



Optimizing The Customer Experience

Customer Experience and Packaging —The Package is Important

Packaging is an important component of the customer experience, yet many retailers discount this final supply chain step.

The Package Insight reports the importance of packaging⁸:

Customers desire right-sized packages. A quick browse through social media channels shows customers opening oversized packages with loads of air bags, bubble wrap and paper. Tougher regulations to stop the overuse of packaging are being encouraged.

83%

OF CONSUMERS
HAVE RECEIVED
PARCELS CONTAINING
DAMAGED ITEMS



73%

OF THESE CONSUMERS
STATED THEY ARE
“SOMEWHAT UNLIKELY” OR “EXTREMELY
UNLIKELY” TO PURCHASE FROM THE
RETAILER AGAIN.

Overuse of void fill is alarming⁹:

40%

OF ONLINE SHOPPERS

RECEIVE DELIVERIES IN OVERSIZED BOXES



4 BILLION

POUNDS OF WASTE

IS GENERATED EACH YEAR

Fit-to-size packaging is especially advantageous for retailers who ship with major carriers. Carriers use the dimensional (DIM) weight of parcels instead of the actual weight when the DIM weight total is higher. DIM weight is calculated with two measurements:

- The length, width and height of the parcel
- The DIM divisor associated with the carrier

This means that large, but fairly light-weight objects can have higher shipping costs than if they were shipped in the appropriate sized parcel. Retailers should pack orders into the smallest parcel needed for the lowest DIM weight and the corresponding lowest shipping cost.

Unboxing Your Brand Value

Environmentally Friendly

Retailers using less corrugated materials and void fill are viewed as eco-friendly, appealing to customers who prefer brands that are “green” and socially responsible. Using a fit-to-size packaging strategy enables retailers to stand apart as a sustainable company, while saving costs and enhancing the customer experience.

Brand the Packaging

First impressions are important to e-retailers and customers alike. Just as brick-and-mortar stores focus on cleanliness and organization, e-retailers want to impress customers with sturdy and appealing brand packaging. “Unboxing” is part of the customer experience, and is even becoming part of our social media world with thousands of unboxing videos shared on YouTube alone. As a result, many retailers are turning to automated packaging systems for every order to enhance the “unboxing” experience with high-quality, fit-to-size parcels to strengthen their brand recognition.

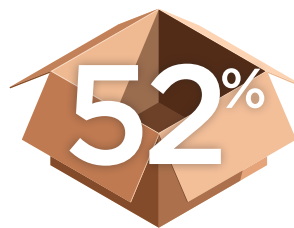
Automated Fit-to-Size Packaging Systems are Efficient and Sustainable

Efficient automated packaging systems can create a corrugated parcel in just seconds by building, folding, filling and labeling single- or multi-item orders—even with variable dimensions in a single step. Some automated packaging solutions place an invoice, packing slip or return label into each parcel for seamless flow.



45% OF GENERATION Z

PREFER BRANDS THAT ARE ENVIRONMENTALLY FRIENDLY¹⁰



52% OF CUSTOMERS ARE MORE LIKELY TO MAKE REPEAT PURCHASES FROM AN ONLINE RETAILER THAT DELIVERS PREMIUM PACKAGING.¹¹



⁸ Packaging World. (2016, May 3). How E-Commerce is Changing the Packaging Landscape. Retrieved from <https://www.packworld.com/trends-and-issues/e-commerce/how-e-commerce-changing-packaging-landscape>

⁹ ProShip, Inc. (2016, December 14). News Team Investigates Retailers' Excessive Packaging in Christmas Deliveries. Retrieved from <http://www.proshipinc.com/about/news/news-team-investigates-retailers-excessive-packaging-christmas-deliveries>

¹⁰ National Retail Federation. (2017 January). Uniquely Gen Z. Retrieved from <https://nrf.com/resources/retail-library/uniquely-gen-z>

¹¹ Shopify. (2015, February 3). How to Create a Memorable and Shareable Unboxing Experience you're your Brand. Retrieved from <https://www.shopify.com/blog/16991592-how-to-create-a-memorable-and-shareable-unboxing-experience-for-your-brand>

Fit-to-size Packaging Systems Advantages:

**REDUCE
CORRUGATE**
USAGE BY AN AVERAGE
OF

29%



**EMPLOYEE COSTS
DECREASE** WITH
ONE OPERATOR DOING
THE WORK OF UP TO

10
PACKING STATIONS



SHIPPING VOLUME
IS REDUCED BY
AN AVERAGE OF

50%



Using an automated packaging solution ensures every order is packed in the smallest parcel needed for the lowest DIM weight. This also provides an eco-friendly impression, a branded experience and the lowest possible shipping cost.



About ProShip, Inc.

ProShip, Inc., a Neopost company, is a global provider of logistics software and product solutions, including enterprise-wide, multi-carrier shipping and manifesting software, automated packaging solutions and intelligent parcel lockers.

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