

# Out-Of-Home Convenience

through Clever Deliveries



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**“Does Out Of Home Delivery  
adds value to an e-Commerce store?”**

**Let's meet Out Of Home**

# A delivery option that stands for *convenience.*

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A consumer-centric and flexible way of delivering products to a location that is not the customer's home.

The products are delivered to a different location that suits the customer even more, near to his home, workplace, in his daily commute.

# Available OOH Delivery Options



## PUDOs

(Pick Up - Drop Off Points)

Convenience stores, shop  
in shop



## APMs

(Automated Parcel Machines)

Lockers

# OOH Networks



## **OPEN/Agnostic Networks**

Carrier Agnostic networks,  
that can be used from  
multiple companies for a  
shared last mile

## **CLOSED Networks**

Owned and used by a specific  
courier company



# Key Features

## OOH Networks must offer



**Network density  
in urban areas**



**Seamlessly fast  
transactions**



**Accurate information  
& notifications**



**Multiple payment  
method options**


# OOH for e-Commerce



# Why customers need OOH options?

- ✔ More and more customers value the fact that there are various delivery options through online shopping
- ✔ Their time is precious and they don't want to wait at home
- ✔ Customers prefer convenience in walking distance deliveries
- ✔ They prefer privacy and pick-up day/ time flexibility
- ✔ Customers want to have control over the delivery experience


# Are all the above arguments valid?



Τοπικός οδηγός · 183 αξιολογήσεις · 210 φωτογραφίες  
★★★★★ πριν από 2 εβδομάδες **NEO**

Πολύ βολική και εξυπηρετική υπηρεσία  
Γρήγορη εξυπηρέτηση  
Βοηθάει σίγουρα τους εργαζόμενους που δεν μπορούν να βρισκονται σπίτι για να παραλάβουν το δέμα  
Την χρησιμοποιώ πολύ συχνά  
Φαινόμενα του τύπου πέρασα αλλά δεν και έλα στην άλλη άκρη της Αθήνας να το πάρεις από το κατάστημα εξαφανίζονται με το clever point


👍 Μου αρέσει



Τοπικός οδηγός · 42 αξιολογήσεις · 24 φωτογραφίες  
★★★★★ πριν από 2 εβδομάδες **NEO**

Πλέον το άγχος να κλείνεσαι σπίτι να περιμένεις το κούριερ είναι παρελθόν.  
Το δέμα έρχεται άμεσα στο σημείο εξυπηρέτησης και μπορείς να το παραλάβεις με την άνεση σου δύο βήματα από το σπίτι σου.  
Θεωρώ ότι είναι ένας πολύ καλός τρόπος που σου λύνει τα χέρια .


👍 Μου αρέσει



3 αξιολογήσεις · 1 φωτογραφία  
★★★★★ πριν από 8 μήνες

Μόλις ανακάλυψα την καλύτερη υπηρεσία με διαφορά! Πανεύκολα όλα, με ενημερώσεις κ σαφείς οδηγίες για τα πάντα! Παρέλαβα το δέμα μου απίστευτα γρήγορα, διπλα απ' το σπίτι μου, την ώρα που ήθελα εγώ! Τοπ!


👍 Μου αρέσει



13 αξιολογήσεις · 4 φωτογραφίες  
★★★★★ πριν από έναν μήνα

Συγχαρητήρια για την πρωτοβουλία. Πολύ έξυπνη κίνηση και πολυ εξυπηρετική υπηρεσία. Σε περίπτωση που για τον χ ψ λόγο δεν είσαι σπίτι την ώρα που έρχεται ο courier, υπάρχει αυτή η εναλλακτική και πηγαίνεις να παραλάβεις όποτε μπορείς και θες το δεμα σου. Συνήθως τα σημεία είναι και κοντά σου


👍 1



19 αξιολογήσεις  
★★★★★ πριν από 6 μήνες

Απλή και γρήγορη παραλαβη οπότε επιθυμείς ο ίδιος!!! Χωρίς την δέσμευση να είσαι σπίτι μήπως χάσεις την παραγγελία 🙌

👍 Μου αρέσει



Τοπικός οδηγός · 107 αξιολογήσεις · 22 φωτογραφίες  
★★★★★ πριν από 4 μήνες

Πολύ βολική υπηρεσία. Διάλεξα σημείο 10 μέτρα από το σπίτι μου. Λόγω δύσκολου ωραρίου εργασίας μόλις σχολασα από την δουλειά μου πήγα το παρέλαβα 21:45 από πρακτορείο ΟΠΑΠ χωρίς κανένα πρόβλημα. Ευκολία, ασφάλεια και προσοχή για τα δέματα σας

👍 Μου αρέσει



To sum up...

**Deliveries should work according to each customer's schedule, not the other way around.**



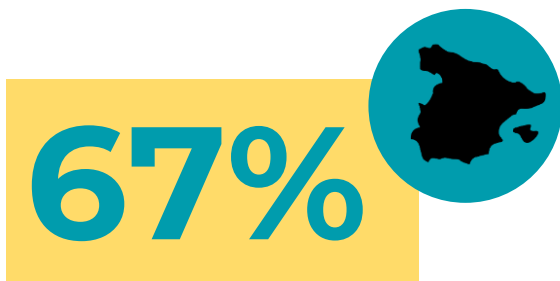
# Why retailers should consider OOH options?

- ✔ Using PUDOs and APMs provide solutions to the last mile inefficiencies related to door-to-door delivery
- ✔ OOH delivery popularity is exploding the last few years due to the convenience it offers to customers who are not always available or do not want to receive deliveries at home
- ✔ Positive delivery experience increases the probability of repetitive sales and, therefore more revenue
- ✔ Increased customer conversions
- ✔ Minimal First-time delivery with less probability of a return

# Key learning & benefits for retailers

- ✔ Increased CX can lead to increased conversions & returning customers
- ✔ Improved NPS as a result of offering customers the option
- ✔ Reducing failed & returned deliveries
- ✔ OOH allows the consolidation of shipments, which improves **environmental sustainability**, increases delivery efficiency and can reduce delivery costs

## Are all the above arguments valid?



Spanish retailers were most likely to see an **increase in NPS** – 67% reported an increase



Italian retailers were most likely to see **conversion rate improve**, with 67% reporting improved conversion

*“The majority of retailers offering OOH delivery saw an increase in conversion, average order value or Net Promoter Score after introducing the service”*



To sum up...

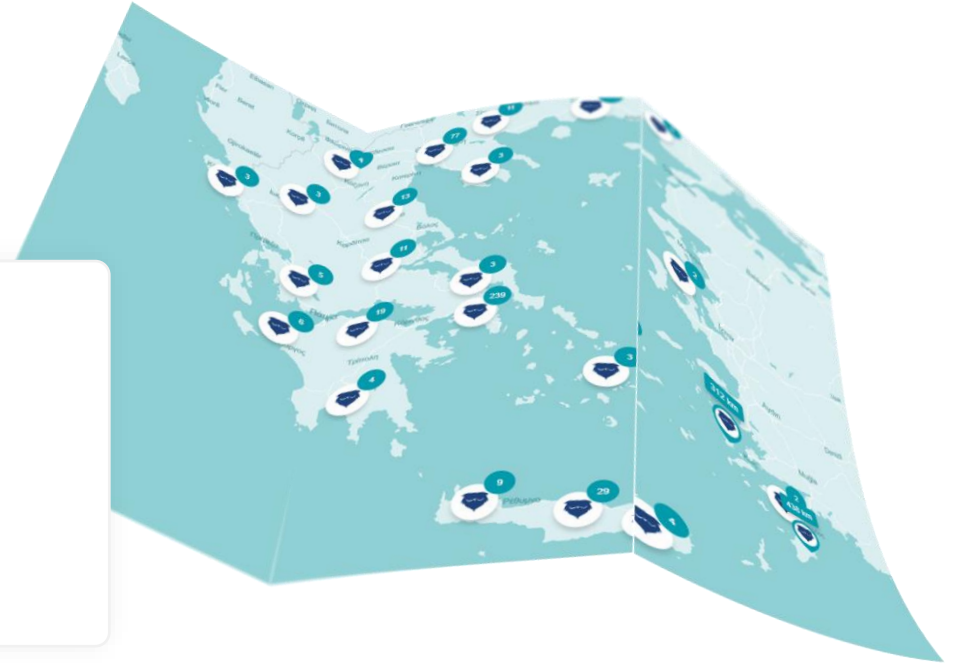
**Don't underestimate the potential benefits OOH delivery has for your store!**



# About Clever Point



**570+**  
active points



**1000+ points really soon**



Carrier Agnostic Network



Pickups & Returns



5 stars avg. rating  
(1300+ Google Reviews)



# What about Chat GPT's highness?



can out of home delivery increase conversion and NPS?




Yes, out of home delivery options such as PUDDO (Pick Up Drop Off) locations and lockers can increase conversion and Net Promoter Score (NPS) for e-commerce companies. Here's how:



1. **Increased Convenience:** Out of home delivery options provide customers with a convenient way to receive their packages, which can help increase conversion rates. Customers who may have been hesitant to purchase due to delivery concerns may be more likely to convert when given the option to pick up their package at a location that is convenient for them.
2. **Improved Delivery Experience:** Out of home delivery options can improve the overall delivery experience for customers, which can increase NPS. Customers who have a positive delivery experience are more likely to recommend the company to others and make repeat purchases.
3. **Increased Delivery Options:** Offering out of home delivery options can increase the number of delivery options available to customers, which can help meet their individual needs and preferences. This can lead to higher conversion rates and improved NPS.
4. **Reduced Delivery Issues:** Out of home delivery options can help reduce delivery issues such as missed deliveries, delayed deliveries, or lost packages. This can lead to improved NPS as customers are more likely to have a positive experience with the company.

Overall, out of home delivery options can have a positive impact on conversion and NPS by providing customers with a convenient and reliable delivery option. Companies that offer out of home delivery options may see increased sales, improved customer satisfaction, and higher customer loyalty as a result.

 Regenerate response



**“Does Out Of Home Delivery  
adds value to an e-Commerce store?”**

**Let's consider...**

# THANK YOU!

Any questions?

