You Can't Improve What You Can't See

Mike Comstock
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Delivery is Key to eCommerce Customer Experience

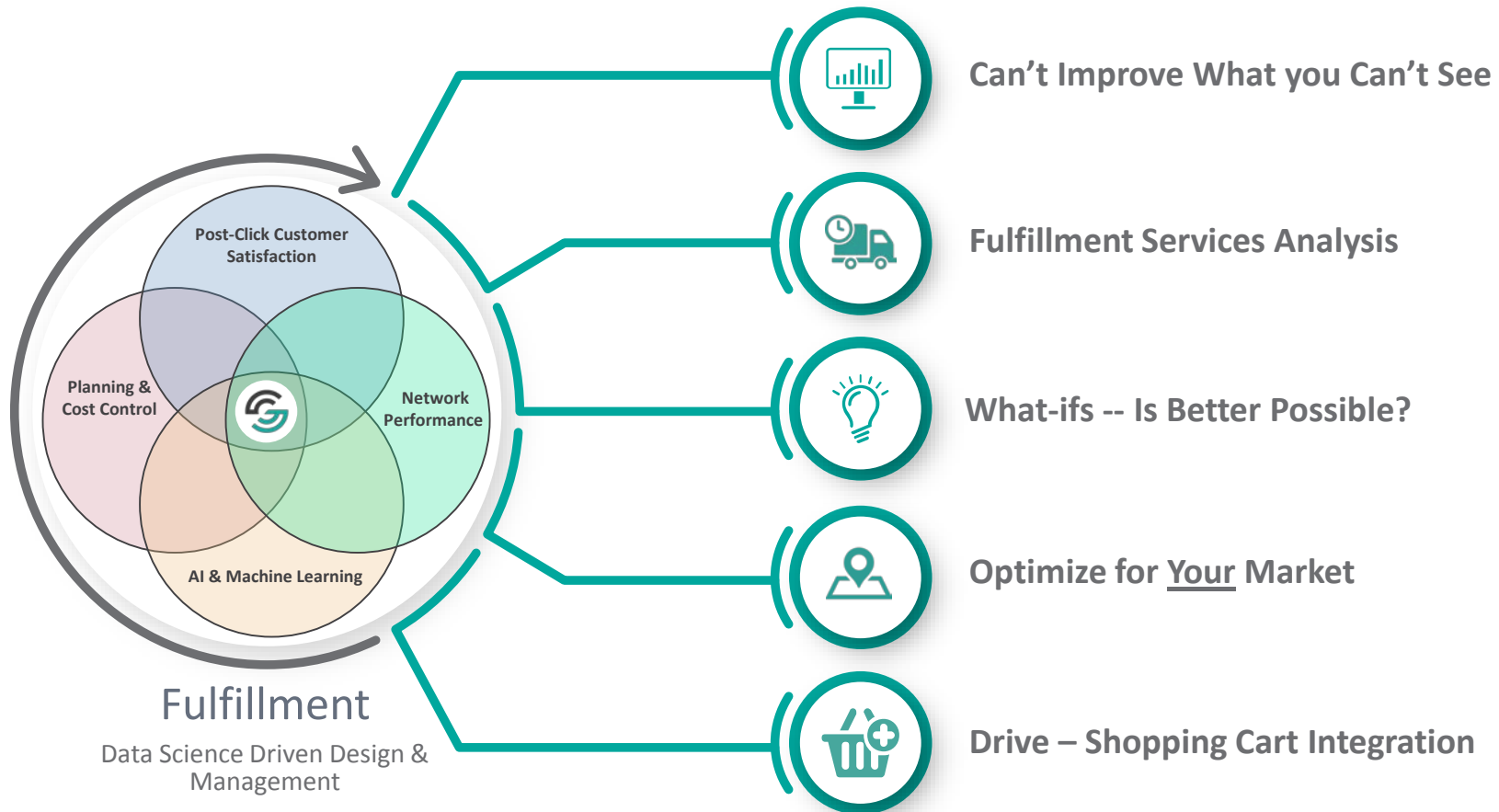o Good experience increases repeat business

- 87% of consumers report that a positive delivery experience makes them more likely to shop with a merchant again
- 88% of consumers say the ability to track shipments in real-time is important to them

o Bad experience can lose a customer forever

- 69% of consumers wouldn't purchase from a retailer again if their delivery was late
- 79% of consumers wouldn't purchase from a retailer again if the delivery was damaged

Drive Superior Customer Experience Through Fulfillment

Post-Click Customer Satisfaction

Planning & Cost Control

Network Performance

AI & Machine Learning

Fulfillment
Data Science Driven Design & Management

Can't Improve What you Can't See

Fulfillment Services Analysis

What-ifs -- Is Better Possible?

Optimize for Your Market

Drive – Shopping Cart Integration

Visibility - First Step in Taking Control
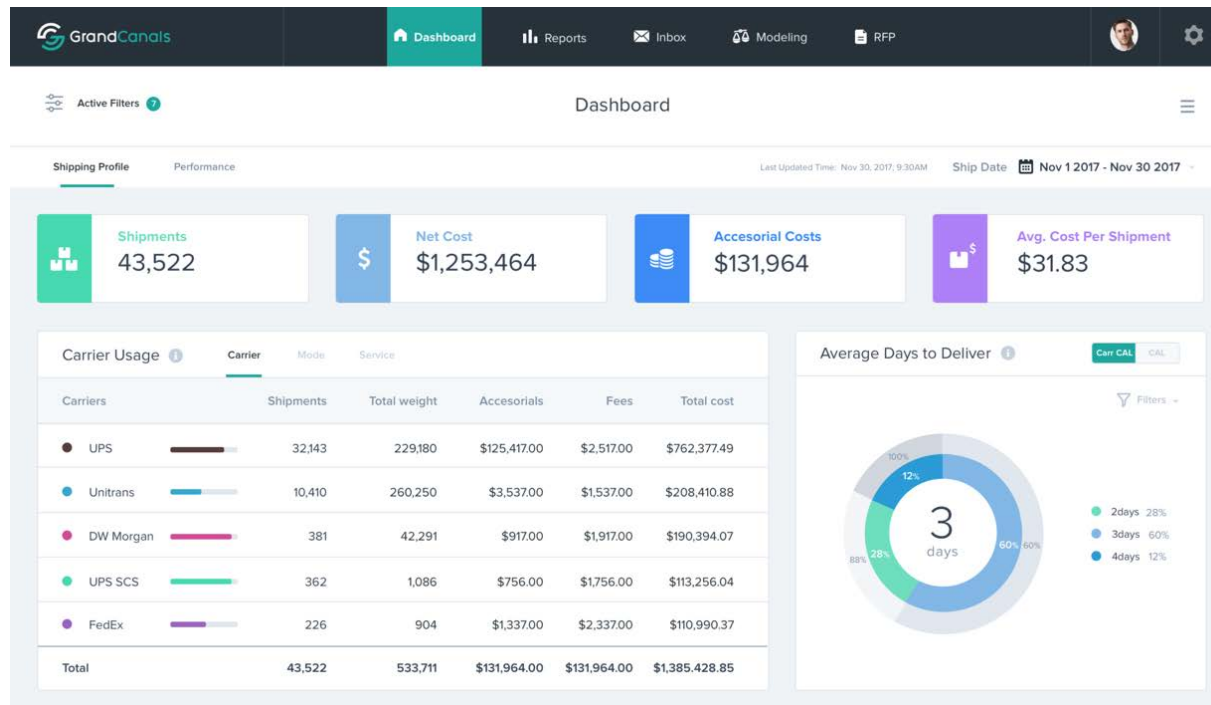
o Data

- – Lots of data
- – Multiple Sources
- – Need it timely
- – Need to normalize it
- – Present in usable form
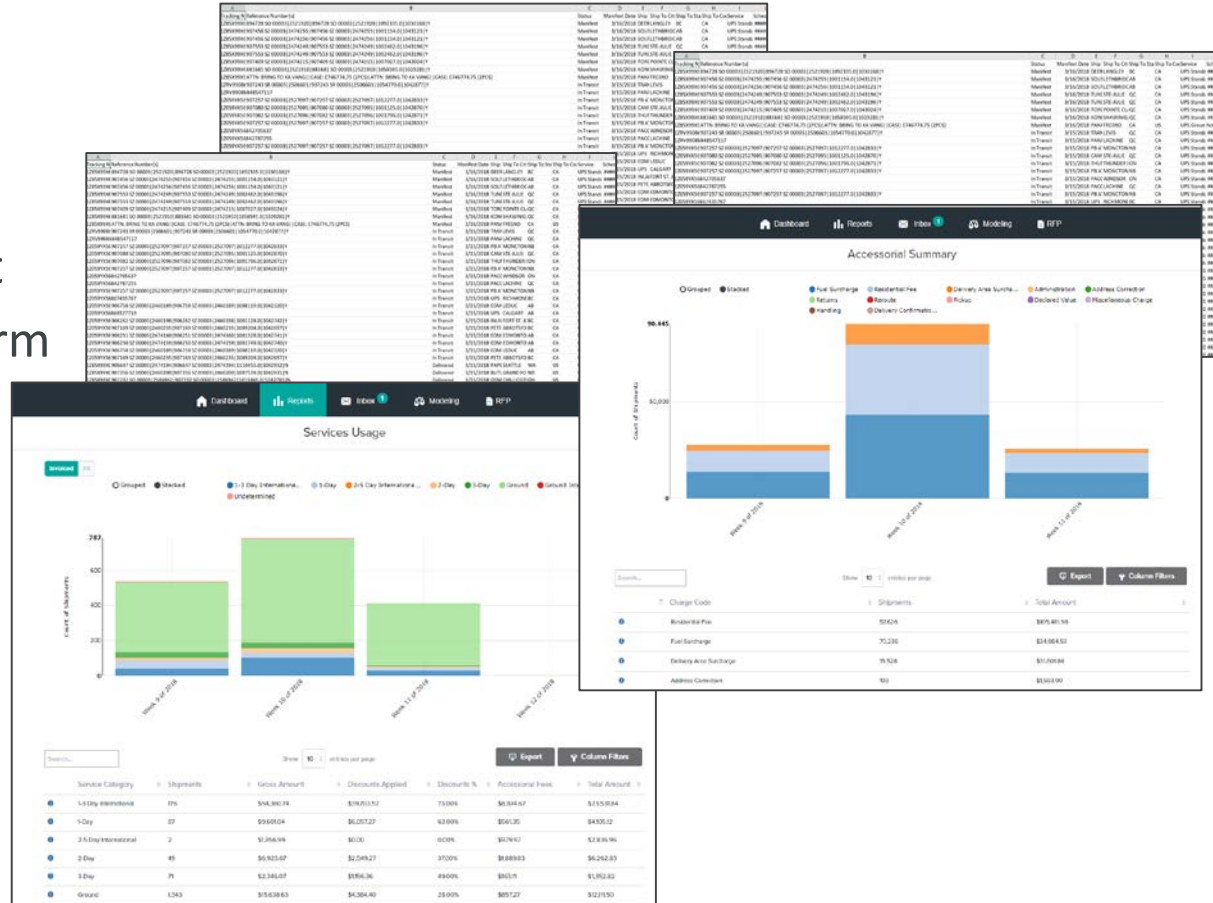
Analysis - What the Data Means

- How are the services/carriers performing?

- What are they costing?

- Do they provide the desired customer experience?

Optimize – Is Better Possible?

o **Status Quo is not an option**
  – 43% of U.S. consumers expect companies to have faster delivery times in 2018

o **Need to model 'what if' fulfillment scenarios to understand the impact of faster, reliable delivery times**
  – Tools employing data science and AI are available

o **Make delivery commitment visible in the shopping cart or better yet, on the product page**

o **Use real time data to track and manage customer experience**

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In Summary

o 99% of US consumers say fast delivery is important when making an online purchase

o Visibility is the foundation to controlling delivery experience

o Data and Analysis delivers visibility

o Modeling and Data Science are keys to Optimization

CUSTOMER SATISFACTION

EXCELLENT

GOOD

AVERAGE

POOR
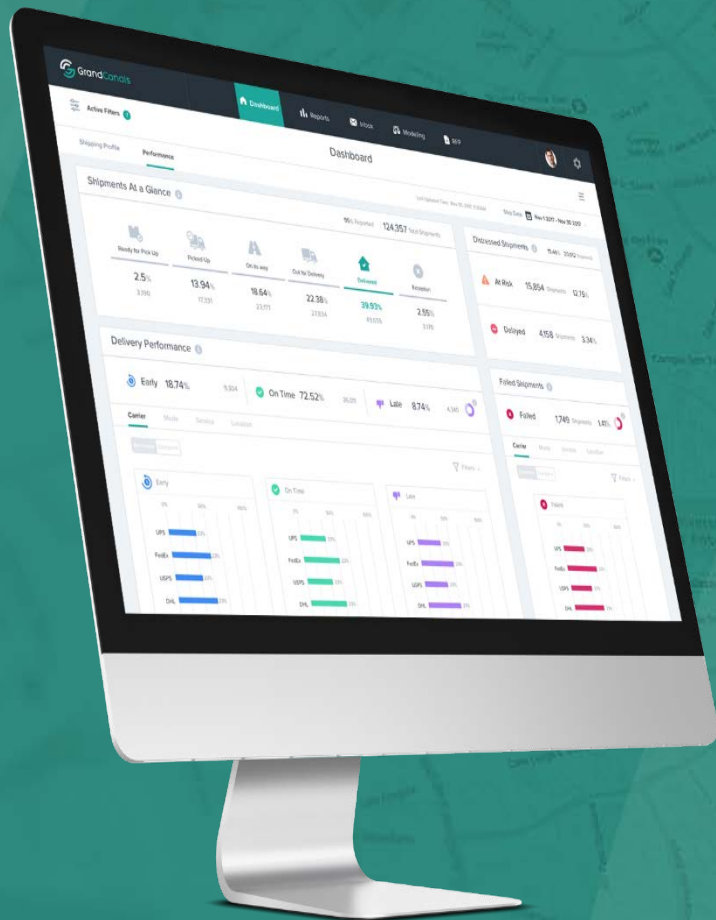
Mike Comstock
Sr. Adviser

mike@grandcanals.com
www.grandcanals.com