RHENUS HOME DELIVERY

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A PROFESSIONAL COMMUNICATIONS PROCESS ENSURES MORE SATISFIED CUSTOMERS

white paper

INCREASED TURNOVER THROUGH POSITIVE CUSTOMER EXPERIENCES

People can often complete online orders with just a few clicks. However, if large and bulky items are purchased from e-commerce retailers, it usually takes some time for the consignment to arrive at the customer's home. The time that elapses between the purchase and delivery makes the crucial difference in the online retail sector. Our goal is to make your customers' waiting time as pleasant as possible by providing internally defined, transparent and reliable channels of communication.

The constant market growth in the e-commerce sector is nothing new for retailers. The expectations for growth in the online retail sector were 16.5 percent in 2020, for example, and in the end it was even possible to significantly exceed this figure – the increase was approximately 28 percent in comparison with the previous year.[1]

The Covid-19 pandemic has played its part in accelerating the all-delivery economy to a huge extent. The retail sector is very confident that this is not a temporary development, but believes that it can maintain this growth in the long term. After all, the benefits of electronic shopping have won over many new online buyers. According to studies, one third of consumers are planning to do their shopping in fixed retail stores less frequently in future too, for example.

CUSTOMER LOYALTY DROPS AS A RESULT OF NEGATIVE EXPERIENCES WITH DELIVERIES

One thing is also clear: the general e-commerce boom will not automatically provide positive effects for each online retailer to the same degree. Even if many consumers have discovered how exciting online shopping can be, their individual shopping experiences have not always been positive. More than 80 percent of customers have even cited bad experiences.[2] According to one survey conducted on behalf of Metapack, negative experiences with deliveries have multiplied five-fold during the pandemic.[3] This is an increase that makes companies sit up and take notice. A survey performed by RetailX indicates that more than one third of consumers would change their retailer after negative experiences.[4]

- **78 percent of those questioned have purchased more items online during the pandemic.[5]**
- **81 percent of consumers have mentioned a negative experience with deliveries during the last year.[6]**
- **86 percent believe that it is essential to be able to track their consignment.[7]**

Transparent communications during the delivery process are therefore extremely important. They ensure that customers are more prepared to accept negative experiences, such as a delay in the delivery, as they have been prepared for the situation. Active communications by the retailer and its service partners with the customer of a consignment also promote shoppers' willingness to buy more items.

A current study conducted by KPMG also demonstrates how important the customer's experience is from the time that the order is placed until it is delivered. The study proves that customer loyalty is significantly affected by the contact points along the customer journey. However, it goes even further: the experience enjoyed by the customer is even four times more important than the price-performance ratio when recommending the retailer to other people.[8]

[1]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 3, at: https://info.metapack.com/rs/700-ZMT-762/images/Ecommerce%20Delivery%20Benchmark%20Report%202021.pdf (requested on 18.11.2021)
[2]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 3, at the same website (requested on 18.11.2021)
[3]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 5, at the same website (requested on 18.11.2021)
[4]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 19, at the same website (requested on 18.11.2021)
[5]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 17, at the same website (requested on 18.11.2021)

POSITIVE EFFECTS AS A RESULT OF IMPROVED COMMUNICATIONS WITH CUSTOMERS

METAPACK arrives at the following conclusion in its Benchmark Report 2021 about e-commerce deliveries. "By communicating better with customers, retailers can minimize the negative effect of delays while also providing the transparent and empowering experience customers want. It also reduces costly customer contact, which according to one study has risen 69% during the pandemic."[9]

Defined delivery times, several delivery options, a user-friendly consignment tracking system and a convenient way of handling returns: sector experts believe that these factors were crucial for further growth in the online retail sector and customer loyalty during 2021.

We manage to maintain your customers' sense of anticipation about their delivery by using professional communications during the delivery process. This is particularly worthwhile in the e-commerce business, because satisfied customers recommend their online retailer to others more often and purchase items from its shop again. But which touch points do the transparent communications provided by Rhenus Home Delivery affect within the delivery process?

CUSTOMER-FRIENDLY DELIVERY TIMES

We offer delivery and collection dates up to three weeks in advance, so that the customers can plan their lives without any major disruptions. We normally deliver consignments between 7 a.m. and 6 p.m. on Mondays – Fridays. We also offer our services in many regions on a Saturday, as well as an evening collection until 9 p.m. Monday to Friday in certain regions.

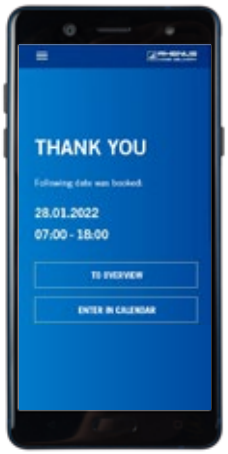
You can also decide whether your end customers should have the opportunity of expressing their preference about receiving a consignment in the morning or the afternoon or even during a three-hour time slot. We narrow down the time of the delivery for all orders to a probable two-hour time frame from approx. 3 p.m. on the day before the delivery.

[6]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 3, at the same website (requested on 18.11.2021)
[7]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 5, at the same website (requested on 18.11.2021)
[8]Cf. „Customer Experience Excellence Study 2021", at: https://hub.kpmg.de/studie-customer-experience-excellence-studie-2021?utm_campaign=Customer%20Experience%20Excellence%20Studie%202021&utm_source=AEM (requested on 18.11.2021)
[9]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 19, at the same website (requested on 18.11.2021)

BOOKING A DELIVERY DATE IN A FLEXIBLE WAY

The notification process normally starts as soon as the goods on order are ready for delivery. The customer then receives an e-mail from us with a link to our customer portal. Customers can conveniently select the delivery date that suits them there.

They can also book other services. They include, for example, ensuring that our company takes the packaging materials away with it and disposes of them. Customers can also track the status of their order online in the customer portal at any time.



If a customer does not respond to the invitation in the notification process, he or she initially receives a reminder e-mail or a text message. Rhenus Home Delivery phones any customers who cannot arrange their delivery date online or have not responded to the reminder text message. As soon as the delivery date has been booked online or on the phone, the customer automatically receives a confirmation of the delivery date by e-mail.

KNOWING WHERE THE GOODS ARE: OUR CONSIGNMENT TRACKING SYSTEM

Once the delivery date has been arranged, we offer the customer the possibility of entering the date in their own calendar. This not only contains the time slot, but also the most important details about the order. This enables us to make it more likely that customers will actually take note of the delivery date and be at home to accept the consignment that is delivered.

The confirmation of the delivery date also contains the link to our customer portal, which makes available a great deal of information. This includes a summary of the goods on order and the professional tracking system for the consignment. Customers can track the route taken by their consignment live on a map on the delivery day. They then know how many stops the driver team still has to complete before their delivery arrives and discover the estimated time of arrival (ETA), which is constantly updated.

Surveys indicate that being able to track the goods until they are delivered is an essential service for a large majority of online shoppers. 86 percent of those questioned indicated that this was important or even very important for them. E-mails are the most popular information channel for updates during the delivery process; 61 percent of people said that they would like to receive information in this way, followed by text message information (17 percent).[10] Rhenus Home Delivery makes use of both information channels in its delivery communications.

NOTIFICATION ON THE PHONE BY THE DRIVER BEFORE THE DELIVERY

To ensure that customers can still complete some task at short notice on the delivery day, we announce our arrival on the phone or by text message about 30 to 60 minutes in advance. Customers mention that this service is particularly helpful in surveys. This means that there is no problem for them to make a brief visit to a baker's shop or pick up their children from school.

Once the delivery team has delivered the goods and performed all the services that have been booked, Rhenus Home Delivery sends the electronic proof of delivery note to the customer, provided that an e-mail address is available. This takes place without the need for any paper in order to protect the environment.

[10]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 6, at: https://hub.kpmg.de/studie-customer-experience-excellence-studie-2021?utm_campaign=Customer%20Experience%20Excellence%20Studie%202021&utm_source=AEM (requested on 18.11.2021)
[11]Cf. METAPACK, „Ecommerce Delivery Benchmark Report 2021", p. 9, at the same website (requested on 18.11.2021)

SUSTAINABILITY IS BECOMING MORE IMPORTANT

Doing business in a climate-friendly manner is becoming increasingly important for a large number of consumers. Fridays for Future and other global climate movements have managed to raise the awareness amongst customers and encourage them to demand sustainable business practices. More than one fifth of those questioned from five different countries – and the figure was even 29 percent in Germany – are willing to pay more for a sustainable delivery.[11]

Delivery vehicles with alternative drive trains, funding for e-mobility, city hubs to prevent empty runs and renovating buildings in an environmentally-friendly way can all help protect our climate in the long term. Rhenus Home Delivery also gives end customers the opportunity to compensate for the carbon dioxide emissions caused by their delivery via the non-profit MyClimate Foundation.

PICKING UP RETURNS WITHOUT ANY COMPLICATIONS

If customers would like to return the goods that have been delivered, it is important for them that the consignment is picked up again as quickly as possible. Consumers want returns to be handled simply – and this may involve being able to set the date for the pick-up themselves, for example.

When it comes to returns, which Rhenus Home Delivery handles for its ordering customer, booking the date and communications take place via our customer portal in a manner similar to the delivery process, as soon as we have received the order to pick up the items. When collecting goods, our employees ensure that the packaging is suitable for safely transporting them.

QUANTIFIABLE CUSTOMER SATISFACTION USING NPS

Feedback from customers is essential in order to be able to assess and improve our own performance. In order to measure satisfaction, we invite the customers of each delivery to assess our services – provided that our ordering customer agrees to this. We gather the Net Promoter Score (NPS) on the basis of the ratings that have been saved anonymously and use this information to measure customers' readiness to recommend our services to others.

We can also use the findings from the survey about the Net Promoter Score to draw conclusions about contributing factors, which affect the rating in a positive or negative way. We introduce effective measures based on these assessments and therefore achieve an increase in customer satisfaction that is verifiable.

WOULD YOU LIKE TO DISCOVER MORE ABOUT HOW WE CAN OFFER CUSTOMERS A POSITIVE DELIVERY EXPERIENCE? GET IN TOUCH WITH US OR WRITE TO US!

Rhenus Home Delivery GmbH
Industriestraße 12-14 | 15366 Hoppegarten | Germany

Please contact us for more information!

You can obtain more information about our services related to notification in connection with 2-man handling operations here:

rhenus.group/notification