



LOGISTICS FOR E-COMMERCE

FROM PUSH TO PULL

RESEARCH DELIVERYMATCH 2017

(INCLUDING PARTIAL COMPARISON WITH 2011, 2012, 2013)

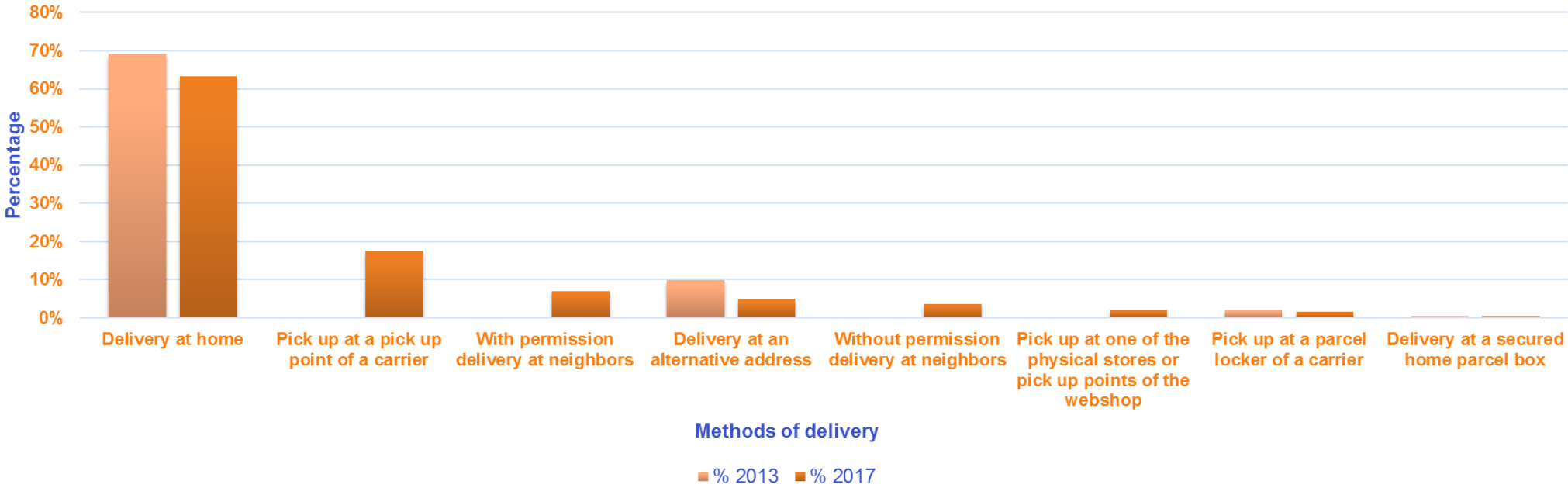


STATEMENT:
**NOT MAINTAINING THE STANDARD OF
NEXT DAY DELIVERY RESULTS IN MORE
SALES AND REDUCES COSTS!**

WHAT DOES THE CONSUMER WANT?



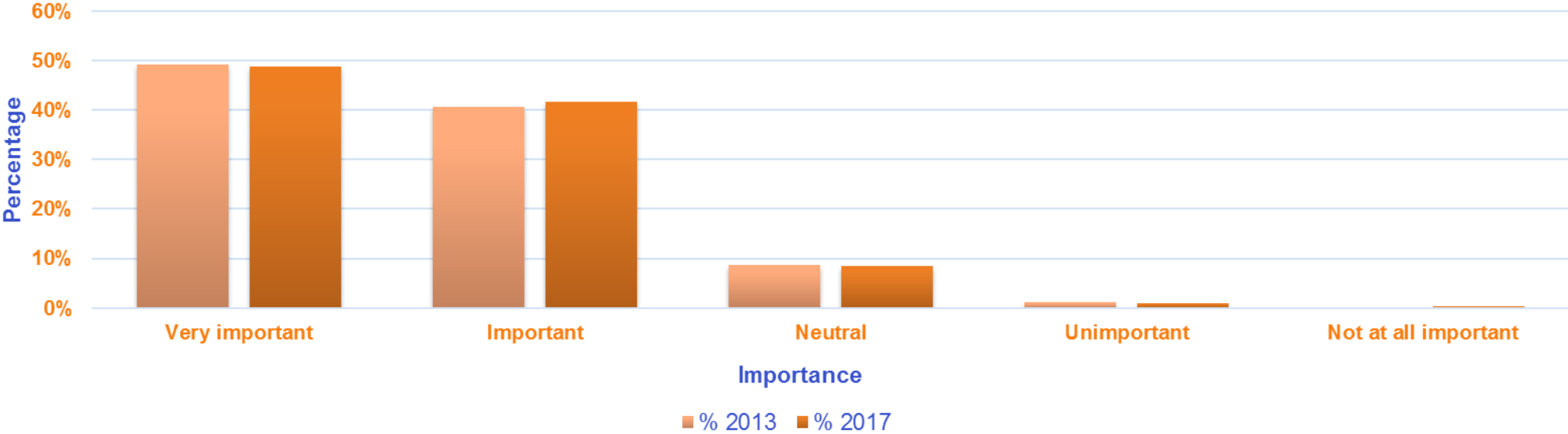
Preferred method of delivery: 2013 vs. 2017



WHAT DOES THE CONSUMER WANT?



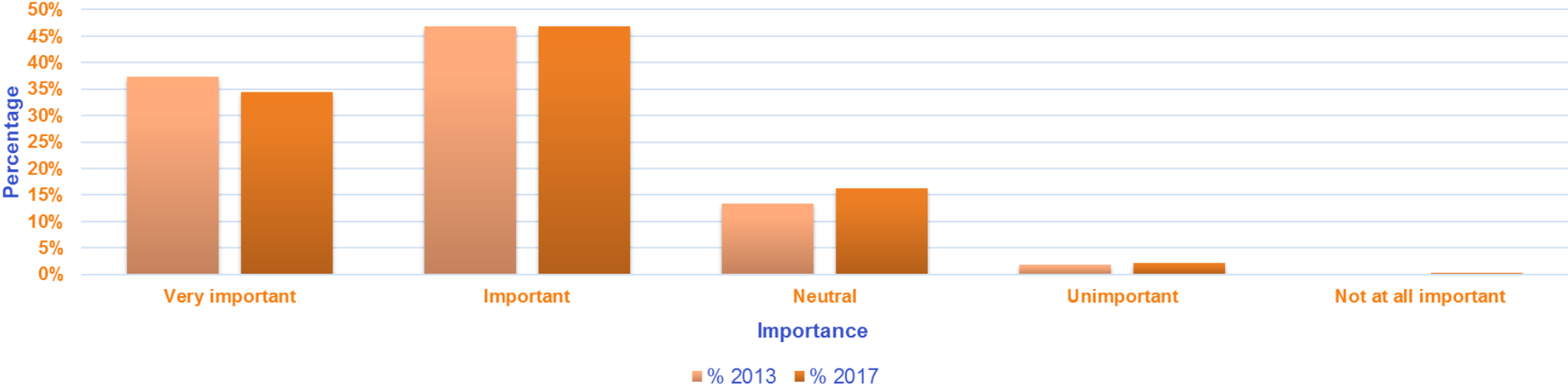
How important is it to know in advance when the parcel will be delivered?



WHAT DOES THE CONSUMER WANT?



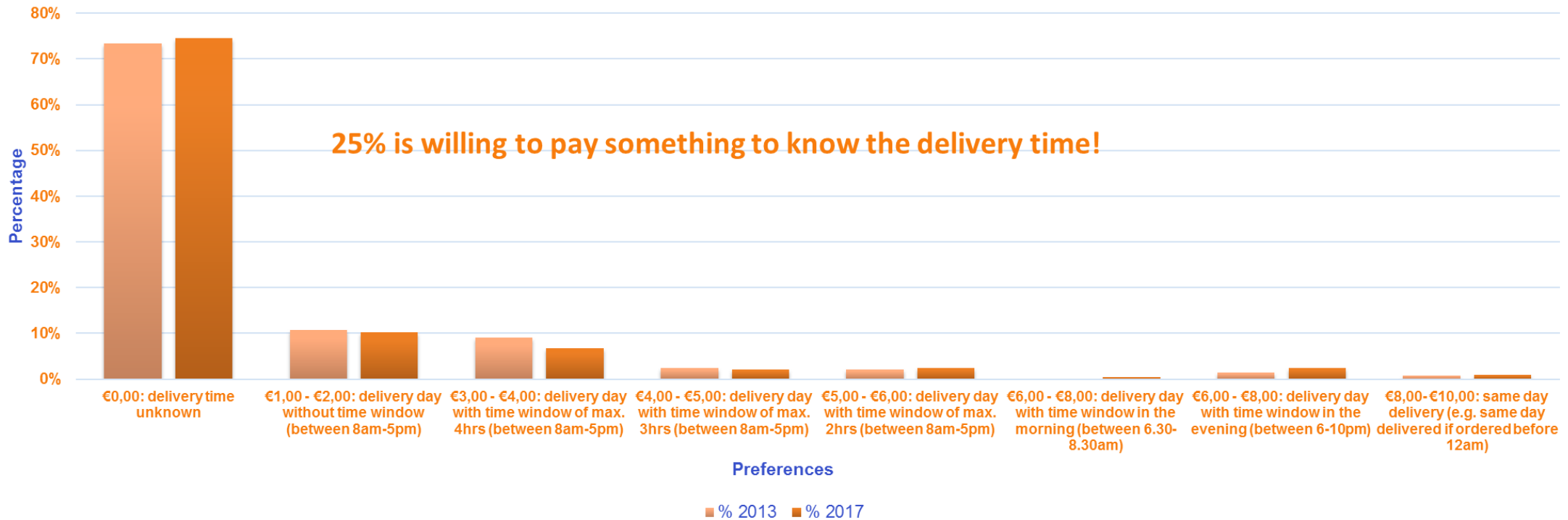
How important is the option to choose a delivery day and a time window?



WHAT DOES THE CONSUMER WANT?



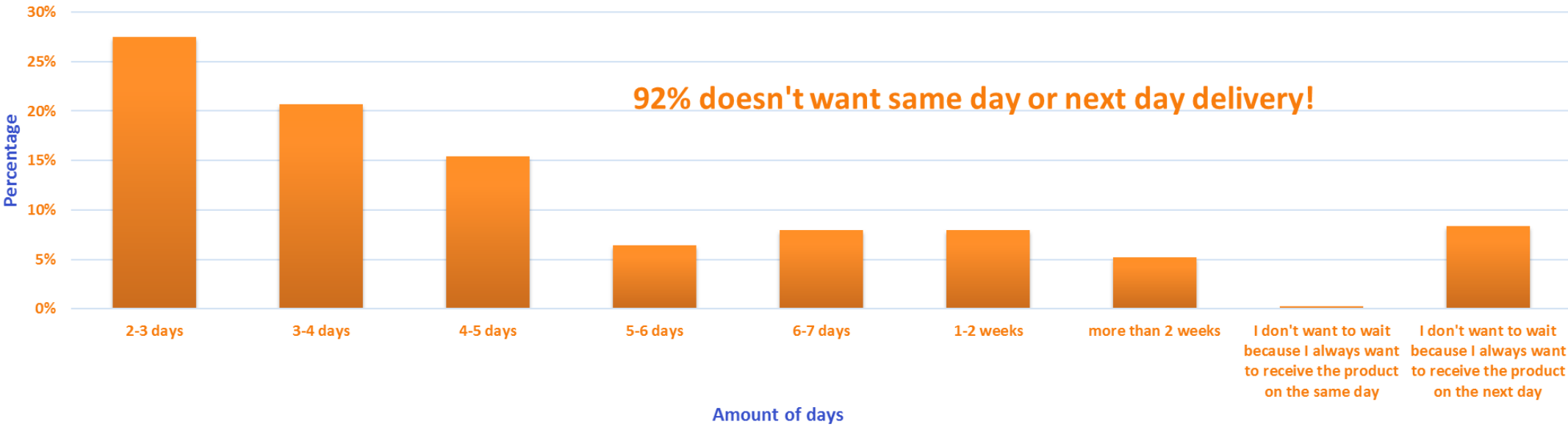
Preferences for delivery at a certain day and a specified time window (including associated costs)



WHAT DOES THE CONSUMER WANT?



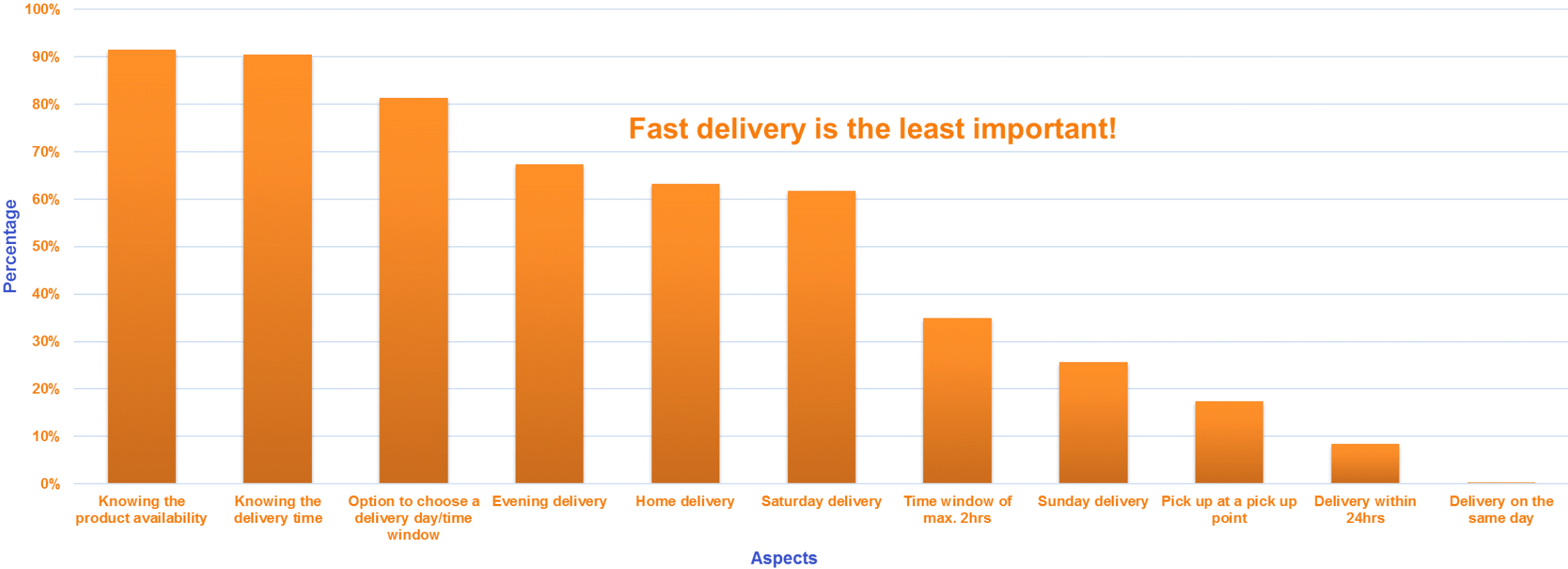
Willingness to wait for the delivery if the delivery time is reliable and one can choose a suitable delivery time



WHAT DOES THE CONSUMER WANT?



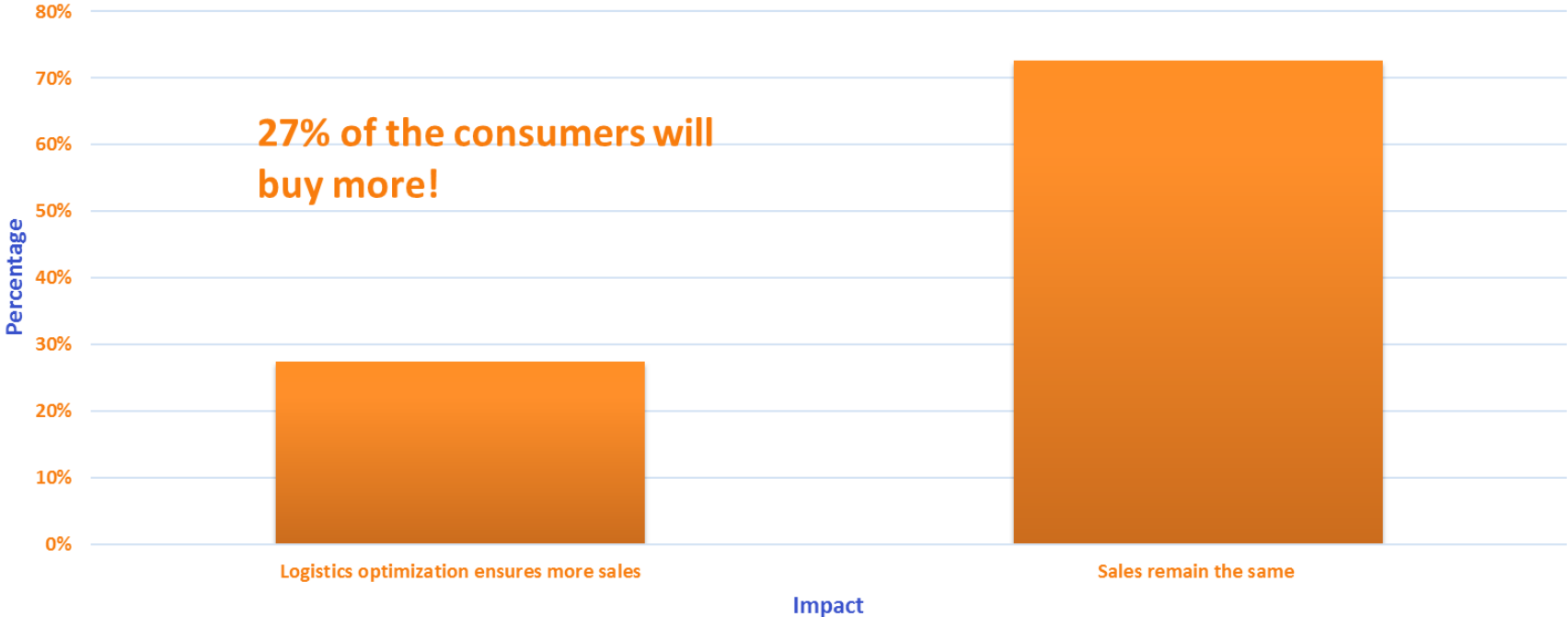
What do consumers think is important?



WHAT DOES THE CONSUMER WANT?



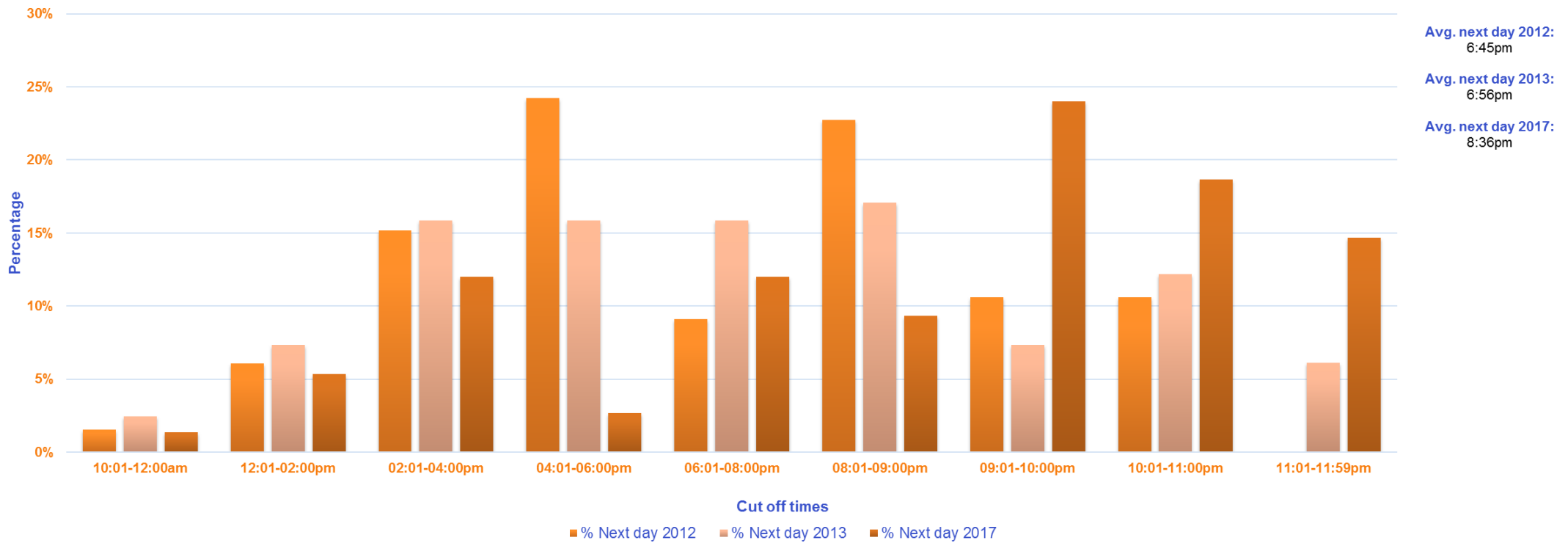
Impact on sales if by logistics optimization the delivery is better tailored to the needs of consumers



WHAT DOES THE WEBSHOP DO?



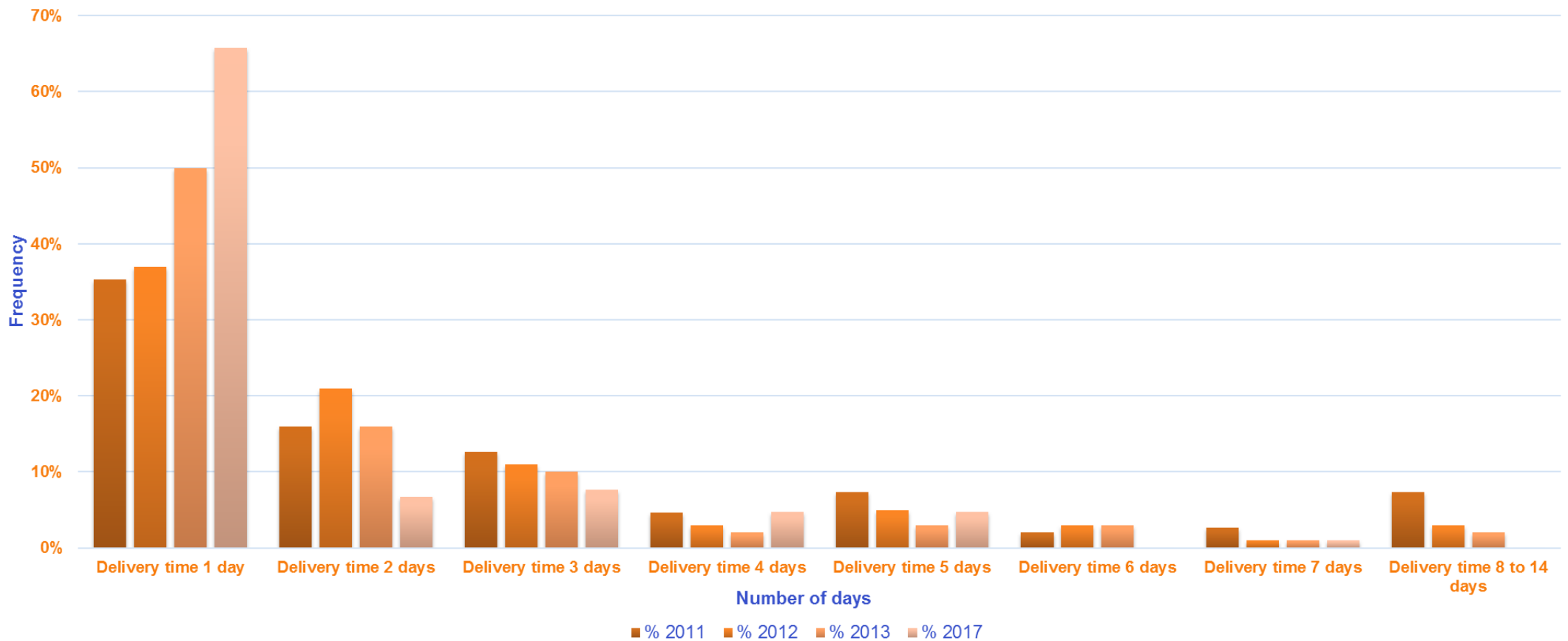
Histogram cut off times next day delivery



WHAT DOES THE WEBSHOP DO?



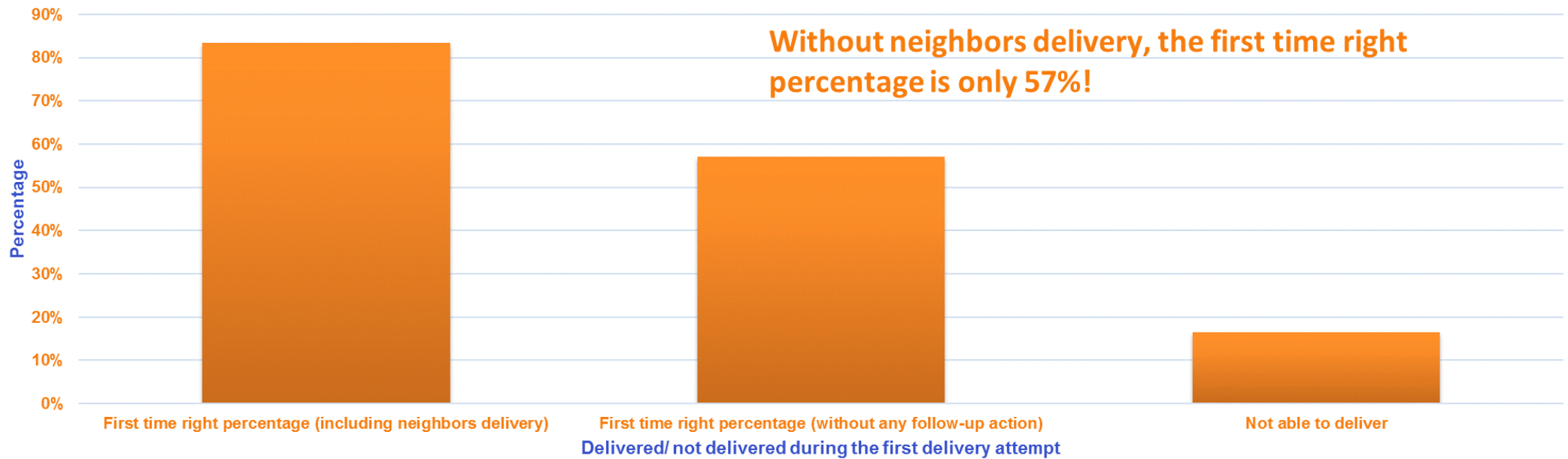
Histogram delivery times home delivery



WHAT DOES THE WEBSHOP DO?



What is the first time right percentage, or the chance the parcel will be delivered during the first delivery attempt?



EXTRA PROFIT BY PUSH>PULL?



Savings potential warehouse operation by transform push>pull



EXTRA PROFIT BY PUSH>PULL?



Savings potential last mile by transform push>pull (first time right percentage = 95%)



EXTRA PROFIT BY PUSH>PULL?



Sales increase by transform push>pull



CONCLUSIONS



- ✓ **FAST DELIVERY MAY NOT BE LONGER THE STANDARD**
- ✓ **FAST DELIVERY SHOULD BE POSSIBLE**
- ✓ **A PULL PROCESS INCREASES SALES**
- ✓ **A PULL PROCESS REDUCES LOGISTICS COSTS**



**THANKS FOR
YOUR ATTENTION!**

WWW.DELIVERYMATCH.NL