

POSTAL REVOLUTION

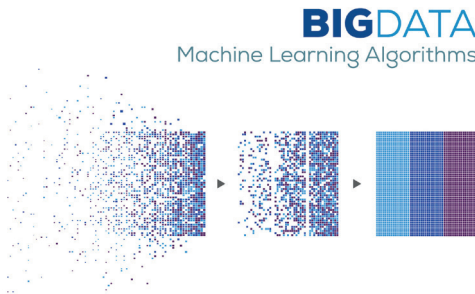
Offering an enhanced, customized delivery experience for customers can help postal and logistics companies to boost their revenues

Today's shoppers buy so much more than the product itself; they are increasingly willing to pay for a more convenient delivery experience. With evermore demanding service level expectations, providing a much greater customization of delivery services and zero delivery failures should be at the very heart of any relevant value proposition in the postal and logistics industry. In the era of big data and artificial intelligence, postal and logistics companies must advance much faster toward customization and individualization in the provision of their services from the first to the last mile. And the reward waiting for them is simply huge.

However, delivery can only be radically reshaped by gaining a much deeper understanding of the lifestyle of each individual customer, leading to the provision of individualized convenience that is not currently embedded into today's standardized ways of delivering e-commerce. This is why the engineering of delivery must quickly shift from being mostly driven by operations, to one focused on matching the greatest convenience expectations of each customer, which may vary tremendously from person to person.

Reward for better delivery An increase in delivery convenience could boost business growth, sales and development for e-tailers and e-commerce platforms. The latter should start acknowledging that the utility experienced by their customers through individualized delivery services will be critical to building tomorrow's success. This in turn calls for postal and logistics companies to be genuinely rewarded for being instrumental in successful e-commerce development.

In terms of pricing, the providers of increasingly tailored delivery solutions should receive a delivery convenience premium that would not only depend on the level of customized delivery experience, but also on the direct impact on key performance metrics, such as



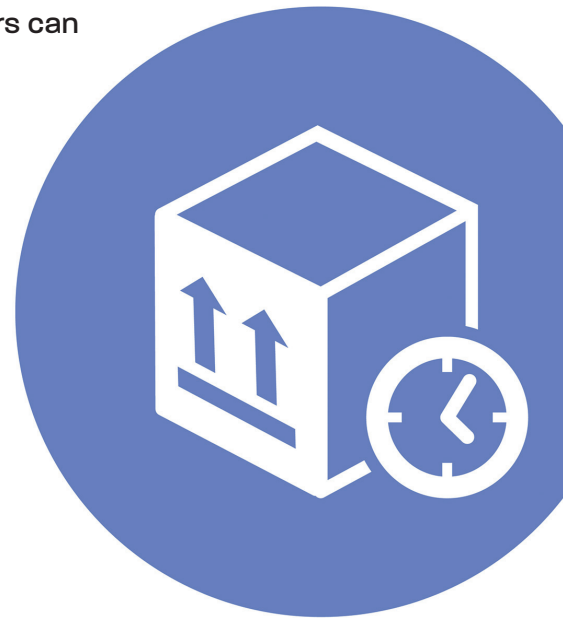
Above: Upido helps logistics companies to unleash the power of predictability with AI

Right: Providing accurate parcel delivery times can increase customer satisfaction levels

repeated sales and revenue growth, of their e-commerce business partners. Postal pricing cannot remain as it is today – a simple delivery charge for a commoditized delivery service that fails to recognize the key role of postal services in acquiring new e-shoppers and expanding the business of e-commerce platforms.

Convenience as a service ShipinBot provides postal and logistics companies with unlimited 'convenience-as-a-service' solutions and connects them with each recipient's evolving delivery needs. By doing so, individualized delivery convenience can be achieved at scale and, as a result, e-sellers and e-commerce platforms' willingness to reward their postal and logistics partners with this extra 'first to last mile' convenience premium will grow.

The greater the e-commerce business development impact triggered by both total delivery convenience and the end of delivery failures, the higher the bonus per satisfied e-shopper these platforms could pay. ShipinBot also believes pricing should be moved away from price-per-sent-item to a flat price-per-addressee benefiting from individualized delivery conditions. This is a postal revolution that could be progressively tested and implemented.



To start leveraging this new way of pricing in delivery convenience, shoppers must rely on the use, by postal and logistics companies, of the most supportive artificial intelligence technologies. By addressing delivery predictability issues and helping to minimize the probability of delivery failures, ShipinBot supplies the algorithmic key toward total delivery convenience, successful customer-centricity and greater revenues for all e-commerce players.

KEY FACTS

- Today's shoppers are willing to pay more for a customized delivery experience
- Postal and logistics companies that offer personalized delivery services that boost e-commerce revenue should be rewarded

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