



- Trends in eLogistics
- Bottlenecks B2C
- Solutions B2C



Main eCommerce Trends



The following external trends have been facilitated and accelerated by the emergence of new technologies:

a. Trends influencing the way the market operates

- increased technical expediency
- drive for cost reduction, efficiency and transparency
- consolidation of buying power and increased offering information services

Main eCommerce Trends



b. Trends influencing the way companies do business with their customers

- AAA principal (push vs pull)
- Personalisation of relation between buyer and seller (1 to 1)
- The customer determines the interaction (alternative services)
- Shift in channeling (B2B/B2C)
- Increase of two persons house holds
- Extension of types of products

The Problem B2B/B2C



Logistic information:

- AAA principle (different platforms)
- Business Consumer is in control (pro active info)
- Ease of use; efficiency (returns;
- Transparency (availability; alternatives; status;)
- Personal information (1 to 1)

The Problem B2C



- One stop shopping: B-to-B/B-to-C (pick-up and delivery)
- Cash on delivery and PIN (Credit card issues penetration 50% / 50% is afraid of fraud)
- Return shipments/ Packaging
- Want to be able to see and touch products
- Lack of confidence in online merchants
- Consumer needs to be at home to receive the package. The courier has to call into the consumer on avg. 2.5 times in order to deliver the package. (60% 1st attempt; 90% 2nd attempt)
- For the consumer this means inconvenience and a decrease in speed of delivery

The Problem B2C



- For the carrier it means increased cost of delivery
High cost of shipping (last mile)
- Shift from push to pull (time frames)
- Increase volume shipments (comp)
- Installation

Case I: B2C Distribution Solutions

Home delivery

- Untimed Delivery
- Time-slot Delivery
- Courier Delivery
- Neighbour acceptance

B2Employee (B2E)

- Fixed Boxes
- Office Delivery

B2Lockerpoint (B2L)

- Fixed boxes
- Convenience Stores

B2Outlet (B2O)

- Post Offices
- Gas stations
- Convenience Stores



Home Delivery



60% 1st attempt delivery
90% 2nd attempt delivery

Limited goods

Limited services:
collection
cod
delivery
transparency



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