

DELIVERING CHANGE



Out-of-home – 01

A flexible solution for today's on-the-go lifestyle



The expert view – 03

How can OOH delivery meet local specificities?



Trend – 04

Effort versus services



Out-of-home
A flexible solution
for today's
on-the-go lifestyle

In the post-pandemic world, flexibility is an imperative and no longer an option. Society has learned the importance of swift adaptability in the face of unexpected challenges; consumers have adopted a diversified, omnichannel approach to shopping that combines digital and traditional forms of commerce; and work of all kinds in all sectors has embraced a hybrid model. It should come as no

surprise, then, that consignees increasingly want and expect a flexible delivery experience that adapts to and facilitates their busy lives, offering them maximum convenience. Multiple delivery options, same-day and next-day delivery, advanced tracking services, and one-hour notifications have never been more popular. Against this backdrop, Out-Of-Home (OOH) solutions such as parcel shops, parcel

lockers, or retailer stores, represent a formidable opportunity to deliver value both to consignees seeking flexibility, and to e-merchants seeking to expand their business and build customer loyalty. Never before have consumers led such multi-faceted, on-the-go lifestyles; OOH solutions are the ideal answer, enabling consumers to receive or retrieve their parcels when, where, and how they desire. ●

Editorial

New habits, greater convenience

Over the past several decades, e-commerce has grown to become an everyday habit for millions of people around the world—and as e-commerce expands, consumers increasingly want and expect their online shopping experience to be smooth and simple, accompanied by a wide variety of flexible delivery options for maximum convenience. As the final step in the consumer journey, delivery has a decisive role to play in overall customer satisfaction. One of the keys to achieving that satisfaction is to offer consignees a diverse choice of delivery locations, such as home delivery, a neighbor's house, a safe place... or, more than ever, Out-Of-Home (OOH) possibilities. By providing a dense network of OOH alternatives, delivery becomes smoother, more flexible, and more convenient. Ultimately, both retailers and delivery experts face a similar challenge: how to make the entire e-shopping experience as pleasant as possible? In this special edition, we will take a closer look at how OOH solutions can help meet this challenge, for the benefit of all stakeholders. ●

Jean-Claude Sonet,
Executive Vice President
Marketing, Communication
& Sustainability, Geopost.



How does OOH rank amongst e-shoppers delivery preferences?

39%

are delivered out-of-home (parcel shop, parcel locker, or retailer store).



1.8

delivery locations on average.

48%

usually use more than one delivery location.



Did you know?

Driven by economic factors as well as by greater consumer interest in sustainable living, C2C platforms have never been more popular. Three out of four regular e-shoppers are either C2C buyers,

sellers, or both buyers and sellers. OOH delivery solutions are particularly well-suited to this audience, both because of their flexibility and their cost-efficiency. ●



61%

of regular e-shoppers agree or strongly agree with the assertion "I buy more second-hand products these days."



64%

of aficionados e-shoppers buy 2nd hand products.

16.7

second hand purchases per year.

Aficionados

15%

of the total e-shoppers with the highest number of annual online purchases.

7.5

parcels per month.



Thibault Guez, Out-of-Home Project Director - Geopost

The expert view How can OOH delivery meet local specificities?

As of 2022, Geopost had 83,000 Pickup points worldwide. What is the goal for 2025?

T.G: Our goal is to have 100,000 OOH points, divided between lockers and parcel shops according to national and local culture. However, consignees are more interested in the density of the network than in absolute numbers. Our locker and parcel shop network is hybrid, an aspect we wish to maintain by building, buying, and implementing other lockers in Europe and recruiting new parcel shops to address different needs. It's not just about finding any location, it's about identifying the right location, in close proximity to consignees.

E-shoppers' expectations have been shifting over the past two years toward a variety of delivery solutions, and OOH solutions are now chosen by 39% of e-shoppers. Why?

T.G: E-shoppers are increasingly looking for affordable options, especially for services like returns or C2C. The overall OOH network's density is better, which makes this choice more attractive. People are also looking for more flexible delivery options, and OOH is a solution in sync with this type of need. Finally, it isn't just about the e-shoppers but also about the e-merchants. If more e-merchants offer this type of service, then people will be increasingly aware of the ease and flexibility that it provides, which will further contribute to its growth.

What role does innovation play in meeting consumers' expectations and sustaining the network's development?

T.G: Innovation plays a significant part in making the customer experience smoother and more sustainable, while helping to develop the network. There are many innovations underway to improve the customer experience. We increasingly rely on visual recognition technology, which helps optimize the way we process parcels at our hubs, allocate parcels to delivery rounds, and optimize operations, which results in cost efficiency and greater reliability.



Even if consignees don't realize all of this, they do notice improved accuracy. Our industry is very innovative in many respects.

How can we make the best of a hybrid approach combining OOH solutions and home solutions?

T.G: Our offering is not home vs. OOH; rather, we see ourselves as a delivery company offering both consignees and e-merchants the broadest range of delivery solutions possible. We believe that having only one group and opposing them is a mistake because the solution

Focus Online shopping

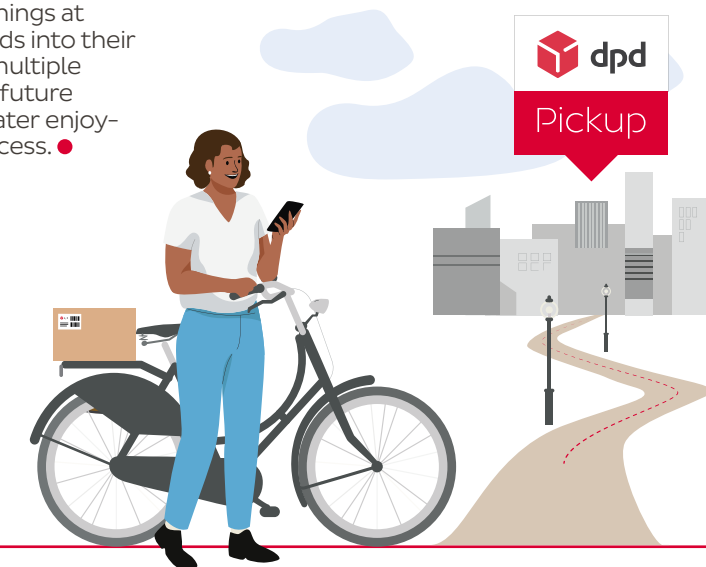
By and large, regular European e-shoppers have maintained a positive view of the online shopping experience. A clear majority find that e-shopping is less stressful than in-store shopping (66%), that it is convenient (61%), saves time (77%), and can even provide up to 100% of the products or services that shoppers seek (55%).



changes depending on the consignee and the parcel. It's really a matter of needs and desires, which is why we feel that the hybrid approach is the best one. The myDPD app lets users really take advantage of our hybrid approach, for example by enabling them to change delivery destinations from home to OOH or from OOH to home.

Are OOH points offering various types of services (e.g. fitting rooms, coffee points, drop off/pick up) the future?

T.G: This type of service innovation reflects our focus: understanding our customers' needs and working to make the process smoother and their lives easier. Regarding fashion, for example, an on-site fitting room allows consignees to try on their order and return it immediately if they choose, which removes the need for a separate returns process and is beneficial to e-merchants and consignees alike. An integrated coffee point allows consignees to do two things at once, in a way that blends into their lifestyle. I believe that multiple services are indeed the future because they bring greater enjoyment to the overall process. ●



Less time, less stress

Regular e-shoppers remain deeply convinced that online shopping is a calmer, faster alternative to in-store shopping.



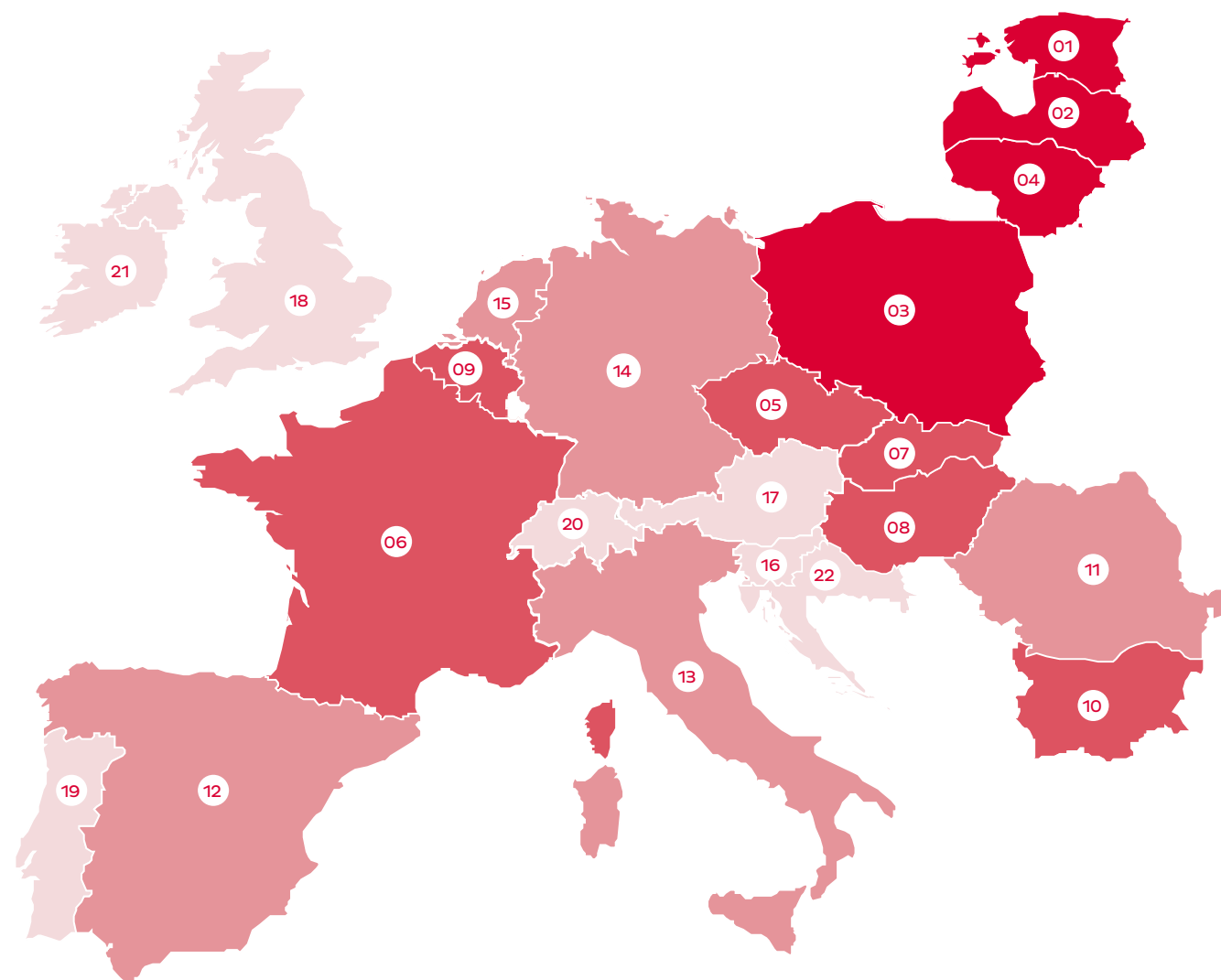
Country zoom

Out-of-home delivery preferences

— Delivery preferences vary, sometimes widely, from country to country. Here is how OOH solutions rank in terms of popularity among European countries.



- 01. ● Estonia: 88%
- 02. ● Latvia: 77%
- 03. ● Poland: 76% (▲ 5)
- 04. ● Lithuania: 74%
- 05. ● Czech Republic: 66%
- 06. ● France: 63%
- 07. ● Slovakia: 59%
- 08. ● Hungary: 46% (▲ 6)
- 09. ● Belgium: 42%
- 10. ● Bulgaria: 44%
- 11. ● Romania: 35%
- 12. ● Spain: 33%
- 13. ● Italy: 31% (▲ 7)
- 14. ● Germany: 31% (▲ 5)
- 15. ● The Netherlands: 31%
- 16. ● Slovenia: 28% (▲ 9)
- 17. ● Austria: 25%
- 18. ● UK: 25%
- 19. ● Portugal: 24%
- 20. ● Switzerland: 24%
- 21. ● Ireland: 20%
- 22. ● Croatia: 19%

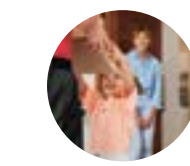


Data

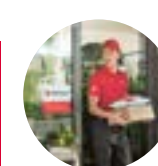
Places and preferences in Europe

— Today's e-shoppers continue to prefer home delivery over all other forms; nevertheless, location preferences have been steadily evolving over the past several years in favor of OOH solutions, primarily parcel shops and parcel lockers, followed by the post office or a safe space.

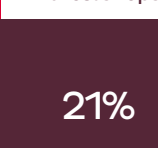
More than ever, e-shoppers desire greater control over the delivery process, as shown by the growing demand for the ability to select the day and one-hour window of delivery in advance or the choice of multiple delivery options. Enhanced tracking preferences are also in high demand, including real-time delivery information and advanced notifications.



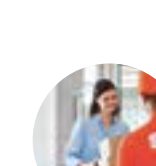
Home



Parcel shops



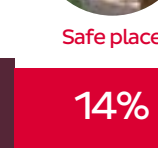
Parcel lockers



Post office



Safe place

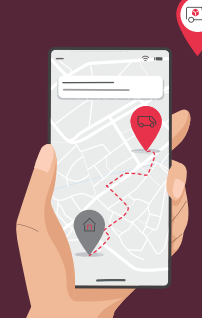


69%

of e-shoppers feel that knowing the exact 1h window of their delivery would encourage them to purchase from a website.

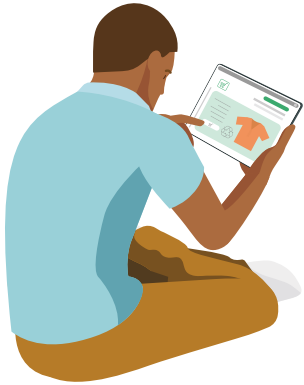
71%

of e-shoppers feel that being able to choose the delivery day and 1h window would make them more likely to purchase from a website.



Trend

Effort versus services



When it comes to online shopping, convenience is king. Today's e-shoppers have a plethora of buying options, which means that in order to choose the online channel, it must be considered worthwhile.

By facilitating the online purchasing experience, delivery services can play a critical role in both attracting and retaining customers. E-shoppers particularly appreciate transparency and personalization in the delivery process; multiple options, exact one-hour delivery time slot selection,

and increasingly precise advance notifications are all extremely popular. These services are even more important for e-shoppers who feel that their previous purchase required undue effort. The choice of delivery location is a prime example of how convenience-enhancing services can improve customer satisfaction. More than ever, today's e-shoppers lead busy lives in which multi-tasking and last-minute changes are the norm. They need delivery options that can keep pace with them and be modified on short notice, offering reliability as well as convenience. OOH solutions meet all of these needs. By choosing OOH delivery, consignees are no longer obligated to remain at home to receive their orders. Instead, they can rest assured that their parcel will be waiting for them at their preferred location whenever they want to retrieve it. Better still, by combining multiple delivery services, consumers can choose their preferred date, time, and location, as well as receive a notification upon delivery. Clearly, OOH options are a powerful lever for offering consumers the ease and the convenience they seek. ●



73%

of regular e-shoppers were notified by email or SMS on the day of their most recent parcel delivery.

39%

of regular e-shoppers have chosen delivery on a specific day and 1h timeslot.



Hungry for more?

If you have enjoyed this special edition, discover Delivering Change, our full 2022 e-barometer report covering the trends, behavior, and habits of European e-shoppers.

Agenda



June 2023
Workshop at Deliver "Rolling Out a Global OOH Strategy that Answers Local Specifics", Amsterdam.

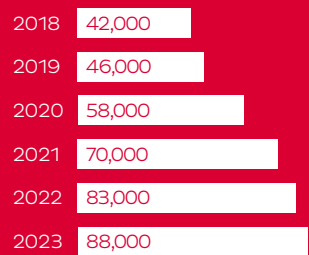


June 2023
VivaTech – Refrigerated Locker demonstration unveiling, Paris.



An expanding Pickup network

As OOH delivery solutions have grown in popularity, the Pickup network has flourished.



■ Number of Pickup points.



Maxime d'Hauteville, Pickup CEO.

Tribune

OOH solutions meet customers where they are

— Pickup network is the leading out-of-home network in France with 16,000 parcel-shops and over 1,200 parcel lockers nationwide, as well as an international presence in 30 countries. As interest in OOH solutions grows, Pickup continues to develop a variety of solutions designed to support merchants both in cities and rural areas.

Our aim is to develop a network that is ever closer to customers, which we accomplish first and foremost by building solid, long-term relationships with independent shops (newsagents, tobacconists, florists, grocery stores...) and retail chains. We also recently added the hotel sector to our approach, giving hotel owners the opportunity to develop a local clientele and become more deeply integrated into neighborhood life. We have a variety of tools to help merchants transform Pickup

customers into store customers. For example, couponing gives Pickup users a discount for the store in which they pick up their parcel. We also provide our parcelshops with various training courses and complementary services via our partners within the Group. Both urban and rural areas have specific challenges. In city centers, pedestrian zones can create difficulties for merchants, whether in terms of customer traffic or delivery reception. In response, we offer two main solutions: attract OOH customers and

provide additional services such as click & collect. In rural areas, we also offer increased customer traffic through OOH, as well as click & collect. This is primarily in large retailer outlets, but we are working to add independent merchants and develop additional services.

There are many exciting possibilities ahead for parcel lockers.

For example, to meet the space constraints of city centers, lockers could be modular, smaller, not parcel-exclusive, and used multiple times in multiple ways each day. Refrigeration is also a major area of development, including an OOH network of sales points equipped with cold storage, combined with refrigerated lockers in a blended approach that all local food markets or marketplaces could use. The possibilities are endless, and we are confident that we can reach 2,000 parcel lockers in France by the end of the year, and 6,000 in 2025, while building new partnerships nationwide. ●



Delivering Change is a magazine published by Geopost.

The data enclosed in this magazine come from the e-shopper barometer 2022 study. Publishing director: Ingrid Maillard Editor-in-chief: Camille Bourdon, Céline Bertrand Study director: Carmen Cureu Copywriting: Katrin Dubreuil

Design and creation: Little Stories, Australie.GAD group Illustration: Cyril Laroche Editorial secretariat: Nicky Schmidt Engraving: Point 11 Printing: Déjà Link

