

IPIC 2018

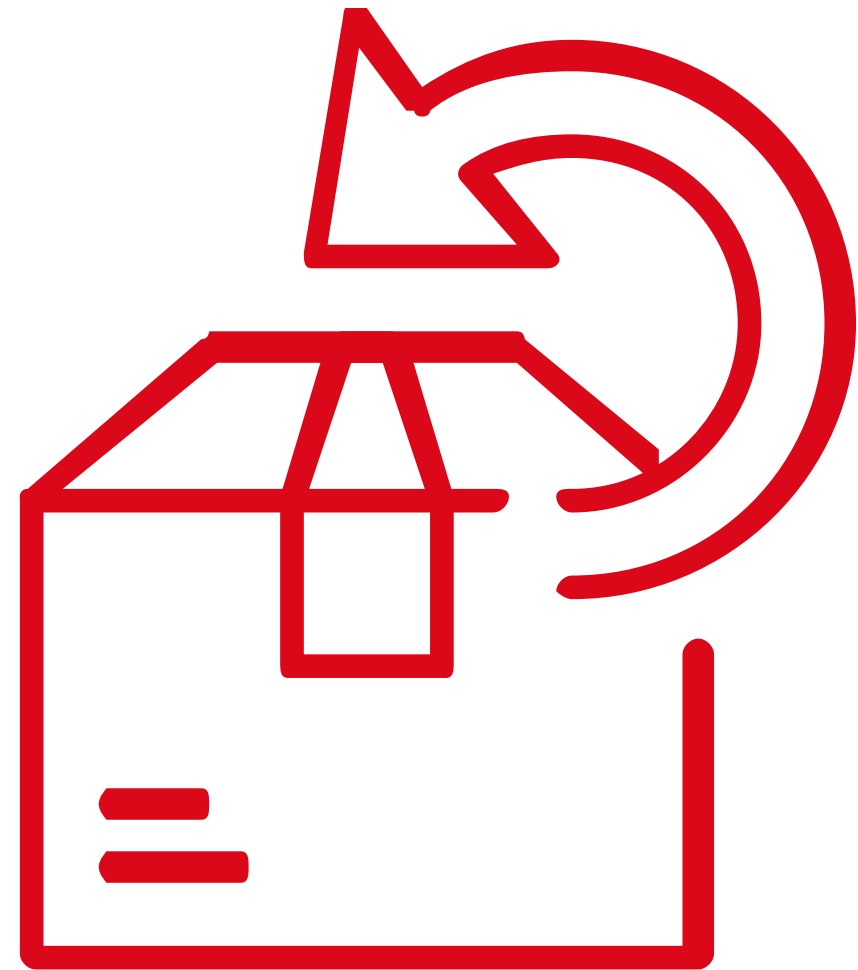
Nick Bond  
20/06/2018



# LAST MILE







# Why parcel lockers growth?

ecommerce  
growth


last mile  
challenges

retour  
challenges

Convenience 24/7

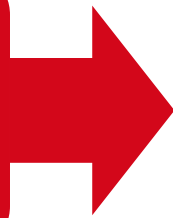


# 3 types of ecosystems:

	<b>CLOSED SYSTEM</b>	<b>OPEN SYSTEM not integrated</b>	<b>OPEN SYSTEM integrated</b>
			
<b>TRACK 'n TRACE</b> Fully integrated	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<b>OUTDOOR</b> 24/7	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
<b>NOT ONLY PARCELS</b> (laundry/ICT goods/first aid)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Multiple carriers</b> sending/receiving		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Cost shared</b> between carrier and location partners			<input checked="" type="checkbox"/>
<b>Available in checkout</b> (no address manipulation)	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

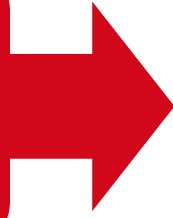
# key challenges

Integration logistic partners



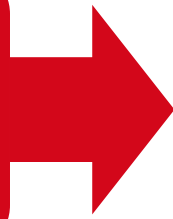
OWN IP, agile structure, extended configuration set with bespoke solutions possible

Customer awareness



Clear branding, awareness campaign, stimulate first time usage. Focus on convenience and NPS, customer first

Location partners



Correct mindset, embrace the OPEN network. Own usage, customer first. Invest.

# thank you!



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