

The logo for ekol360 is centered on a white background. It features the word 'ekol' in a dark grey, sans-serif font, followed by a vertical bar, and then the number '360' in a blue, sans-serif font. The background is divided by a diagonal line from the top-left to the bottom-right, with blue sections at the top-left and bottom-right corners. Faint, large-scale versions of the 'ekol360' logo are visible in the blue sections.

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From Data to Doorstep:  
**Last-Mile Delivery**



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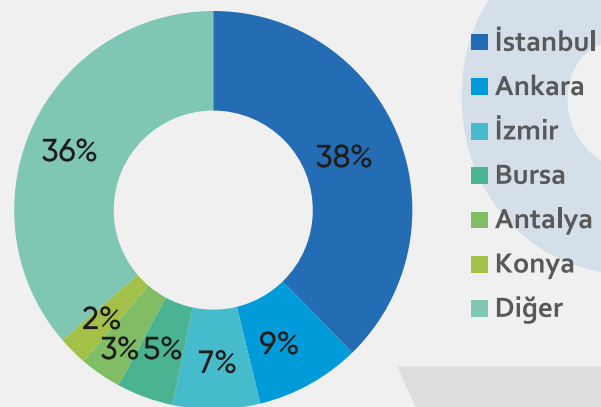
Customer Insights

# Article: From Data to Doorstep

## Executive Summary

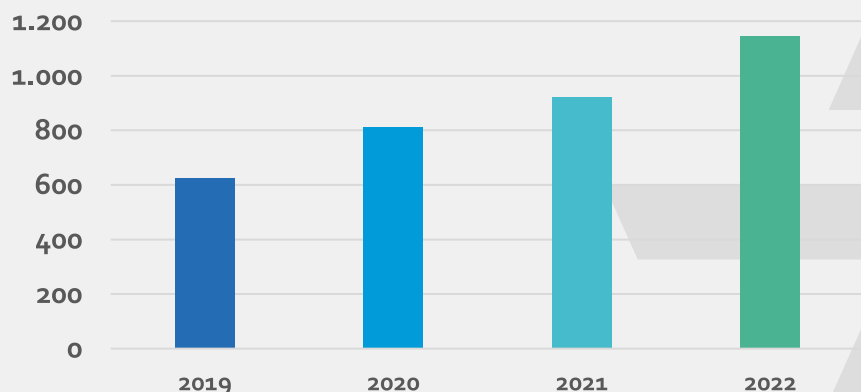
In the era of digital transformation and evolving consumer preferences, the "last mile" has become the focal point for logistics and retail industries. Within this dynamic landscape, the last mile has undergone significant changes driven by the exponential growth of ecommerce, innovative strategies employed by logistics providers and retailers, and the ever-increasing demands of consumers. Shipments collaborate with numerous delivery services, and the rising last-mile costs, accounting for **53%** of all shipping expenses, pose significant challenges. According to the data from the Ministry of Trade of the Republic of Turkey (ETBİS) for the year 2022, the e-commerce volume in our country reached **800.7 billion Turkish Lira**, with a remarkable increase of **109%** compared to the previous year. In 2022, there were a total of **548.688** businesses engaged in e-commerce activities in domestic market. The city with the highest number of businesses engaged in e-commerce activities is Istanbul, accounting for 37.7% of the total. Following Istanbul, the next leading cities are Ankara at 8.5%, İzmir at 7.1%, and Bursa at 4.6%.

### Domestic E-commerce Seller Regions



According to the Turkey Postal Sector report, as of December 2022, there are more than 40 postal service providers authorized either at the provincial or national level, apart from PTT, operating in the sector. The number of other postal shipments, excluding communication mailings and characterized as postal parcels or packages, has shown an increasing trend over the years, surpassing approximately 1.145 billion units in 2022. In 2022, the revenues generated in the Turkish postal sector amounted to 33.6 billion Turkish Lira, reflecting an impressive increase of approximately 85.6% compared to the previous year.

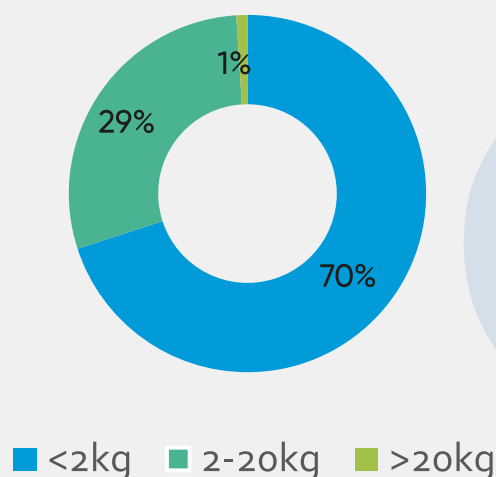
### Domestic Shipments 2022 (millions)



# Article: From Data to Doorstep

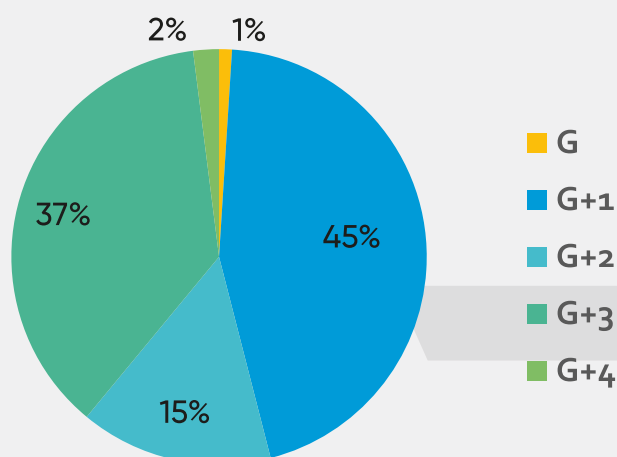
In 2022, 70% of the total postal cargo shipments were under **2 kg in weight**, with **20% of total shipments being for local city deliveries**. The convergence of q-commerce distribution operations, which have been on the rise in metropolitan areas post-pandemic, with postal cargo transport operations, is enabling the development of distribution organizations. At this point, micro-distribution, utilizing micromobility options such as electric scooters, bikes, and walking couriers, can potentially revolutionize the landscape of lastmile logistics. This approach, which also has positive environmental impacts, is expected to dominate urban deliveries in the coming days.

## Domestic Cargo Weights (kg)



In 2022, around 1% of domestic postal shipments were delivered on the same day they were accepted, while 60% were delivered within two days of acceptance. According to PwC's Global Consumer Survey, 88% of e-commerce customers are willing to pay more for same-day or fast delivery. Customer experience, characterized by speed, reliability, transparency, convenience, and personalization, remains the key to success in last-mile logistics.

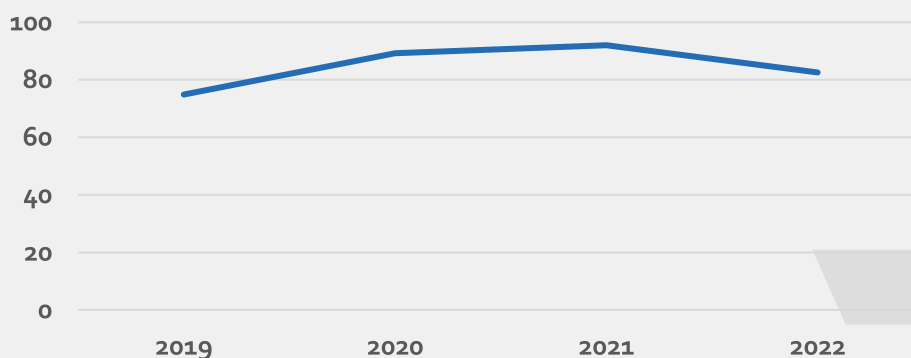
## Domestic Cargo Delivery Times



# Article: From Data to Doorstep

In today's rapidly evolving landscape of digital last mile logistics and changing consumer preferences, the "last mile" has become the epicenter of transformation. This report takes an in-depth look at the strategies and insights essential for successfully navigating the ever-changing last-mile landscape and delivering exceptional ecommerce experiences that align seamlessly with the demands of the new era of shopping. The last mile, often considered the most pivotal aspect of the supply chain, is where the promise of swift delivery and a seamless shopping experience comes to life. With the explosive growth of e-commerce, the significance of the last mile has surged dramatically. Key drivers of this transformation include innovative strategies deployed by logistics providers and retailers. These strategies encompass technological advancements, such as AI powered route optimization algorithms, real-time tracking, collaborative networks, q-commerce that enhance operational efficiency. Collaborative partnerships between local delivery services, retailers, and ecommerce platforms have also emerged as a potent tool for optimizing resources and expanding delivery networks. Micro-distribution, powered by electric scooters, bikes, and walking couriers, is revolutionizing urban deliveries and aligning with sustainability goals. As sustainability becomes increasingly vital, embracing eco-friendly practices in last-mile operations resonates with eco-conscious consumers and elevates brand image. Harnessing data-driven insights allows companies to understand customer behavior, preferences, and emerging trends, paving the way for informed decision-making and personalized services. In this new era of shopping, customer experiences are intricately tied to e-commerce. Success in last-mile logistics hinges on delivering exceptional experiences characterized by speed, reliability, transparency, convenience, and personalization. To excel in this dynamic landscape, last-mile companies and retailers must continually adapt and innovate. By embracing technology, forming strategic partnerships, championing sustainability, leveraging data, and investing in employee training, businesses can ensure that every delivery is not merely a transaction but an extraordinary experience aligned with the expectations of the modern consumer.

## C2C - Domestics (Million Shipment)





# **Navigating the Future: Strategies for Last-Mile Management**

A Holistic Approach to  
Last-Mile Customer  
Experience

# Introduction:

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In the realm of debatable free delivery or free returns provided by sellers, customers now have the authority to choose their preferred delivery service and pay for it. Whether it involves speed, sustainability, discounts, or return pickups, this newfound power to choose signifies a significant transformation. In this evolving landscape, end customers are shifting into direct consumers of paid services offered by service providers. Consequently, they expect greater value and enriched experiences for the payments they make, emphasizing the urgent need for last-mile companies to innovate and meet these heightened expectations.

## Key Strategic Focus Areas

Within the ever-evolving landscape of last-mile logistics, last-mile companies find themselves compelled to adapt in response to the ever-shifting tides of consumer preferences and market dynamics. Their strategic agenda encompasses a diverse array of key areas. Firstly, the imperative is to transcend conventional service boundaries and introduce value-added elements that elevate the overall customer experience. Simultaneously, the exploration of niche markets that demand specialized delivery solutions presents opportunities for growth and diversification. Equally vital is the discernment of distinct customer segments, allowing for the delivery of tailored services that align precisely with specific needs. Operational efficiency, marked by the implementation of technology-driven solutions, route optimization, and streamlined workforce management, is an undisputed cornerstone of success. Moreover, the introduction of premium services, appealing to customers willing to invest in swift and expedited deliveries, emerges as a compelling avenue for revenue generation. Lastly, forging strategic alliances with local businesses, e-commerce platforms, and fellow service providers holds the potential to broaden their reach and augment their capabilities. These strategic focal points collectively serve as the compass guiding their development in an industry where innovation and the surpassing of heightened customer expectations stand as non-negotiable imperatives.



# Key Strategic Focus Areas

Value - Centric  
Expansion



Niche Market  
Penetrations



Customer  
Segmentations



Operational  
Efficiency



Premium  
Add-Ons



Collaborative  
Partnerships



## Core Focus 1: Value-Centric Expansion:

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In the realm of last-mile logistics, prioritizing "Value-Centric Expansion" stands as a fundamental focus. Beyond mere package delivery, this strategy centers on elevating the overall customer experience. It involves providing value-added services like installation, assembly, or personalized packaging, transforming transactions into memorable interactions. Embracing advanced technology for real-time tracking and customer control enhances convenience and trust. Sustainability also plays a role, with eco-friendly options and optimized routes reducing the environmental impact. Ultimately, value-centric expansion entails shifting from transactional delivery to a customer-centric approach, fostering loyalty, and positioning last-mile companies for enduring success in an ever-evolving landscape.

## Core Focus 2: Niche Market Penetrations:

This entails identifying unique sectors, such as healthcare, luxury goods, two-man handling or C2C with distinct delivery needs. By tailoring services to cater to these niche markets, companies not only expand their reach but also create opportunities for differentiation and growth. Niche market penetration allows companies to tap into segments where precision, expertise, and specialized solutions are highly valued, positioning them as industry leaders in these specialized areas.

## Core Focus 3: Customer Segmentations:

This entails categorizing customers based on preferences, behavior, and distinctive demands, including the pricing sensitivity of services. This approach enables the tailoring of services to differentiate service levels and enhance satisfaction. By aligning offerings closely with varied expectations and pricing considerations, lastmile companies can not only capture a broader market share but also deliver highly personalized, customer-centric experiences, fostering loyalty and setting themselves apart in the competitive landscape.

## Core Focus 4: Operational Efficiency:

Core Focus 4 revolves around operational efficiency, the cornerstone of last-mile logistics. Employing advanced technology, optimizing delivery routes, and enhancing workforce management, this focus aims to streamline operations, cut costs, and boost overall performance. Efficiency ensures competitiveness and adaptability in the ever-evolving logistics landscape.

## Core Focus 5: Premium Add-Ons:

This represents a strategic endeavor in which last-mile companies offer supplementary services for an added fee. Examples include expedited delivery, weekend options, and enhanced packaging—services that customers frequently find worthwhile to pay extra for. These premium add-ons not only generate supplementary revenue but also cater to the specific and sometimes time-sensitive demands of discerning customers, enhancing their overall experience and satisfaction.

## Core Focus 6: Collaborative Partnerships:

Focus 6 underscores the strategic emphasis on fostering alliances within the last-mile logistics landscape, including partnerships with local businesses, e-commerce platforms, and fellow service providers. These collaborations, including those with digital delivery platforms, expand reach and resources, creating synergistic relationships that benefit all parties involved. Collaborative partnerships amplify capabilities, enabling last-mile companies to extend their influence and adapt effectively in this dynamic industry.

## Next Steps, Upcoming Strategies:

In this comprehensive exploration, we unveil a dynamic array of seven strategic pathways poised to redefine the landscape of last-mile logistics. As the industry continually adapts to changing consumer preferences and technological advancements, these strategies provide a robust blueprint for last-mile companies, guiding them towards innovation, efficiency, and market leadership.





# **Forward Strategies: Navigating the Future**



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## Strategy 1: Innovative Delivery Methods

Micromobility and  
Walking Courier Networks



# Strategy 1: Delivery Methods: Micromobility and Walking Couriers

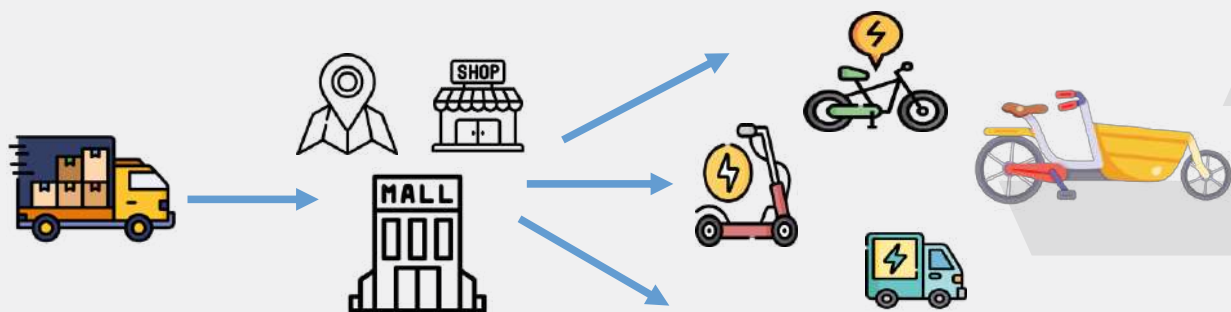
In the dynamic landscape of last-mile logistics, innovative delivery methods, such as micromobility (electric scooters and bikes) and walking courier networks, have become strategic imperatives for service providers. These methods optimize operational efficiency and significantly impact the customer experience.

## Significance for Service Providers:

Incorporating innovative delivery methods empowers service providers with enhanced agility, particularly in congested urban areas. Electric scooters, bikes, and walking couriers navigate traffic with ease, resulting in faster, more efficient deliveries. Furthermore, embracing these innovations underscores a commitment to sustainability, aligning with environmentally conscious consumer preferences.

## Direct Customer Experience Impact:

The direct relationship between innovative delivery methods and customer experience is undeniable. Modern consumers demand swift, personalized, and eco-friendly deliveries. Micromobility and walking couriers meet these expectations, providing speed, convenience, and cost-effectiveness. This translates into an elevated customer experience marked by increased satisfaction and loyalty. In essence, delivery methods are not just logistical solutions; they represent a strategic approach that directly enhances the overall customer experience. By optimizing efficiency, reducing environmental impact, and meeting customer expectations, service providers position themselves as industry leaders in a customer-centric era. Projections indicate a remarkable surge in the micro-mobility services sector over the forthcoming years. With the ascent of electric vehicles, the demand for charging infrastructure has intensified. The global micro-mobility market is poised to experience a robust Compound Annual Growth Rate (CAGR) of 21.8% from 2019 to 2024, culminating in a market valuation of **\$15.2 billion by 2024**.



# Integration into Last Mile Strategy:

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Micromobility has the potential to revolutionize cargo delivery to a variety of destinations. Shopping malls, retail stores, and even individual couriers within localized regions can benefit from the streamlined delivery process. By utilizing electric micro-mobility solutions, the need for multiple stops by the main delivery vehicles is reduced. Instead, bulk shipments can be consolidated and efficiently distributed to these smaller destinations. This not only optimizes productivity and delivery speed but also reduces congestion and the associated environmental impact. The synergy between micro-hubs and cargo bikes represents an optimal solution that brings goods in close proximity to consumers. Initially, goods are efficiently routed in bulk to the micro-hub using smaller groupage vehicles. Subsequently, the last-mile delivery leg is seamlessly executed from the central micro-hub via cargo bikes—a solution characterized by both practicality and environmental sustainability. Cargo bikes are not only easily parked but are also emission-free. In this configuration, last-mile deliveries can be orchestrated within a radius of 3 to 5 km from the micro-hub, ensuring both efficiency and ecoconsciousness in urban logistics. This combination exemplifies a strategic approach that harmonizes convenience, environmental responsibility, and cost-effectiveness in the final stretch of the delivery journey. E-bikes stand out with their ability to cover longer distances compared to e-scooters, owing to their larger size and impressive load-bearing capacity of up to 120kg, e-scooters can carry up to 20kg. E-scooters excel in swift, short-distance trips, making them an ideal choice for quick errands, albeit with limited cargo capacity.

The integration of electric micro-mobility solutions into last mile strategies aligns with broader trends in the market. The exponential growth projected for the micro-mobility sector attests to its viability and relevance. In the larger context of urban mobility, this integration also aligns with the evolving needs and preferences of consumers. The growing demand for convenience, speed, and eco-friendliness in delivery services underscores the importance of embracing forward-looking strategies that accommodate these preferences. By seamlessly weaving electric mobility solutions into the fabric of last mile operations, businesses position themselves as pioneers in meeting these evolving customer expectations.



# **Strategy 2: Micro In-City Crossdocking for Efficient**

**Deliveries – Leveraging  
Malls as Hubs**





# Strategy 2: Micro In-City Crossdocking

## for Efficient Deliveries – Leveraging Malls as Hubs

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In the pursuit of more efficient and sustainable last-mile logistics, the strategic integration of micro in-city crossdocking with shopping malls as hubs presents a game-changing approach. The idea is simple yet powerful: utilize shopping malls strategically positioned within urban centers as central hubs for the consolidation and distribution of goods.

### The Significance for Last-Mile Efficiency:

This strategy optimizes the last-mile delivery process in multiple ways. Goods from various suppliers can be pre-routed to these central mall hubs via smaller groupage vehicles. Here, the shipments are efficiently sorted, consolidated, and dispatched for last-mile delivery using eco-friendly vehicles like cargo bikes or electric vans. By streamlining this process, delivery providers can significantly reduce the time, cost, and environmental impact associated with last-mile deliveries.

### Leveraging Shopping Malls:

Shopping malls offer an ideal setting for these micro crossdocking hubs. They are strategically located, easily accessible, and equipped with infrastructure that supports efficient logistics operations. Empty or underutilized spaces within malls can be repurposed as distribution centers, minimizing the need for additional real estate.

### Reduced Congestion and Environmental Impact:

By minimizing the number of direct deliveries to individual addresses, this strategy reduces traffic congestion and emissions, contributing to improved urban air quality and reduced carbon footprints. It aligns with the growing emphasis on sustainability in last-mile logistics.

### Convenience for Customers:

Customers also benefit from this strategy. Deliveries become more predictable, as goods are dispatched from central hubs with efficient routing. Delivery windows can be narrowed, and options for convenient pickup from mall locations can be offered.

### The Future of Last-Mile Logistics:

As urban areas continue to grow and consumers demand faster, greener, and more cost-effective deliveries, the micro in-city crossdocking strategy leveraging malls as hubs is positioned to reshape the future of last-mile logistics. It not only addresses current challenges but also aligns with evolving consumer preferences and sustainability goals. This forward-thinking approach showcases the potential for innovative solutions that redefine how goods are delivered in urban environments.

The background of the slide features a photograph of a person in a blue uniform, likely a delivery worker, pointing their right index finger towards a row of lockers. In their left hand, they are holding a small, dark-colored rectangular package. The image is partially obscured by large, diagonal blue and grey geometric shapes that create a modern, layered effect.

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## **Strategy 3: Drop Points, Parcel Lockers Integrations**

# Strategy 3: Integration of Drop Points and Parcel Lockers

The integration of drop points and parcel lockers is a transformative strategy within lastmile logistics, reshaping the delivery landscape in several crucial aspects.

## Enhanced Customer Convenience:

This strategy strategically positions secure collection points in urban areas, enabling customers to retrieve their parcels at their preferred times. It effectively eliminates the hassle of missed deliveries and the need to wait at home, significantly enhancing the overall customer experience.

## Operational Optimization:

From a logistics standpoint, couriers can consolidate multiple deliveries at these designated locations, resulting in streamlined delivery routes and reduced operational costs. Moreover, this approach has the added benefit of minimizing the environmental footprint associated with doorstep deliveries.

## Collaborative Synergy:

By collaborating with various retail outlets and businesses, lastmile providers can amplify the effectiveness of this strategy. Such partnerships expand the network of collection points, fostering mutually beneficial relationships among stakeholders.

## Sustainability and Efficiency:

The integration of drop points and parcel lockers aligns with sustainability goals by reducing unnecessary vehicle emissions and alleviating congestion linked to direct home deliveries. Furthermore, it enhances cost efficiency by centralizing the delivery process.

## Multipurpose Service Hubs and E-commerce Returns Revolutionized:

Beyond their primary function, these versatile lockers now serve as multipurpose hubs. They provide customer touchpoints, assistance centers, and even return drop-off points, making the entire online shopping experience more convenient and seamless. The integration of drop points and parcel lockers represents a strategic leap toward enhanced customer convenience, operational efficiency, sustainability, and the overall ecommerce experience in last-mile logistics.



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## **Strategy 4: Streamlined E-commerce Returns and Reverse Logistics**

# E-commerce Returns: Balancing Customer Expectations, Retailer Strategies, and Service Provider Roles

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The future of e-commerce returns holds a pivotal role in shaping the customer experience, retailer strategies, and the functions of service providers. For retailers, returns have become a critical aspect of online shopping, influencing customer satisfaction and loyalty. Offering a seamless and customer-centric returns process is imperative for differentiating themselves and building trust among consumers.

Customer expectations regarding returns are robust, with many consumers prioritizing hassle-free and cost-free return options. A smooth returns process is often cited as a significant factor in customer satisfaction, impacting their inclination to make future purchases. Therefore, retailers must meet these expectations to retain customers and foster brand loyalty. Service providers play a pivotal role in facilitating efficient returns logistics. Their ability to transport returned items promptly and reliably from customers to retailers or designated return centers is fundamental to ensuring a positive customer experience.

In response to the evolving e-commerce landscape, some companies are reevaluating their return policies by moving away from entirely free returns. They are exploring strategies such as charging for return shipping or encouraging in-store returns. The challenge is striking a balance between customer convenience and the overall shopping experience. As e-commerce platforms advance, loyalty structures are adapting to retain customers within their ecosystems while reevaluating the free shipping dynamic.

## The Ongoing Significance of Returns:

As e-commerce continues to expand, effective returns management retains its pivotal role in last-mile logistics. Forward-thinking businesses leverage this strategy not merely to optimize operations but also to cultivate robust customer relationships. The seamless integration of cloud-based customizable integrated RMS (Returns Management Systems) and reverse logistics services is poised to play a pivotal role in shaping the future of lastmile logistics.

# Strategy 4: Leveraging Reverse Logistics Services for Enhanced E-commerce Returns

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In the ever-evolving landscape of last-mile logistics, the strategic incorporation of reverse logistics services, particularly cloud-based customizable integrated returns management solutions (RMS), emerges as a pivotal strategy for businesses and customers alike.

## Streamlined Returns Management:

This strategy focuses on enhancing the returns process for e-commerce purchases, ensuring customers can seamlessly return items. The integration of cloud-based, customizable RMS solutions streamlines returns, making it easier for customers to initiate returns and for businesses to manage the process efficiently.

## Package-Free Returns:

An increasingly vital aspect of returns is offering package-free returns, reducing waste and contributing to sustainability. By encouraging customers to return items without excessive packaging, businesses demonstrate environmental responsibility and appeal to eco-conscious consumers.

## Elevating Customer Loyalty:

Multiple recent surveys highlight the direct correlation between return experience and customer loyalty. A hassle-free returns process fosters trust and loyalty among customers. When returns are smooth and uncomplicated, customers are more likely to make repeat purchases and recommend the business to others.

## Strategic Partnerships:

Collaboration with logistics providers and third-party RMS providers plays a pivotal role in this strategy. Cloud-based RMS solutions offer businesses the flexibility to adapt and improve returns processes continuously, providing a customercentric experience.

## Data-Driven Insights:

The analysis of return data offers valuable insights into product quality, customer preferences, and potential areas for improvement. Businesses can harness this information to refine product offerings and elevate the overall customer experience.





# Strategy 5: Empowering C2C Shipments in E-Commerce Growth



# Strategy 5: Empowering C2C Shipments in E-commerce Growth

The surge of Customer-to-Customer (C2C) shipments in Turkish e-commerce is remarkable. In 2022, 80 million C2C shipments highlighted its significant impact. As small-scale, niche-focused sellers thrive in the evolving e-commerce landscape, catering to C2C shipments becomes crucial. This strategy entails tailoring last-mile logistics for C2C transactions, acknowledging the unique dynamics of peer-to-peer sales. It addresses the challenges faced by individual sellers who may lack the infrastructure of larger retailers.

## Key components of this strategy include:

### Tailored Solutions:

Crafting logistics solutions that accommodate the diverse requirements of individual sellers. This might involve tech infrastructure, simplified shipping processes, flexible pickup options, and personalized support.

### Technology Integration:

Implementing user-friendly platforms and apps that empower C2C sellers to seamlessly access last-mile logistics services. This could include features like easy scheduling, shipment tracking, and transparent pricing.

### Scalable Operations:

Designing logistics operations that can scale with the growing volume of C2C shipments. This involves optimizing volumetric flow, increasing delivery efficiency, and managing variable demand.

### Feedback Loops:

Establishing feedback mechanisms that allow both sellers and customers to provide insights and suggestions for continuous improvement. This iterative approach helps fine-tune the C2C shipment experience over time. As the e-commerce landscape continues to evolve, harnessing the power of C2C shipments not only caters to the rising tide of individual sellers but also positions last-mile logistics providers as agile and responsive partners in the dynamic world of e-commerce. This strategy represents a proactive approach to addressing the unique needs of C2C transactions while fostering a thriving ecosystem for sellers and buyers alike.





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## **Strategy 6: Collaboration with Digital Delivery Platform Solutions**

# Strategy 6: Collaboration with Digital Delivery Platform Solutions

In the ever-evolving landscape of last-mile logistics, a strategic approach that stands out is the collaboration between traditional logistics providers and cutting-edge digital delivery platform solutions. This innovative strategy harnesses the strengths of both players to create a win-win scenario in the highly competitive landscape of e-commerce. At its core, this strategy revolves around establishing seamless partnerships between logistics providers and digital delivery platforms. These alliances bridge the gap between traditional logistics infrastructure and the agility and reach of digital platforms, resulting in an enriched last-mile experience for customers.

## Key components of this strategy include:

### Integrated Services:

Leveraging digital delivery platforms to integrate with logistics providers, allowing customers to access a wide array of services seamlessly.

### Extended Reach:

Expanding the reach of logistics providers by tapping into the extensive user base of digital platforms, enabling them to reach a broader customer demographic.

### Real-time Tracking:

Providing customers with real-time tracking and visibility into their deliveries through the digital platform, enhancing transparency and trust.

### Customized Solutions:

Tailoring last-mile delivery options to cater to the specific needs of both retailers and customers, such as same-day or scheduled deliveries.

### Algorithmic Decision Support:

Employing advanced algorithms to optimize delivery routes and outcomes for every shipment, ensuring efficiency and cost-effectiveness.

### Multiple Integration Points:

Creating a single, easily accessible integration point for logistics providers to onboard and exit the digital platform, streamlining the partnership process.

### Seasonality Mitigation:

Implementing strategies to manage and mitigate the impact of seasonal fluctuations in demand, ensuring consistent service quality.

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## **Strategy 7: Cross-Border and International Deliveries**



# Strategy 7: Cross-Border and International Deliveries

In the rapidly expanding global e-commerce landscape, cross-border and international deliveries represent a strategic frontier for last-mile logistics providers. As businesses and consumers increasingly engage in international trade, optimizing the cross-border delivery process becomes imperative.

## This strategy involves:

### Customs Expertise:

Developing in-house customs expertise or partnering with customs clearance services to ensure smooth passage of international shipments through customs.

### Global Network:

Establishing a global network of distribution centers and logistics partners to streamline the movement of goods across borders.

### Regulatory Compliance:

Staying up-to-date with international trade regulations and compliance standards to avoid delays and disruptions in the delivery process.

### Local Knowledge:

Utilizing local knowledge and insights to navigate the intricacies of international markets, including preferred delivery methods and customer expectations.

### Diverse Delivery Options:

Offering a range of delivery options to international customers, including expedited, standard, and economy shipping, catering to varying needs and budgets.

### Technology Integration:

Leveraging technology solutions for end-to-end visibility and tracking of international shipments, ensuring transparency for both businesses and customers.

### Global Partnerships:

Collaborating with international logistics providers, carriers, and local delivery services to enhance coverage and delivery speed.

An aerial view of a city skyline, likely New York City, with a blue overlay. The overlay features a network of white lines and location pins, suggesting a logistics or delivery network. The text 'ekol360' is prominently displayed in the top left corner.

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## **Mastering Last-Mile Logistics: 8 Tips for Retailers to Deliver Excellence**

# “Data-Driven Decisions



Use powerful data analytics tools like PowerBI to gain insights into your volumetric flow, understand customer touchpoints, and optimize your entire delivery process.



# “Collaborative Delivery Platforms



Consider partnerships with delivery aggregators, mobility carriers, and platforms for cost-effective, efficient deliveries. These platforms offer a range of transportation options, including bicycles and scooters, to navigate urban environments quickly and sustainably. They also enable diverse service levels like same-day delivery, provide drop points for added convenience.

# “Enhanced Customer Service



Diverse support teams ensure personalized experiences, reducing misunderstandings and boosting customer satisfaction. Make sure your customer service teams are equipped to solve problems swiftly and effectively within the same session when they are contacted, providing customers with efficient and satisfying resolutions to their concerns. This proactive approach can significantly enhance your brand's reputation and customer loyalty.



# “Cross-Border Expansion Strategy



Develop a cross-border delivery strategy to tap into new international markets and customer segments.

# “Package Size Optimization



Minimize package dimensions to cut down shipping costs and environmental impact.

# “Real-Time Tracking



Providing accurate estimated delivery times and transparent order tracking enhances the customer experience, building trust and satisfaction. More updates always welcomes from customer.

[illegible]

Streamline your return management process to make returns easy for customers. An efficient return process not only boosts customer satisfaction but also demonstrates your commitment to excellent service.



# “PaaS-Powered SC Automation Hubs



Leverage the capabilities of Platform as a Service (PaaS) to establish a centralized automation hub for your supply chain. By consolidating all your digital supply chain assets and solutions in one place, you create a streamlined network that enhances efficiency across the board. From data management to software processes, PaaS empowers you with cost-effective, agile operations.

# Customer Insights

## The Power of Delivery in E-commerce



In a comprehensive 2022 study conducted by Ipsos and Octopia across several European countries, the critical role of the delivery experience in shaping e-buyers' perceptions and trust was unveiled. The study, which surveyed approximately 1000 online shoppers per country, revealed fascinating insights:

### Delivery Quality: A Trust Indicator

**85% of e-buyers** expressed that a poor delivery experience would deter them from making future purchases with the same online retailer.

Additionally, **59%** of online shoppers indicated that they would write a negative review if the delivery did not meet their expectations.

### The Dominance of Delivery Time

Delivery time emerged as the most influential factor for online shoppers, with **85%** emphasizing its importance.

**85%** of respondents reported that they consistently check the delivery time when making a purchase. Notably, **94%** of online shoppers in Spain considered this aspect crucial.

# The Cost of Delivery

For **36%** of respondents, the cost of delivery was a decisive factor in their purchase decision, ranking it among the top criteria.

France and Germany (38%), the price of delivery held the top spot in the list of conversion drivers.



## Returns & Customer Service

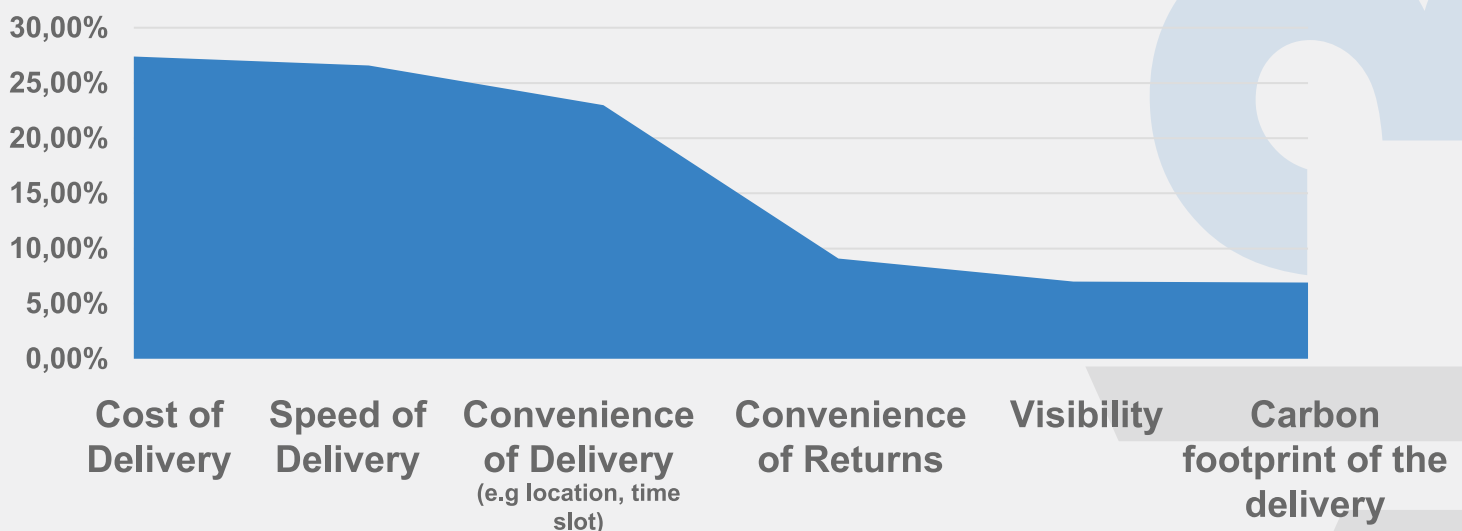
# 84%

An impressive 84% of online shoppers regarded the ease of returning products and effective customer service as important to them.

# Variety and Specific Time Slots

The diversity of delivery methods was valued by 68% of online shoppers. An impressive 70% of respondents emphasized the importance of choosing a specific delivery time slot.

Top Delivery Priorities when Considering Shopping Online (100%)



These findings underscore the pivotal role of the delivery experience in building and maintaining trust with online shoppers. Meeting delivery expectations, both in terms of speed and cost, is paramount for retailers aiming to excel in the highly competitive e-commerce landscape.

Furthermore, prioritizing the ease of returns, variety of delivery methods, and personalized delivery options will contribute to fostering customer loyalty and satisfaction in the evolving world of e-commerce.





Connect with us to learn more about our servives.  
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