



ROLE OF MOBILITY IN IMPROVING THE CUSTOMER EXPERIENCE

PRESENTED BY NIGEL DOUST, CEO, BLACKBAY

A person in winter gear is pulling a sled across a snowy, mountainous landscape. The person is on the right side of the frame, leaning forward and using a pole for balance. The sled is in the center, and the background shows a range of mountains under a clear sky.

THE UK DELIVERY CHALLENGE

- Over 1.1 billion parcels delivered per annum
- Over 55% of homes are unattended during delivery hours
- Only 50% of consumers supply an alternative delivery option
- And only 8% of consumers would be happy for goods to be left without a signature

THE DOORSTEP EXPERIENCE – PERCEPTION VS REALITY

Consumer's View on Home Delivery



500 Households
1,320 residents



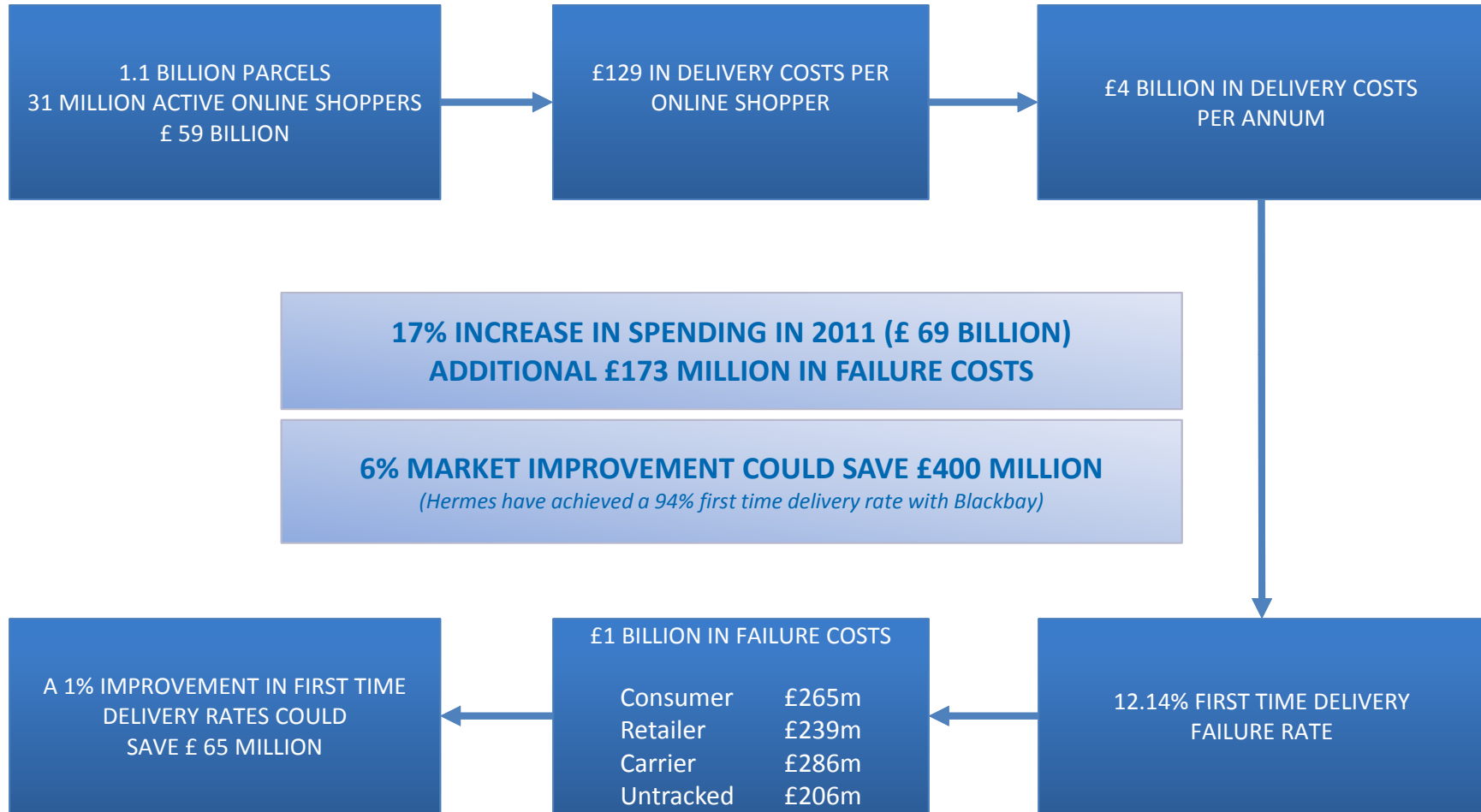
Performance in the Field –
What Actually Happens?



229 Retailers



UK ONLINE SHOPPING MARKET





COMMUNICATION IS KEY

- 83% of customers want consistent and accurate information on the delivery process

COMMUNICATION IS KEY



Source: Snow Valley & Blackbay Doorstep Experience 2011, IMRG & Blackbay Consumer Delivery Survey 2011

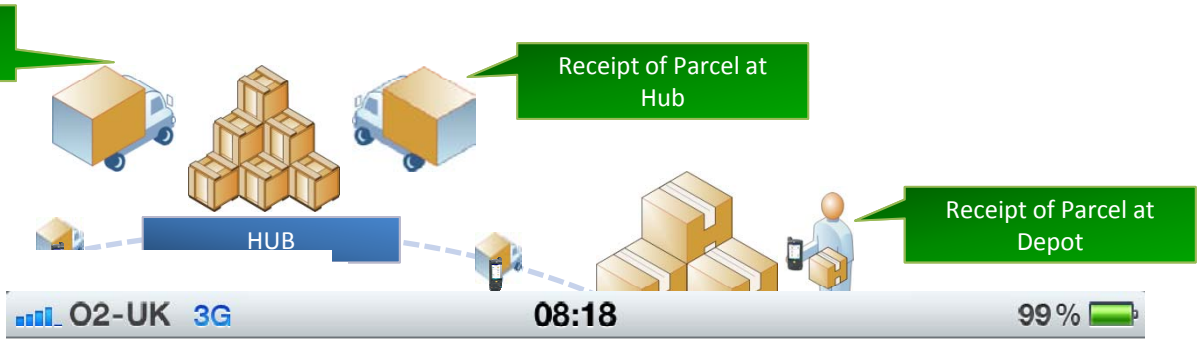
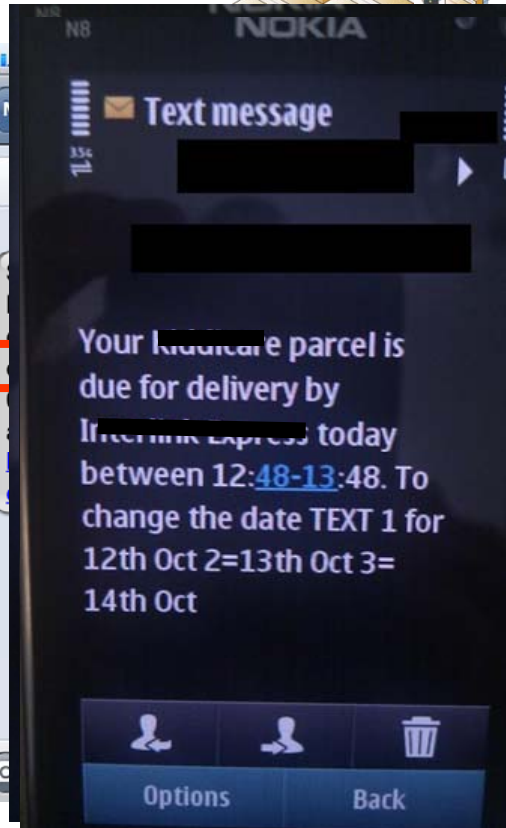


COMMUNICATING WITH MOBILITY

Confirmation of order and tracking carrier

Receipt of Parcel at Hub

Receipt of Parcel at Depot



02-UK 3G 08:18 99%

Shipment Status

1 of 1

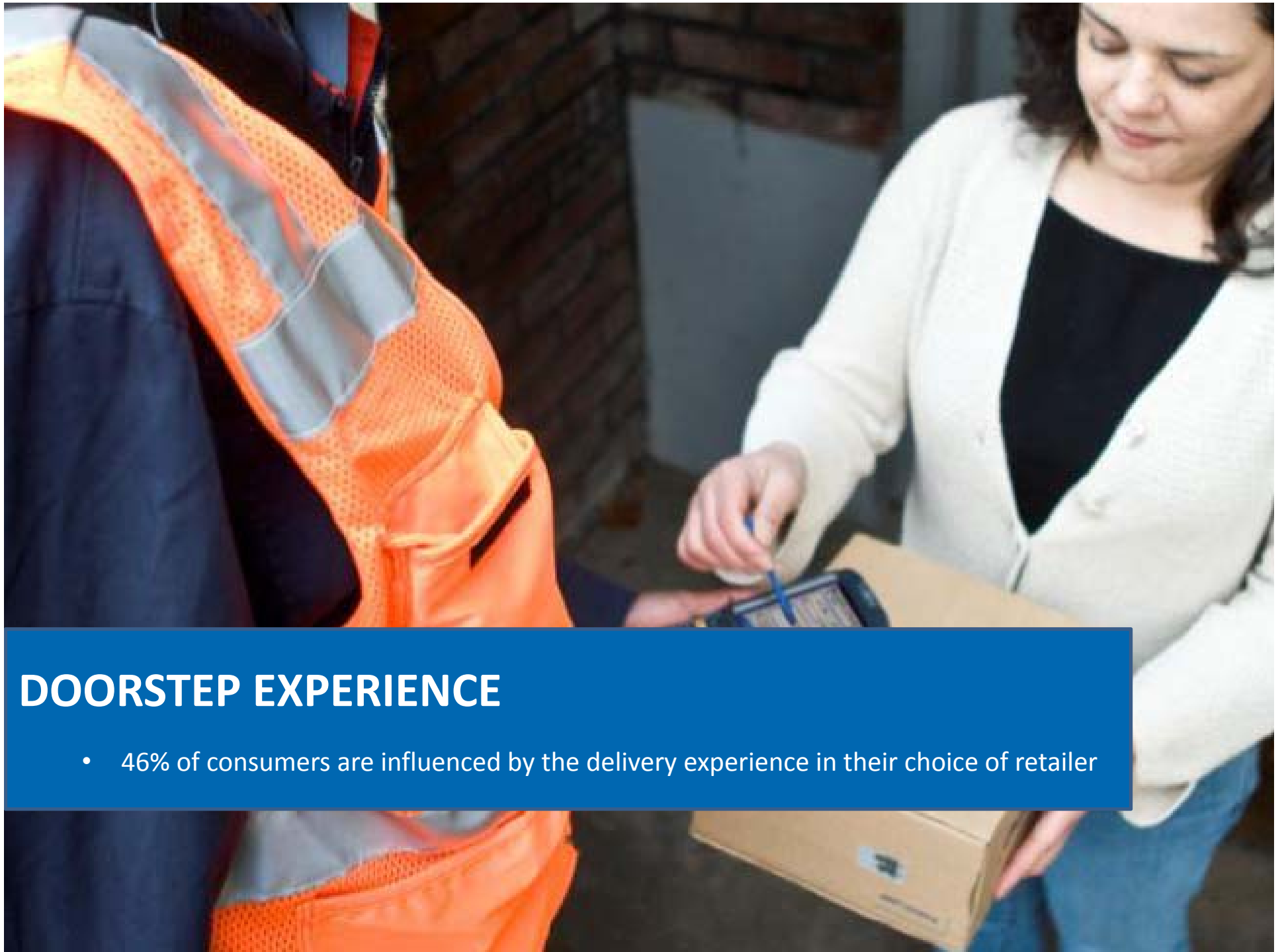
Reference Details	Shipment Details	Date
Your Order Number W266733651	Shipped to MAIDSTONE, GB	04 Apr 2011
Additional Order Numbers 7171895074	Estimated Delivery Date (Subject to change) 12 Apr 2011 (Subject to change)	
Your PO Number W266733651	Current Delivery Status Shipment dispatched	
Our Delivery Reference Number 8151670816	Delivery Service	
Carrier Tracking Number In transit to final destination - carrier details to be updated shortly.	Signed by	

t with nge

- SMS Delivery Date 4th April
- Original Delivery date was 18-21st April

Text our





DOORSTEP EXPERIENCE

- 46% of consumers are influenced by the delivery experience in their choice of retailer

MOBILITY & THE DOORSTEP EXPERIENCE

Customer may not be at home to sign
37%

De

Delivery – We called to deliver a parcel which needs to be signed for:

Address: *106 St Leonards CRE*

Time: _____ Date: *13-01-11*

Tracking number: _____

We will deliver again tomorrow (except weekends and bank holidays)

Has been left at _____

Has been taken to the Post Office® branch at *2001 Upper Richmond Rd 4pm*

Has been returned to our depot. You can:

- collect your parcel from our depot
- arrange redelivery on www.parcelforce.com or the number overleaf
 - to the same address free of charge
 - to a local Post Office® branch for a £1.00 fee
 - to a different address for a £5.50 fee.

If you are collecting your parcel, please allow 1 day. You will need to bring this card with you plus a form of identification.

Direction – We called to collect a parcel from:

Address: *PARCEL FROM DPD*


Time: _____ Date: *AT 108*

No-one was available Refused because _____

Please re-arrange your collection on www.parcelforce.com

Driver: _____ (Print driver surname)

Route: _____



www.parcelforce.com

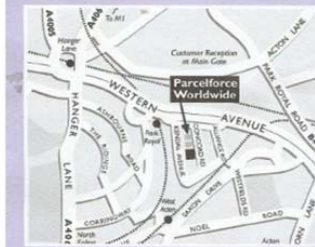
PW 99408 EL

How to find your local Parcelforce Worldwide depot

Address: Parcelforce Worldwide – London West LD
Concord Road
Acton
LONDON
W3 0TH

We are open: Mon - Fri 8am - 7pm
Saturday 8am - 12.30pm

Telephone: 0844 209 6102



IMPORTANT NOTE: Please check the front of this card to confirm the location of your parcel.

Delivery process will influence choice of retailer
46%



“100% of drivers did not insist on delivering to the addressee”

Parcel was put on the letter

- ✓ Secure PIN
- ✓ ID
- ✓ Special instructions

- ✓ Time/Date
- ✓ Image Capture
- ✓ Progress



“only one driver followed specific instructions”

- ✓ Delivery Rules
- ✓ Compliance

“no retailer brand was represented in the doorstep process”

- ✓ Branded Screen
- ✓ Branded Web
- ✓ Survey

Source: IMRG & Blackbay Consumer Delivery Survey 2011



BLACKBAY

RELIABLE	3,000,000 deliveries managed per day
SCALABLE	65,000 mobile workers managed per day
ROBUST	1,000,000 signatures captured per day <i>*available in real-time</i>
PROVEN	94% first time delivery rate <i>*6% better than industry average</i>

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FLEXIBILITY AND CHOICE



Source: Snow Valley & Blackbay Doorstep Experience 2011, IMRG & Blackbay Consumer Delivery Survey 2011

