

YODEL

collect+

Fulfilment for the Future

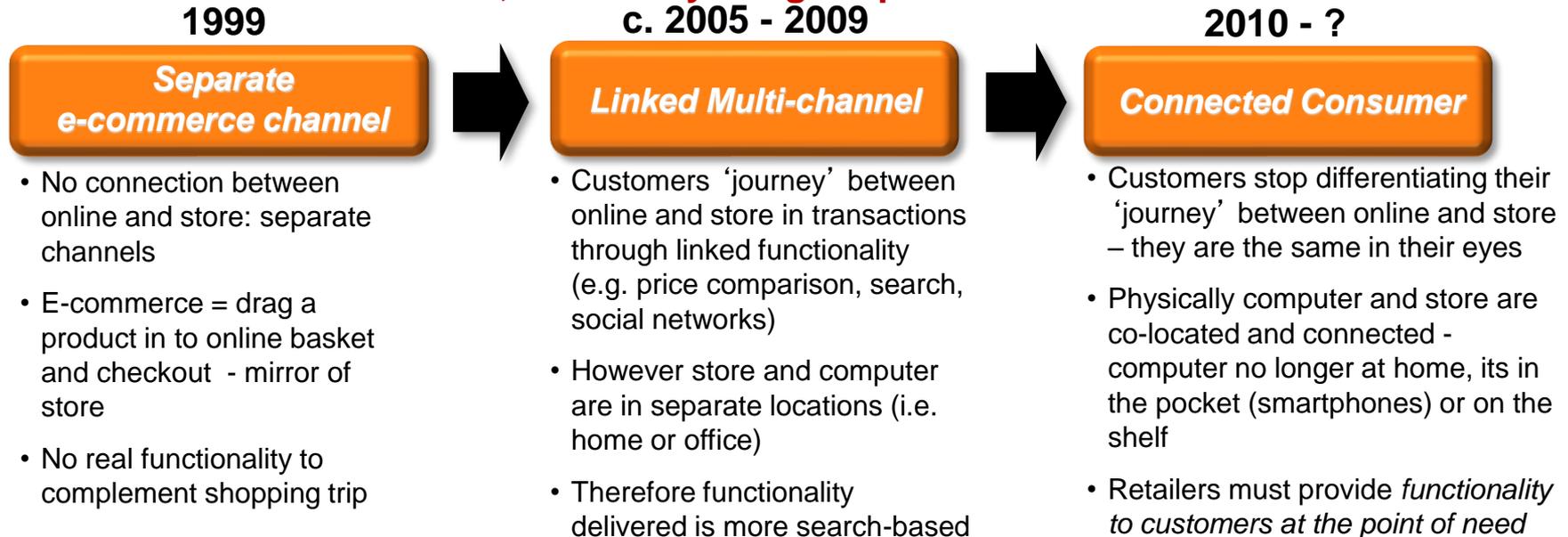
How to bring the retailer promise to reality

Prof. Neil Ashworth

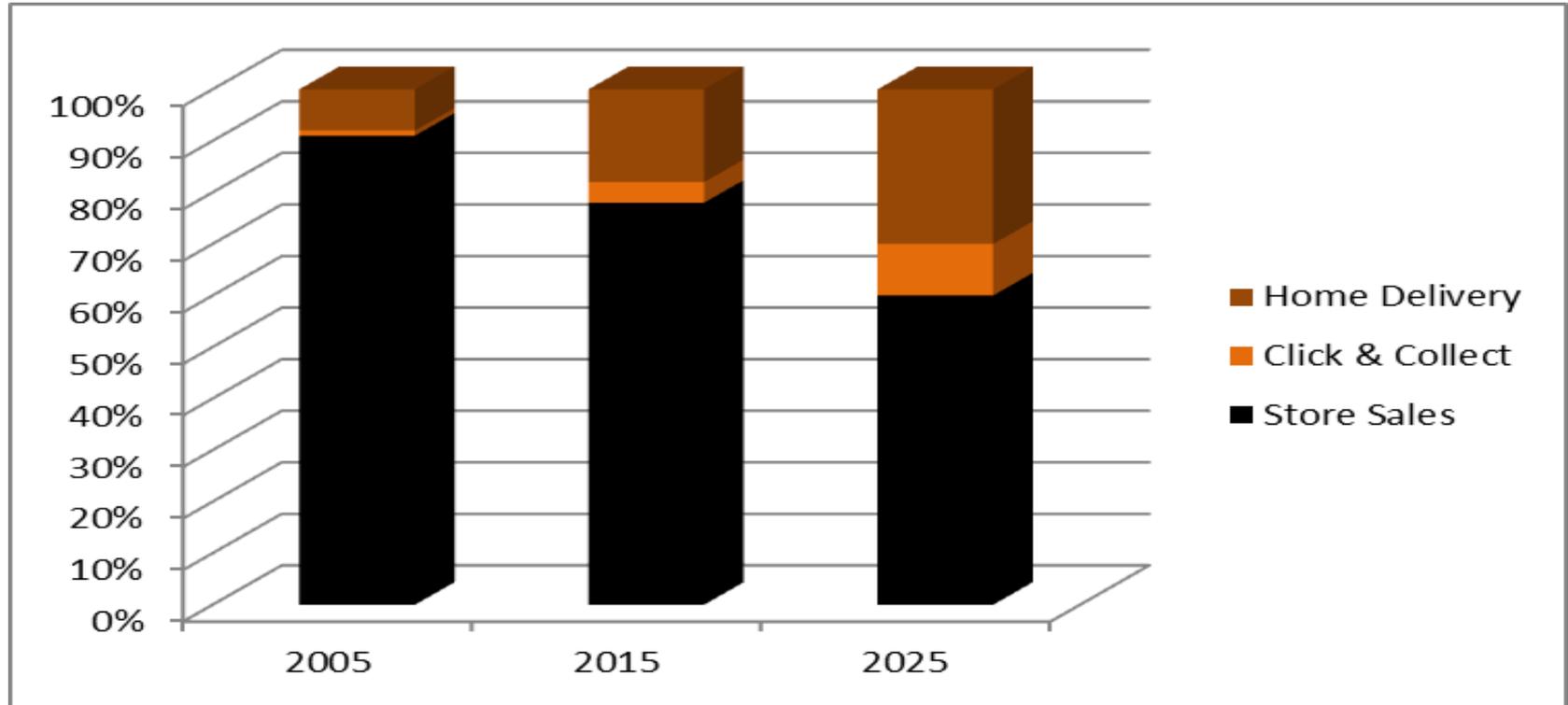
March 2018

Evolution of the Customer's Online Shopping Behaviour

The ***ideas*** of the dotcom bubble haven't changed. The ***technology*** (broadband penetration, wireless / cellular networks, tablets, handset and phone devices) however, has finally caught up with the ideas



Progressive erosion of store sales ...



Polarisation in location performance



-30%



Polarisation in location performance



The 100 or so prime locations in the UK continue to get stronger at the expense of the weaker ones.....the solution..cannot be found through the retail industry



What do modern customers want?

+ Know me: Personalised interactions

- + Recognise me, and my history
- + Tailor the offer to my recent activity

+ Show me you know me: Targeted promotions and marketing

- + Personalised offers and products suited to me at a price to suit
- + Help me to understand the benefits, in language suited to me

+ Enable me: invest in social, mobile and retail channels

- + Make physical and digital shopping hassle-free using my preferred channel(s)
- + Provide insightful advice on a complete solution for me

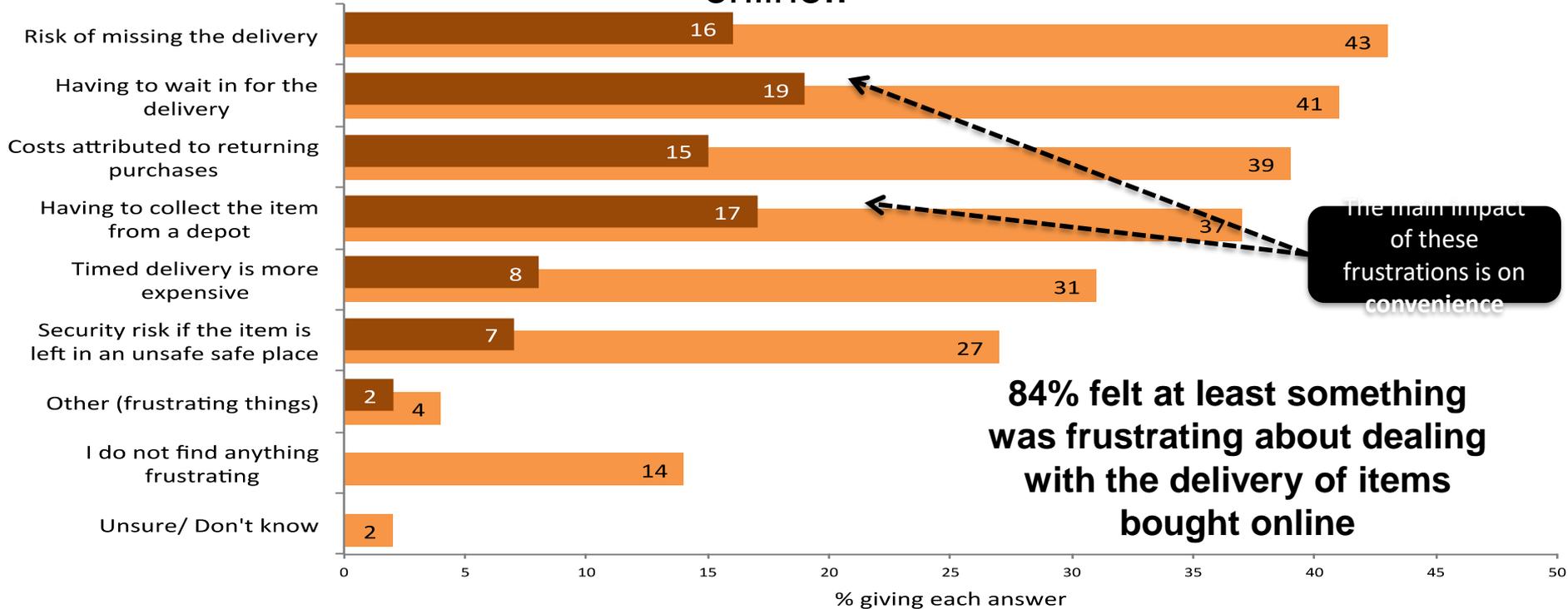
+ Value me: Customer controls the shopping process

- + Flexibility to configure my product and service bundles and payment options
- + Reward me for loyalty and depth of relationship, and influence I have on others' purchases



What frustrates customers?

Frustrating/ Most Frustrating aspects of delivery of items bought online..



As access to fashion has widened...

ASOS
discover fashion online

1,224

**pairs of
jeans**



340

**pairs of black
jeans**



219

**pairs of black
skinny jeans**



47

**pairs of black skinny
jeans in a size 14**



Rules and structures have lost their power



**SOCKS &
SANDALS**



DOUBLE DENIM



**CLASHING
PATTERNS**

Because more than ever, fashion is about me and what I want

“Apparently wearing black on a summer's day isn't fashionable. Personally, I like the strong silhouette and will happily wear black no matter what season”
Dwayne, 24

unflattering to wear massive clothes... but I don't feel like I need to wear clothes that are cut tight to feel feminine.”
Ellie, 26

“Clashing patterns... the more purposeful it looks, the better!”

“I know double denim is wrong but I rock it anyway” *Josh, 28*

“Horizontal stripes are supposedly unflattering, but I love the way they look on me so why not?!” *Rosie, 30*

“I'm not sure I'm fashionable or unfashionable enough to break fashion rules but I wear a lot of black and navy together and I feel pretty good about it...”
Lou, 28

Ultimately, this is all putting the consumer in control of how they look

My name
on my
stuff



Tailored
inspiration

TOPSHOP
PERSONAL SHOPPING

The
STYLING
clinic

Creating my
own
clothing



Stealing a
particular
celeb's style



And it isn't just fashion where consumers want to be in control

In control of
what we
watch...



In control of
how we stay in
touch...

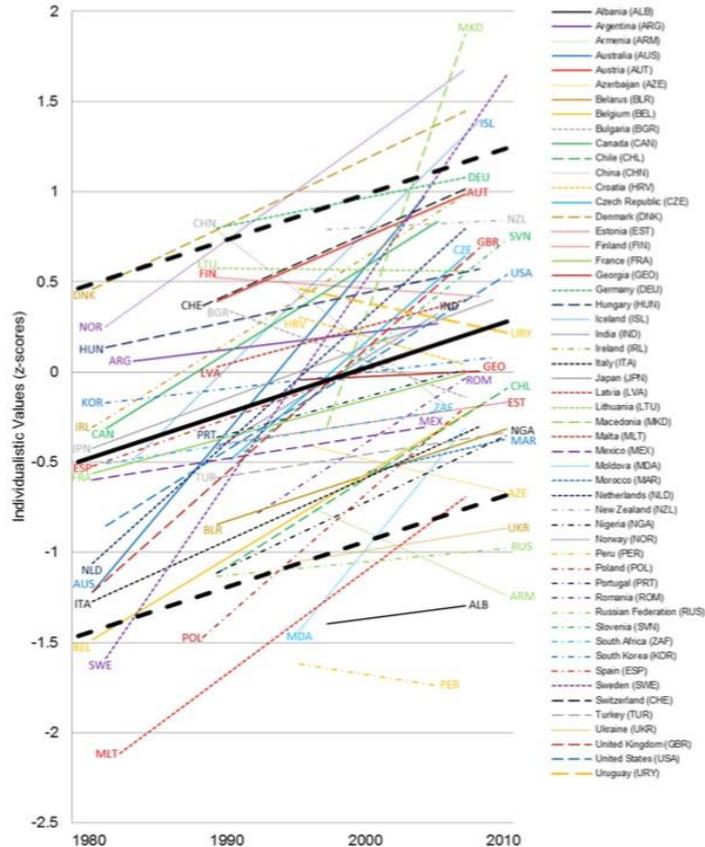


In control of
how society
works...



All because this is part of a huge sociological trends towards individualism

“The rise of a power individualism... the feeling that what I want and what I feel is the most truthful, authentic and right thing”



Adam Curtis, Philosopher & Documentary film-maker

This isn't about just self-expression but about self-determination

Unique
Quirky
Standing
out

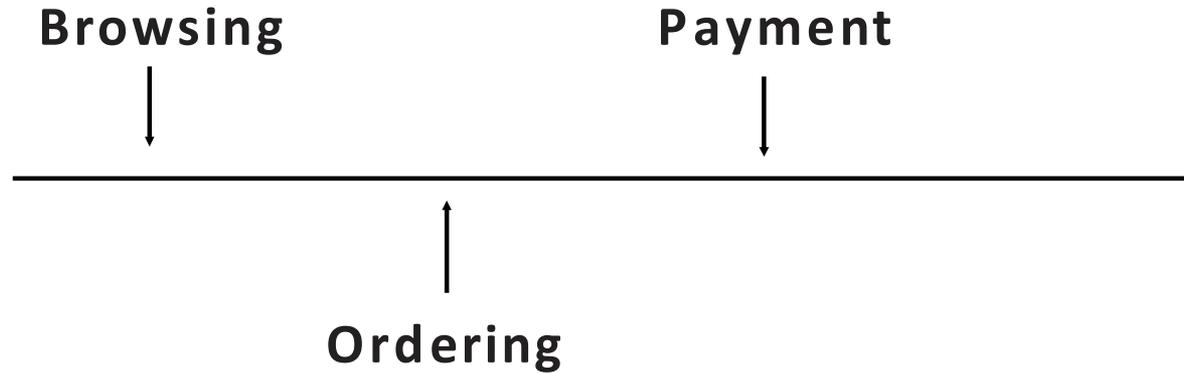
I don't want to be different, I want to be me

Agency
Action
Independence

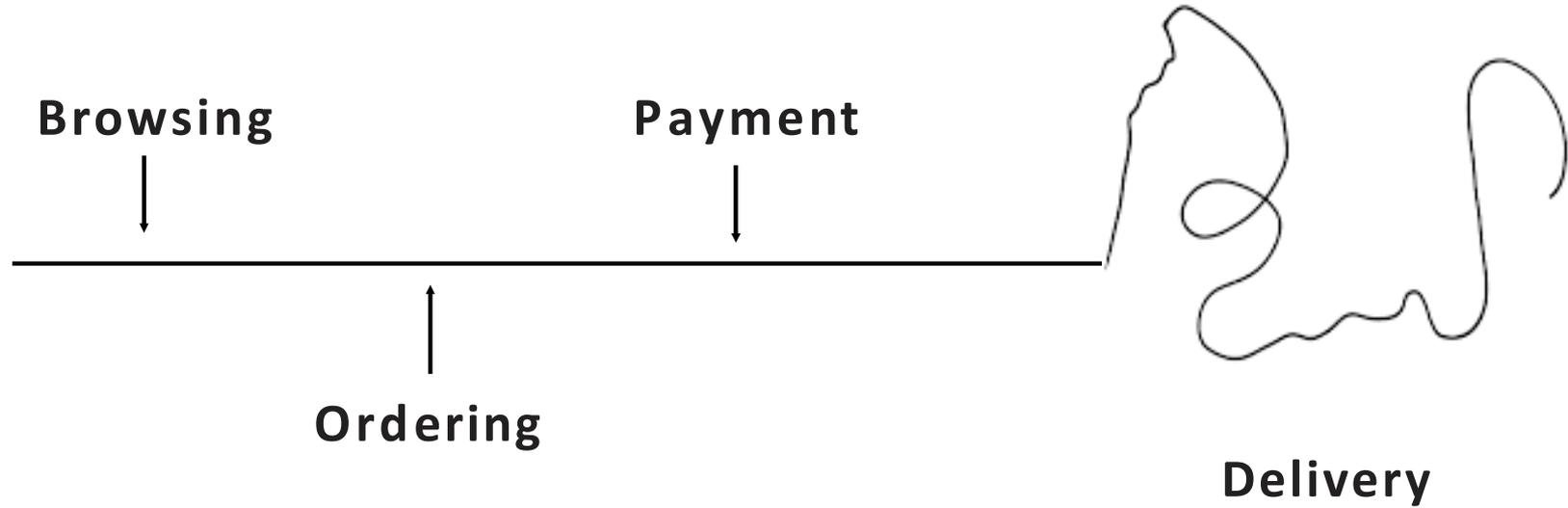
PEOPLE INCREASINGLY
DEMAND THE FREEDOM TO
TAKE CONTROL OF EVERY
ASPECT OF THEIR LIVES



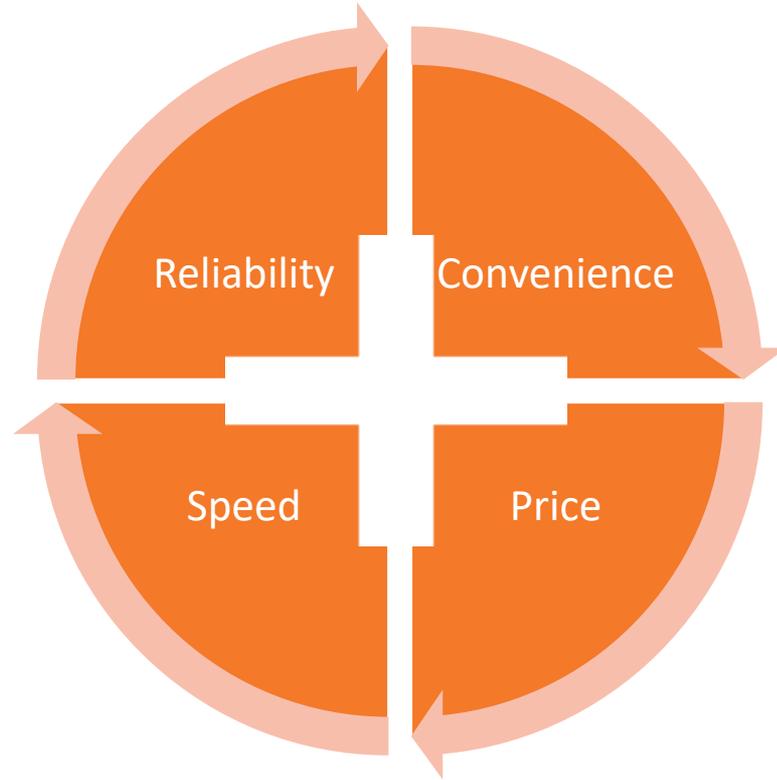
For the retailer, delivery has become an uncontrollable, uncontrolled process



For the retailer, delivery has become an uncontrollable, uncontrolled process

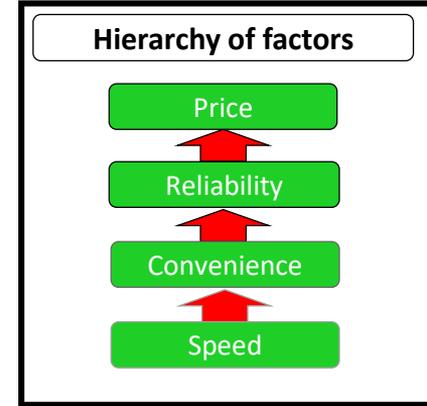
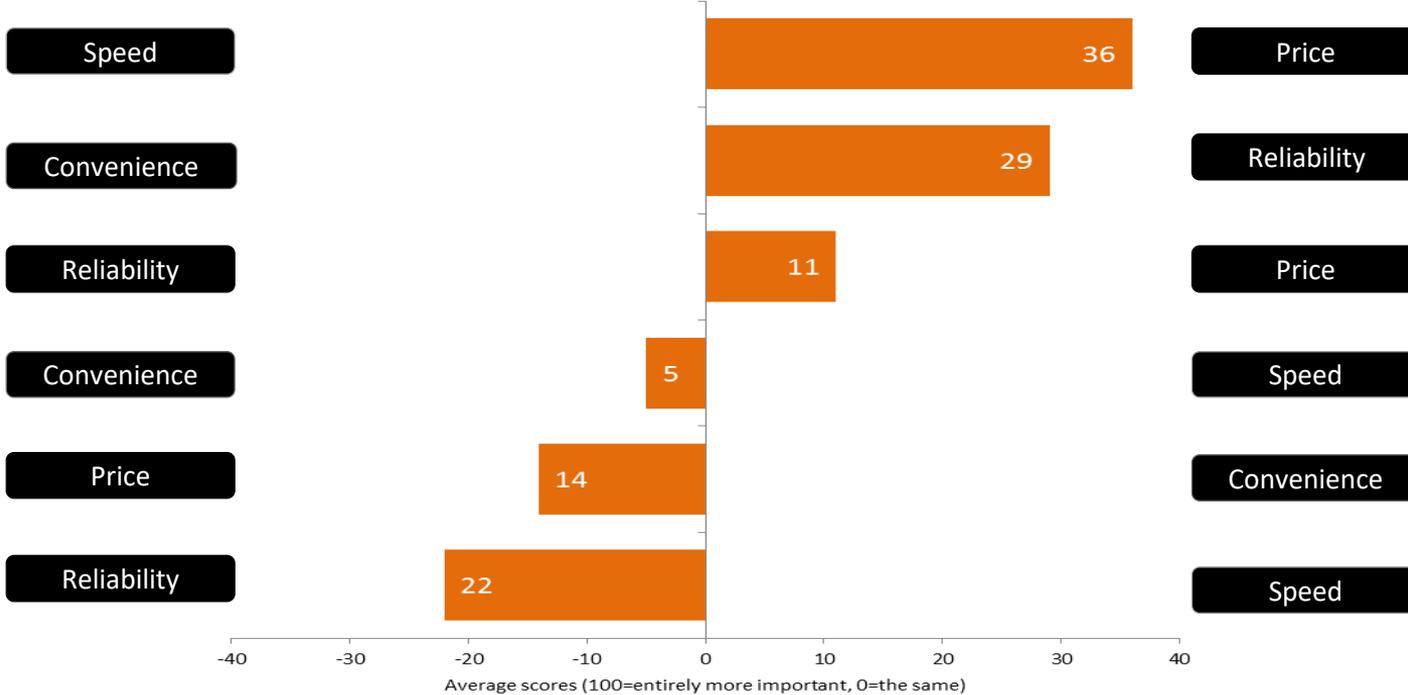


Factors important in delivery choice



It's not all about speed....

Which factor is most important?



A good price and reliability are by far the most important qualities

Highest ranked *for customer satisfaction*

YouGov' research found Collect+ top of the table on the BrandIndex Satisfaction measure when analysing the data collected in the 52 weeks up to the 31st December 2017. All data was collected using an online survey and respondents are members of the YouGov panel.

The 52,868 strong research sample of customers from the parcel sector for this study were surveyed and weighted to a UK nationally representative 18+ adult profile. The Satisfaction metric measures a customer's satisfaction with their recent experience with the brand.



TrustScore 9.3 out of 10



Building a new Yodel

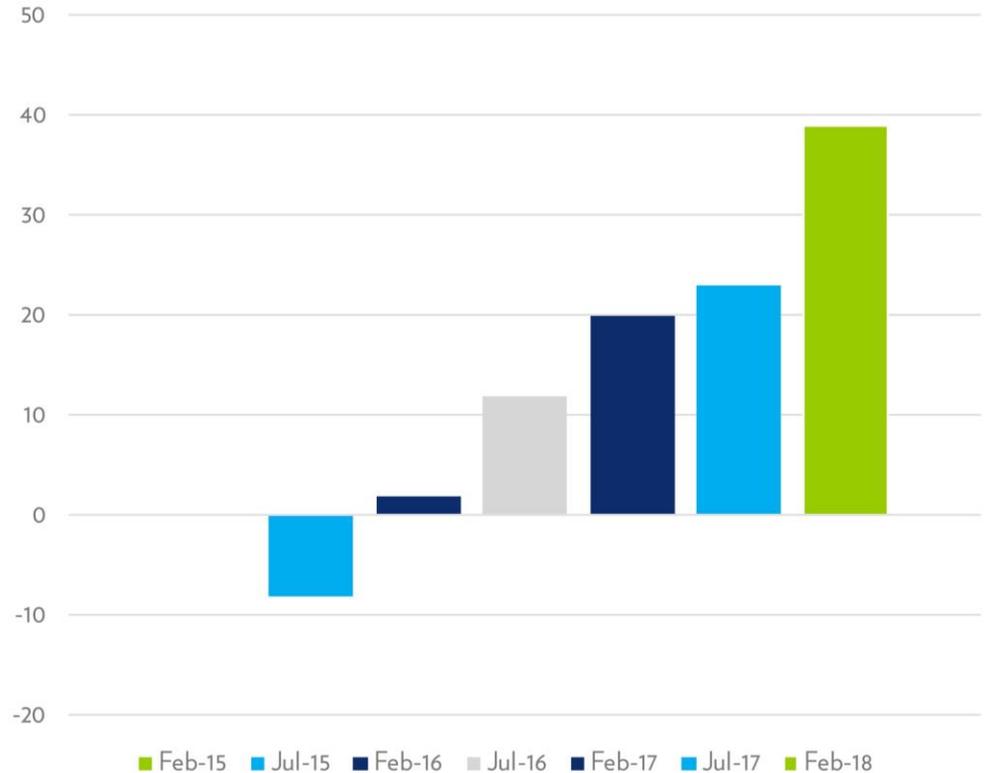
Retailer Net Promoter Score

Every 6 months Yodel conducts a service satisfaction survey with all clients.

39 point improvement in 3 years with 16 points in the most recent wave

Also one of the top 10 improved organisations in the bi-annual UK Customer Service Index

Change by wave



A composite image featuring a telescope in the foreground, a window view of a mountain landscape, and a vibrant aurora borealis in the sky. The telescope is a large, black and white refractor, positioned on the right side of the frame, pointing towards the sky. In the background, a window on the right shows a view of a mountain range with snow-capped peaks and a forested valley. The sky is filled with a vibrant aurora borealis, displaying shades of green and purple. A thin green horizontal line runs across the middle of the image. A green rectangular box is overlaid on the left side, containing the text "Customer insight".

Customer insight

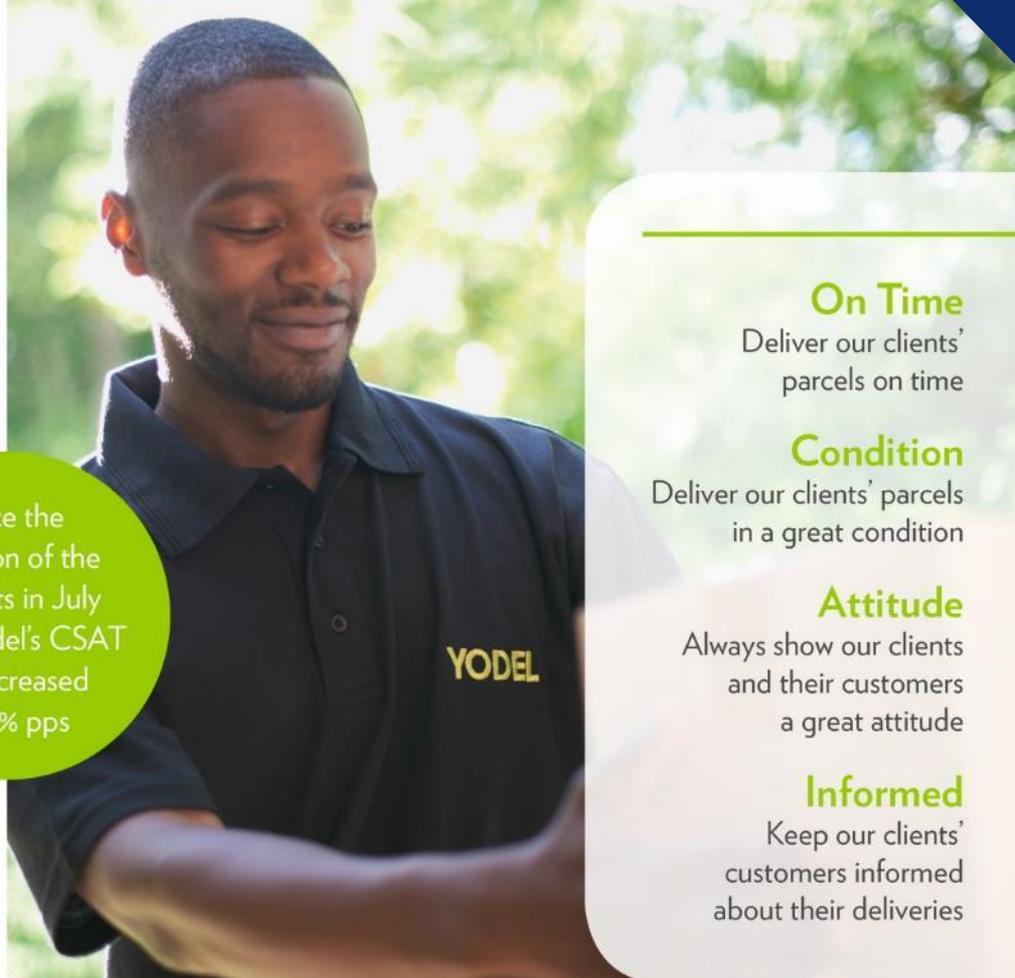
The 4 Whats

– always at the heart of what we do

Through extensive research with your customers we defined the key factors that are considered the most important aspects of a delivery and directly impact customer satisfaction scores.

We continuously benchmark ourselves and plan our improvements against these measures to ensure the service your customers receive is the best.

Since the creation of the 4 Whats in July 2015, Yodel's CSAT has increased by 4% pps



On Time

Deliver our clients' parcels on time

Condition

Deliver our clients' parcels in a great condition

Attitude

Always show our clients and their customers a great attitude

Informed

Keep our clients' customers informed about their deliveries

Drivers *of satisfaction*

The factors that drive a great delivery experience can be influenced by both the retailer and the carrier.

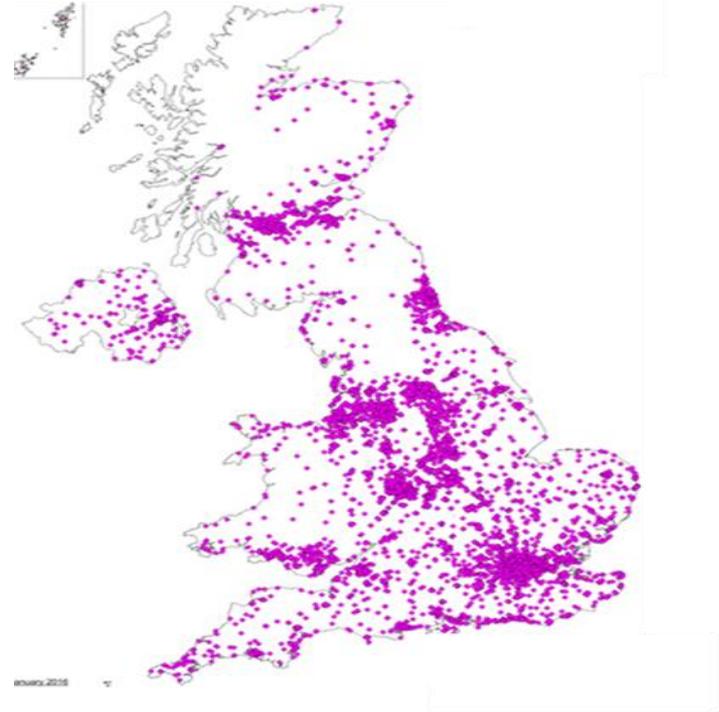
This is why we work in partnership with our clients to understand and enable the best possible customer experience.

	Retailer	Yodel
On Time	Setting correct delivery expectation at checkout	Delivering within expected delivery date
Condition	Packaging items appropriately, to minimise damage	Handling parcels with care
Attitude		Polite, friendly driver following the correct procedures (e.g. scanning, carding, leave safe)
Informed	Collecting email addresses and mobile numbers at checkout Proactively notifying customers if delivery is delayed	Keeping customers up to date with best-in-class tracking and delivery notifications Providing multiple contact channels to make it easy for customers to get in touch with a query

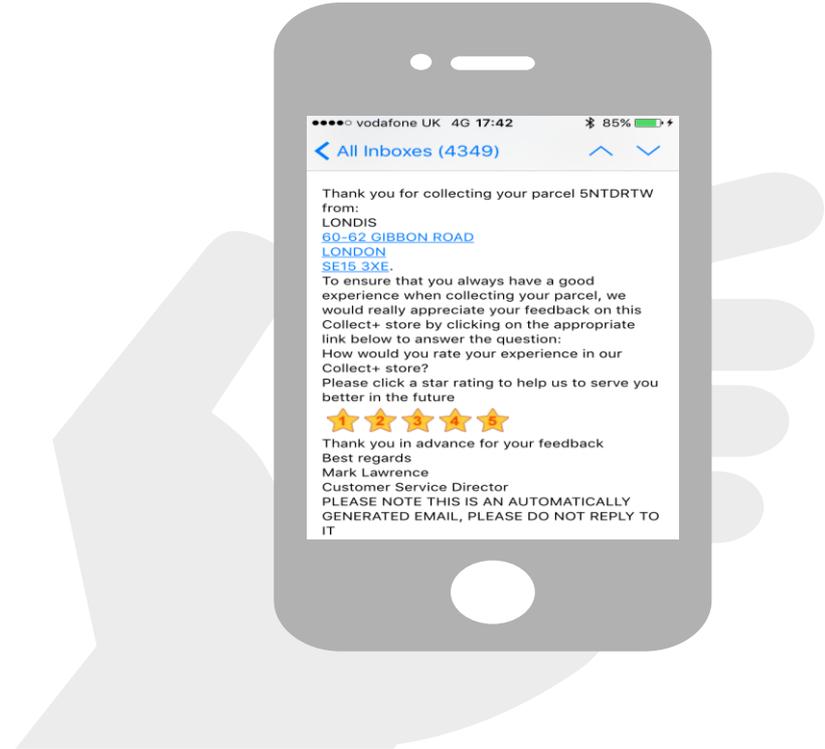
We mystery shop all of our clients to understand what their customers experience when using Collect+



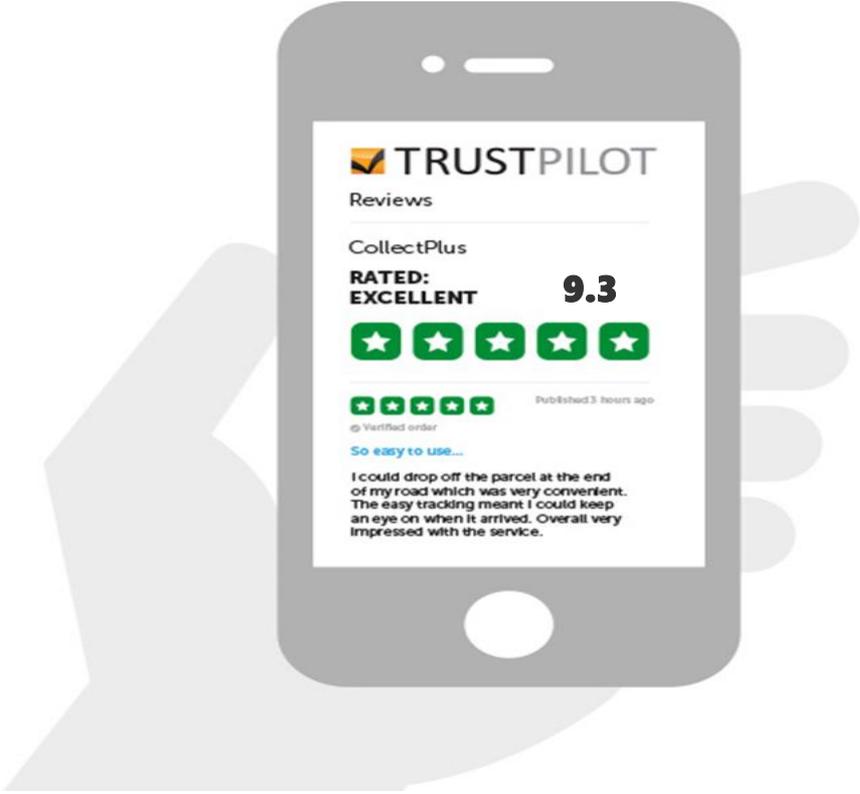
And we share back our understanding of how and where those customers use us



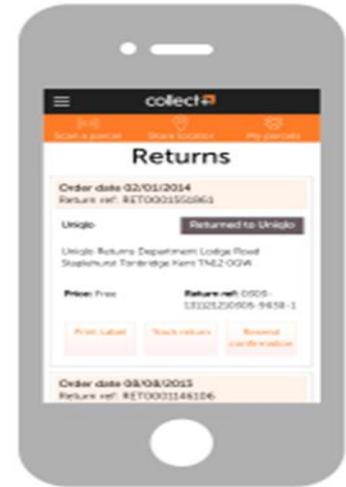
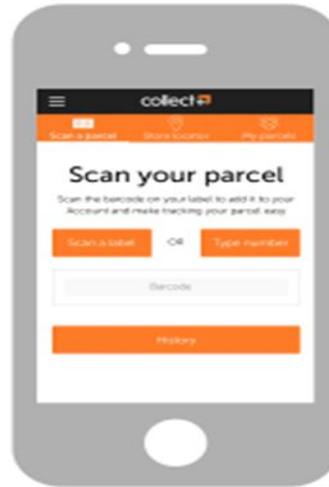
We ask customers what they think about our stores every time they pick up a parcel



We ask customers what they think about their delivery experience



So that we can learn and improve the experience we provide



We talk to customers about the brands that they like with content that interests them



click here to shop at New Look



collect+ parcels made easy

Coll
@Colle

John Lewis
very
RIVER ISLAND
HOUSE OF FRASER
OSOS

FOLLOWERS
6,870

twitter

Google+ LinkedIn

Fashion freedom is just around the corner.

If you aren't already using Collect+ to take control of your online delivery and returns, now is the time to start. With over 700 Collect+ parcel stores across Scotland, it's easy to use your local convenience store as a delivery point for your online shopping or to return those items which aren't quite right. With over 300 retailers offering Collect+, it's time to start enjoying the fashion freedom it brings.

Find stores on your route at:
collectplus.co.uk | collect+ parcels made easy

To collect your New Look order from any one of our 5,800+ stores, just choose 'collection from a UK store' as your delivery option in the checkout, pick the store closest to you and we'll send it to your chosen location.

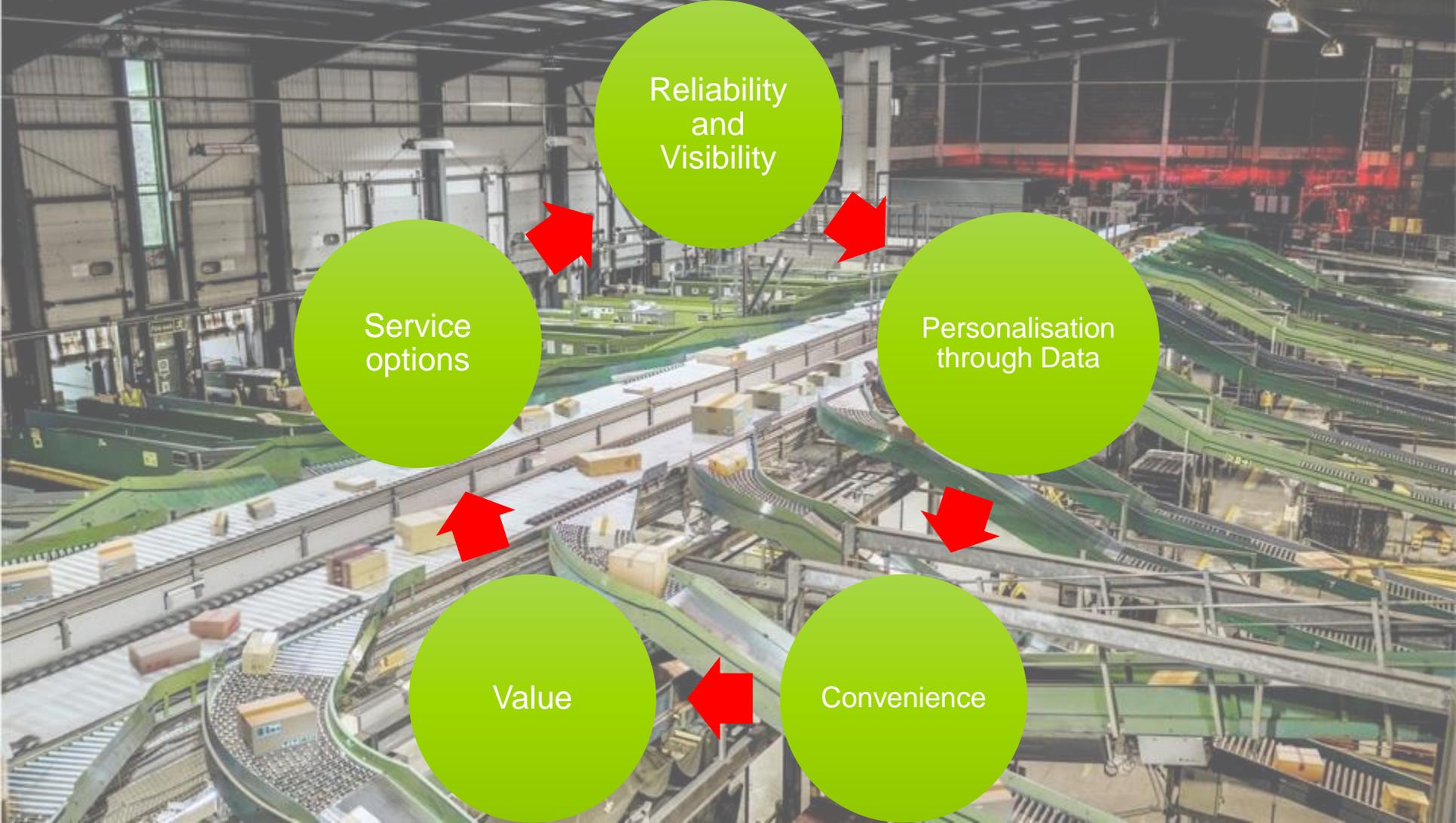
Kind regards
The CollectPlus Team

To encourage them to shop more with their favourite brands



The future





Reliability
and
Visibility

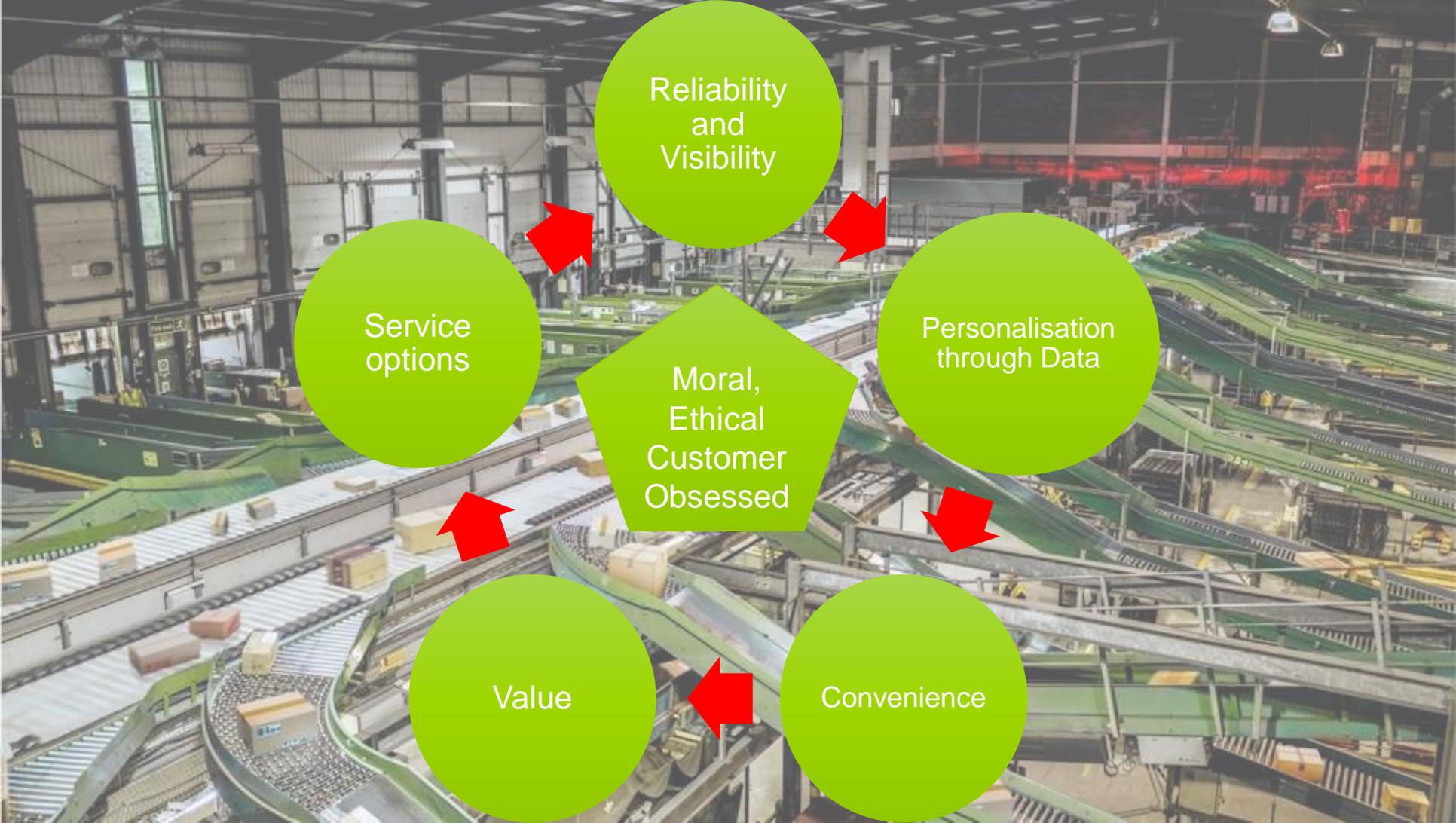
Personalisation
through Data

Convenience

Value

Service
options





Reliability
and
Visibility

Personalisation
through Data

Moral,
Ethical
Customer
Obsessed

Service
options

Convenience

Value

Together we deliver your promise
