

#055 WHAT ARE THE IMPACTS OF BARRIER GESTURES ON THE CUSTOMER EXPERIENCE DURING HOME DELIVERY?

E-commerce

Transport

Urban Delivery



The customer experience during delivery is a very fresh notion in the Urban Delivery lexicon. We note that the French attach more and more importance to the act of delivery.



In 2019, 86% of French people preferred home delivery following a digital journey. What is the customer experience during delivery?

Its objective is to develop customer loyalty, win over or reassure a customer. **All the subtlety of the exercise is to reflect the brand image of the client over 30 seconds of exchange with the customer.**

This very short space of time, from the phone call to the greeting, is now entirely part of the value chain of the user journey that starts from the navigation on the website to the online customer service (in case of post-delivery dispute).

IN THIS CONTEXT, FOR HOME DELIVERY DRIVERS, HOW CAN A QUALITY CUSTOMER EXPERIENCE BE PRESERVED WHILE RESPECTING BARRIER GESTURES, AND WHAT ARE THEY?



Drop off the package in the mailbox



Place the package in front of the door



Take 1-meter distance in front of the customer.

It is therefore clear from these measures that the communication between the deliveryman and the consumer is almost broken, because the priority of the moment is to finalize the act of delivery and not to develop customer loyalty or conquer a customer.

Since the beginning of containment, the satisfaction felt by a customer upon receipt of a package reflects fairly well the negative impact of Covid19 on current home delivery offers.



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Corporate Development Strategy
Business development and financial
Development of customer relationships / partners / suppliers
External Communication and company representation

| About ASLOG

ASLOG brings together more than 400 companies from all sectors, with 2,000 professionals working together to promote and build tomorrow's Supply Chain. ASLOG is a neutral and independent association that addresses Supply Chain issues.

As early as 1972, visionary men sensed that this function would be decisive for all companies. For almost fifty years, professionals in the sector have made ASLOG the reference partner.

ASLOG is the privileged interlocutor of institutions and public authorities on all questions relating to the sector.

| #supplychain4good

The **#SupplyChain4Good** community was created at the initiative of Michelin and ASLOG, as part of the Movin'On ecosystem, in favor of a more sustainable mobility of goods.

#SupplyChain4Good's ambition is to federate the actors who work for Supply Chains that are simultaneously good for the planet, the people and the business performance. The members of this community are «shippers» (industrial and commercial companies), «operators» (transporters, logisticians, shipping companies, ports...), «support functions» (academics, consultants, information systems, regulators, NGOs...).

They cover all economic sectors and all regions of the world. Their work takes place throughout the year and culminates in the annual Movin'On Summit, the world summit on sustainable mobility.