



66%

**CUSTOMERS
BELIEVE COURIERS
ARE UNRELIABLE**

**CUSTOMERS FIND
COURIER SERVICES
HARD TO TRACK**

49%

DELIVERING A SUCCESSFUL CUSTOMER EXPERIENCE

**WITH DELIVERY BECOMING A KEY DIFFERENTIATOR FOR RETAILERS,
HOW CAN RETAILERS ENSURE A SEAMLESS EXPERIENCE FOR THEIR
CUSTOMERS?**

DELIVERY AT THE FOREFRONT OF THE CUSTOMER EXPERIENCE

Today, online shopping is one of the major channels consumers use to purchase items from retailers. Our research has shown 62 per cent of Aussies conduct some of their shopping online. This is echoed by industry reports, such as Roy Morgan , which estimates Aussies spent \$41.3bn online over the course of the last financial year, up almost 10 per cent.

And, it's not just pure ecommerce players that are seeing the benefits of the rise of internet shopping, with one third of money spent online today going to bricks and mortar retailer internet stores.

It's convenient, it's easy and you don't need to fight the crowds to buy the items you need. However, it comes with its own unique challenges, particularly in regards to the customer experience.

With no interaction with sales teams in store, the customer experience is solely based on the quality of the products and services retailers provide. From the layout of the site and the ability to find what you want easily, to checkout baskets and the fulfilment of orders, retailers must make sure the whole process is seamless, easy and of the highest quality.



Delivery at the heart of the customer experience

Delivery is quickly becoming a key differentiator for online retail in the sales process. In fact, according to Accenture, nearly two-thirds of digitally savvy consumers based their purchasing decision on delivery options². To remain competitive, retailers must have effective dependable delivery options available for consumers.

The problem is, particularly during peak shopping periods, Australian retailers aren't keeping up with Aussie expectations. Our research has found, during the Christmas peak period, one in six Australians are receiving their Christmas gifts after 30 December. As such, nearly half (45%) of us pay for express deliveries, even when standard deliveries claim to deliver on time, just to make sure their gifts arrive before the big day.



**TWO-THIRDS OF DIGITALLY SAVVY
CONSUMERS BASE THEIR PURCHASING
DECISION ON DELIVERY OPTIONS**

¹ <http://www.roymorgan.com/findings/7063-roy-morgan-state-of-the-nation-26-retail-november-2016-201611232030>

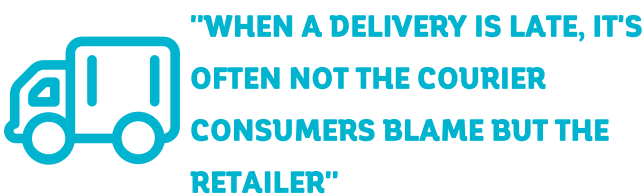
² https://www.accenture.com/us-en/_acnmedia/Accenture/next-gen-2/insight-post-parcel-etailer-research/pdf/Accenture-Differentiating-Delivery-How-Win-eCommerce-Battle.pdf#zoom=50

Poor delivery experiences mean Aussies begrudgingly pay for 'peace of mind'

According to two-thirds (66%) of Australians, it's because we believe courier services to be less reliable over Christmas.

This is causing Aussies to blow \$235M on express deliveries they don't need. That's an average of \$21 - \$30 they could have spent in your store on your products.

Even worse, delayed presents and a poor delivery experience can negatively impact retailers in a big way. That's because when a delivery is late, it's often not the courier consumers blame but the retailer that is perceived to be at fault.



This negative experience then invariably gets broadcast across social media, impacting the reputation of that retailer and affects customers' repurchase intent. You've essentially been put on the naughty list thanks to your unreliable courier.

The good news is, technology is available today that will help retailers navigate the complex delivery landscape and turn consumer disappointment into consumer delight. Additionally, those that get delivery right will have a strong differentiator and will help increase loyalty, revenue and growth.

WINNING THE DELIVERY GAME

The "I-Want-It-Now" trend requires more choice

Over the last few years, Australia has seen a new generation of "want it now" shoppers come to the fore, being driven largely by the on-demand economy.

As the name suggests, these consumers want convenience and immediacy when purchasing online.

However, many Australian retailers aren't meeting this demand, with only a few retailers like The Iconic offering the delivery options these consumers want. Retailers of all sizes should be looking to offer multiple delivery options to consumers, if they want to ensure the delivery experience meets the service levels expected by today's consumers.

Next-day delivery and standard delivery are no longer enough. Today's consumers are demanding 1-3 hour, evening and same-day delivery in addition to next-day and standard delivery.

According to Temando's latest Australian retail study, those retailers that offer multiple delivery services to meet the needs of today's consumers, see an increase in sales (79 per cent) and a reduction in cart abandonment (62 per cent)³.

Getting the delivery options right is then critical for retailers looking to grow their business and increase sales.

However, many retailers are restricted by their legacy courier partner, who only offer one pickup per day. This leaves retailers short in offering the delivery options demanded by consumers.

At Go People, we have also seen this trend first hand and heard from a number of our customers of the shortcomings of traditional providers. We believe retailers should not have to compromise with couriers' schedules any more.



³ <http://temando.com.au/en/about/press/australian-retail-study>

As such, retailers using the Go People platform have the ability to offer multiple delivery options to their customers, including same-day, next-day and standard delivery.

Additionally, we understand the changing needs of the “I-want-it-now” consumers. Often, they are purchasing items for a specific moment but lack the time to go out, find and purchase the item. Instead, they turn to online stores to find a convenient option that will fulfill their needs immediately, ordering items from stores offering same-day deliveries.

However, the challenge with same-day delivery is the fact your day can change. For example, you could have ordered an item for same-day delivery in the morning, whilst you’re working in the office. But, what you didn’t know, is that you now have to go to a meeting 45 minutes’ drive away and will be there all afternoon.

At this point, your customer is going to have to drive back to the office to pick up the item before going out for the evening occasion, which they have bought it for. What was a convenience-based purchase has now changed into an inconvenience for that consumer.

Retailers can help customers overcome this challenge and provide a solution which a very limited number of competitors can offer today - rerouting the parcel on the fly. With the Go People platform, retailers can enable real-time communication to take place between the customer and Runner. Given direct communication with Runners, jobs can be completed more flexibility and more accurately, meeting the needs of the consumer and going above and beyond your competitors.

**GO PEOPLE ENABLES RETAILERS,
RUNNERS AND CUSTOMERS TO
COMMUNICATE ABOUT THE
DELIVERY IN REAL-TIME**



By offering a delivery solution that meets the lifestyle needs of today’s consumers, retailers will see increased sales and loyalty, as well as a reduction in cart abandonment.

Give customers “peace of mind” and gain their loyalty

The days of the unspecified delivery time are numbered. Consumers today want to know where their parcel is at all times and when it is expected to arrive. Any retailer not offering the ability to appropriately track an item, will lose customers to those that do.



**79% OF CONSUMERS WANT FULL VISIBILITY
TRACKING OF THEIR PARCELS**

For a consumer, sitting in all day to wait for a delivery is an extreme inconvenience. What’s worse, if the delivery doesn’t turn up in time, they then have to chase the retailer, who will in turn chase the courier to find out where the item is. This subsequently leads to the consumer sitting at home for another full day whilst they wait for an item to be delivered.

That’s why today, according to Accenture, tracking parcels is one of the most important features for consumers, with 79 per cent of respondents wanting full-visibility tracking⁴. However, almost half of Aussies (49 per cent) say traditional courier services are hard to track during the shipping process.

With consumers using more on-demand applications, and becoming used to the live tracking functionality they offer, it has further increased the expectation for live tracking of their deliveries.

**49% OF AUSSIES SAY TRADITIONAL COURIER
SERVICES ARE HARD TO TRACK**

⁴ https://www.accenture.com/us-en/_acnmedia/Accenture/next-gen-2/insight-post-parcel-etailer-research/pdf/Accenture-Differentiating-Delivery-How-Win-eCommerce-Battle.pdf#zoom=50

At Go People, we know tracking provides the peace of mind and transparency consumers crave. This is because they know exactly where their prized parcel is at all times and can better plan for its delivery.

For example, they can run to their corner store and back, before their delivery is scheduled to arrive, or hang a load of washing, or finish that electronic document or household chore in the interim.

Live tracking is now a prerequisite when it comes to delivering purchases for customers. But, it doesn't just put the customer's mind at ease, it also reduces the amount of customer help calls and back office administration for retailers. By providing live tracking, retailers will see a reduction in the number of 'where is my parcel' calls, for example.

"LIVE TRACKING IS NOW A PREREQUISITE WHEN IT COMES TO DELIVERY PURCHASES FOR CUSTOMERS"

Couple this with the ability for consumers to communicate directly with Runners, and the administration associated with tracking parcels is completely removed. This allows retailers to get on with value-added work, rather than answering an endless stream of ETA questions.

This negative experience then invariably gets broadcast across social media, impacting the reputation of that retailer and affects customers' repurchase intent. You've essentially been put on the naughty list thanks to your unreliable courier.

The good news is, technology is available today that will help retailers navigate the complex delivery landscape and turn consumer disappointment into consumer delight. Additionally, those that get delivery right will have a strong differentiator and will help increase loyalty, revenue and growth.

By offering this transparency and providing the opportunity for Aussies to communicate directly with the delivery service, it will only further improve the experience. And, the better the delivery experience, the more likely consumers will purchase from you again.

Creating the best delivery team

Possibly one of the most important parts of the delivery puzzle is finding a courier team that is right for your business. Whether it's supplying more choice, more flexibility or more drivers, finding the right service is not just critical to your business but also your customers.

Many Australian retailers already understand this, with 75 per cent of retailers reporting using multiple delivery partners, according to Accenture. The reason being, if you only have one sole provider of delivery services, you are extremely reliant on them. One overly busy day or a day when multiple drivers are off work can leave retailers in the lurch.

At Go People, we deliver consistency and make deliveries simpler than ever before. We help retailers ensure the fulfillment of their customer deliveries by utilising a number of courier carriers throughout Australia. The best bit is, we compare the rates provided by these couriers to ensure you are always receiving the best rate for any delivery automatically.

However, during peak periods or due to unpredictable causes, there are still occasions when even having multiple courier companies on the books isn't going to resolve the problem. At which point, retailers need a backup plan.

**GO PEOPLE COMPARES THE
LEADING COURIERS TO GET THE
BEST DELIVERY PRICE**



Thankfully, technology again offers a solution, in the form of the crowd. The Go People platform enables retailers to access emergency, crowdsourced Runners in the event of a delivery crisis. Every day, thousands of regular people log onto the platform, as a Runner, looking to facilitate on-demand deliveries. Whether it be a same-day, 1-hour delivery, or utilising them to make sure a delivery arrives on time, these Runners are the perfect backup solution for retailers.

Quality is also ensured through a ratings system and items are insured through the Runner's security bond and Go People's [FreightSafe Warranty Programme](#).

In using Go People, retailers will never have to make a late delivery again.

CONCLUSION

Getting delivery right is critical for retailers to continue to grow in today's uncertain economic environment. It is becoming a key differentiator for retailers, creating loyalty amongst customers, as well as ensuring repurchase intent. After all, a happy customer is a good customer.

Retailers must offer their customers choice, transparency and reliability when it comes to delivery. Technology is enabling retailers to offer these in a much simpler way. Automating the process and finding a solution that takes the leg work away, means retailers will have more time to focus on value added services and growing their business.

Go People offers retailers a simpler way to do deliveries. It uses the power of the crowd to fulfil urgent deliveries. From same-day to next-day to non-urgent deliveries, Go People provides all retailers delivery needs in one platform, with features providing the transparency and communication customers crave.

**SPEAK TO GO PEOPLE
TODAY TO FIND OUT
HOW YOU CAN
IMPROVE YOUR
DELIVERY OPTIONS
AND BEAT THE
COMPETITION.**



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