

PRESS RELEASE

For immediate release

PARCELLY PICK 'N' PACK SPECIAL: 2018 PEAK ANALYSIS WITH LOGISTIC PARTNER STUART

The industry is publishing their peak results, and **Parcellly Pick'n'Pack is back on air with a 'Special' 7th episode on the 2018 parcel peak:** http://bit.ly/ParcelllyPicknPack_StuartSpecial

Welcoming Nicole Mazza, Commercial Director at Stuart, Parcellly CEO Sebastian Steinhauser discusses facts, figures, trends and solutions to master rising parcel volumes, evolving consumer preferences, parcel returns and last-mile challenges.

Increasing parcel volumes YoY trigger operational challenges for retailers and logistic companies alike, with a recorded rise in average delivery times of up to 5 days on average, compared to 3.6 days last year. At the same time, consumer preferences evolved, who today expect free, convenient, on-demand delivery, especially in urban areas. Throwing return rates of as high as 40% for some retail sectors into this mix, the industry faces complex logistical challenges as well as concerns about the environmental impacts.

Parcellly and Stuart launched a **bespoke 'Hub-to-Home' solution for retailers** at the start of the peak season, featuring Parcellly 'City hubs' to serve as an intermediate for Cross-docking and Hyper-local Warehousing solutions, and Stuart's delivery infrastructure. Both services tap further into the **future of last mile delivery** by introducing a 'smart warehousing cloud' that offers retail customers increased speed, flexibility and operational excellence across their fulfilment process. By utilising Parcellly's urban warehouses as short-term storage solution, retailers can bundle together eCommerce purchases and fulfilment routes, whilst on-demand courier Stuart arranges one-stop pickup and drop-off for green last-mile delivery to the end customer and reverse.

Both companies have seen a **significant increase in parcel volume over this peak season** compared to 2017. Whereby Black Friday parcel volumes increased by a reported 26% on average in the UK, Parcellly saw a 111% increase on the day, and a 326% increase over the full Black Friday weekend.

Nicole Mazza, Commercial Director at Stuart, comments: *"With the peak parcel period spanning from November, all the way up to Christmas, retailers need to be able to meet every-growing consumer expectations throughout the entire holiday season. This is an exciting opportunity to be able to wow the customer by offering the delivery service that they expect - and 78% of customers expect at least a next day delivery option at check out. By partnering with innovative players such as Stuart and Parcellly, high street retailers can maintain momentum throughout their peak period and deliver a great customer experience."*

Sebastian Steinhauser, CEO at Parcelly, comments: *“With double digit growth in mobile sales, 2018 has been an exciting year for global eCommerce, and the Black Friday weekend and Peak overall have been a testament to the changing purchasing habits of consumers, who spend more and more time online and make purchases through multiple channels. Consumers also expect more than ever the right delivery options at check-out, as over two thirds of UK customers abandoned shopping carts when shipping and return options were unsatisfactory. It is not just about convenience, but also about certainty and choice when it comes to delivery options, particularly in the run up to Christmas. With a 248% volume increase YoY over the peak period for Parcelly, we have seen strong demand for Click&Collect and hyper-local fulfilment services. Click&Collect and convenient returns need to be part of every CX strategy, and not just for the omni-channel segment that offers the highest customer lifetime value and huge amounts of data. In 2019 retailers should continue to focus on a personalised shopping experience, particularly in regard to on-demand, sustainable and flexible delivery and return options.”*

ENDS

For more information or to arrange an interview, please contact: press@parcelly.com

NOTES TO EDITOR:



About Parcelly

Parcelly is the UK's first fully agnostic network of retailer and carrier agnostic PUDO locations, managing over 2,000 parcel collection points nationwide. Our core belief is that receiving, returning and sending parcels should be convenient, efficient, simple and above all sustainable, making an impact one parcel at the time.

Parcelly is innovating the world of urban logistics by converting redundant space in local businesses into on-demand storage capacity. The multi-awarded business model resolves industry problems associated with first- and last-mile delivery, whilst driving air quality improvements and reducing white van traffic congestion.

Parcelly offers a variety of bespoke B2C and B2B fulfilment services, including Click&Collect and Key Exchange, as well as Cross-Docking, Parcel Consolidation and hyper-local Mini-Warehousing, all with one smart app technology solution at its heart.

www.parcelly.com

Press Centre: <http://www.parcelly.com/press>

Thought Leadership: www.parcelly.com/blog/



About Stuart

Revolutionising the future of urban logistics, Stuart is the leading on-demand solution powering the way goods are transported in a customised way. By enabling businesses with our powerful technology and simple website/app integration, we connect them to high quality couriers to offer industry leading delivery built on precision, speed and flexibility.

www.stuart.com