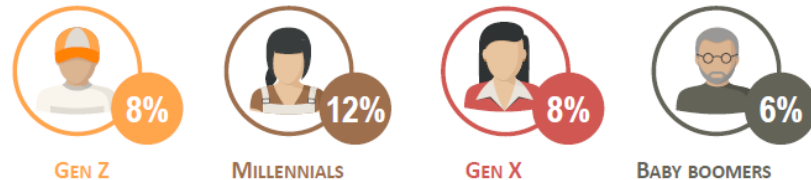
Delivery confirmation



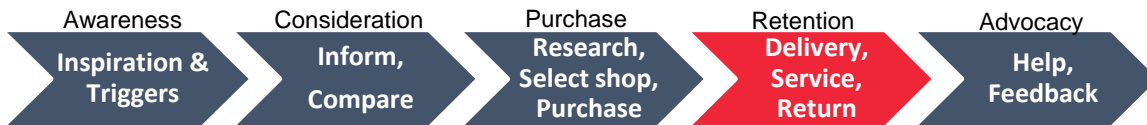
Moment product is in stock



Heavy online buyers are more likely to change time/location during the track & trace process.



Millennials use their track & trace the most to change the delivery time/location.






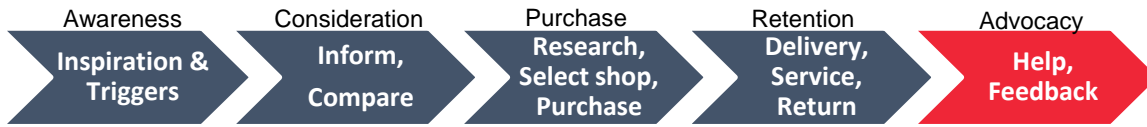
To maximize choice and flexibility, we have created a consumer delivery preference tool



Leveringsvoorkeuren
JE PAKJES GELEVERD ZOALS JIJ HET WILT.

Laat ons weten waar de postbode je pakje mag leveren, als je niet thuis bent.
De postbode levert je pakje daar waar jij het wilt:

-  **Bij je buur**
-  **Op een veilige plaats**, bv. onder een carport of een afdakje
-  **In een afhaalpunt of Cubee pakjesautomaat** in je buurt



We launched a new “own” Net Promotor Score measurement that enables us to link the score with the parcel in order to identify the areas where we have to improve and to measure the impact of our product development.



Deeper analysis shows that transparency, choice and communication are levers for above average NPS scores



Increase if:

- Delivered to a parcel point/parcel locker
- Receiver kept informed
- When we have respected the consumer's delivery preference

The highest

- When the receiver's choice of safe place was executed

And lower

- When the parcel was delayed
- When we couldn't deliver at the first attempt

And lowest

- When the receiver's delivery preference wasn't respected

Webshops who respect these basics have significantly higher NPS scores than others



- Because they offer a **wide range of delivery choices** (home/pudo/locker/saturday)
- Because they **communicate** well, from order confirmation to delivery notification
- Because of the **flexibility of the delivery** (delivery according to customer preference)

