



E-COMMERCE

YOUR PARCELS ARE THE AMBASSADORS OF YOUR BRAND IMAGE!



According to a McKinsey study, in just three months of lock-down, e-commerce has achieved a growth rate equivalent to ten years. By 2024, it will account for 16% of retail sales in the five largest European markets (France, Germany, Italy, Spain and the UK), with growth forecast to reach 21% by 2029. (Forrester).

More and more brands are offering this channel in addition to in-store sales. These new merchants are adding to the e-commerce consumer offering alongside the pure-players who offer only this digital sales channel.

As a result, competitive pressure increases and it becomes important to ensure an impeccable quality of service to the end customer. The challenge behind these considerations is first of all the loyalty of consumers through a spotless customer experience.



THE CUSTOMER EXPERIENCE

AT THE HEART OF STRATEGIC ISSUES



The customer experience is not a feeling, it is a journey represented by all the interactions between the customer and the brand and is based on several criteria: website, products, delivery, customer service, etc.

The more qualitative and personalized the customer experience, the more satisfying it is and will influence the consumer to form a favorable opinion of the brand, to repeat their purchases and to talk about it positively around them or on the Internet.



This aspect is all the more important as the «bad buzz» is never far away! Social networks now offer a powerful voice for disgruntled customers, and it's no longer uncommon to find stories of bad experiences when receiving parcels on Twitter, for example.

Under the #excessivepackaging banner, many customers of large retailers complain about disproportionate or damaged packaging and do not hesitate to directly challenge the companies responsible.

THE CUSTOMER EXPERIENCE

AT THE HEART OF STRATEGIC ISSUES



Selling a product that satisfies the customer also means delivering it properly... and a successful delivery also requires proper packaging!

An essential element, the packaging is a reflection of the product it carries, the first contact between the customer and the merchant. If the parcel arrives damaged, the customer will be disappointed, will not place a new order and worse, as we have just seen, will make negative publicity for the responsible brand.

To avoid this, the packaging must meet several criteria:



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SAFETY

this is the primary mission of packaging, to ensure safe transport of the product. While respecting the specifics of the product and its dimensions, the packaging must provide protection from external aggressions (theft, impacts, etc.) to ensure that the parcel arrives safely in good condition. For this, automation solutions exist for fitting a heat-sealed cover or tear-off strips to certify that the carton has not been opened. Empty space reduction, securing by heat-shrink film and the use of wedges also serve to ensure that products are transported under the best conditions



FACILITATING RETURNS

integral to online sales and true components of the customer experience, returns account for an average of 10% of orders in e-commerce, though they vary by sector and can reach 20-25% in textiles. Thus, the use of a double flap carton will allow its reuse if the consumer wishes to return the product. It is also possible to use special covers, making opening the parcel seem like opening a gift. Offering this type of packaging naturally serves to improve the customer experience.



CONSUMABLES ECONOMIES

in an era of more responsible consumption, companies are striving to reduce the use of consumables. Packaging adjusted to the size of the product limits shocks, reduces the use of materials (paper, wedges, etc.), appeals to ecologically aware consumers, and optimises transport costs by filling vehicles more fully.

PACKAGING

A COMMUNICATION MEDIUM IN ITS OWN RIGHT



Always with the aim of improving the customer experience, new possibilities exist through printing modules that can be used to customize the parcel with the company's or the customer's colors. SAVOYE's new Jivaro Print machine offers a unique combination of automated printing and empty space reduction.

This parcel customization offers several opportunities. First, a strengthening of the brand image. Printing a company logo or color makes the package recognizable and allows it to stand out when carried in the street, stacked at a parcel relay or placed in a mailbox.

The parcel is in a way the embodiment of the brand, and this is all the more true when dealing with a 100% e-commerce brand. It thus conveys with it all the values and image that the brand wishes to reflect. The packaging customization also has a commercial function: the carton can become a marketing tool during special events (Christmas, sales, Black Friday, etc.) and the unpacking moment can be ideal for promoting new products printed on the packaging.

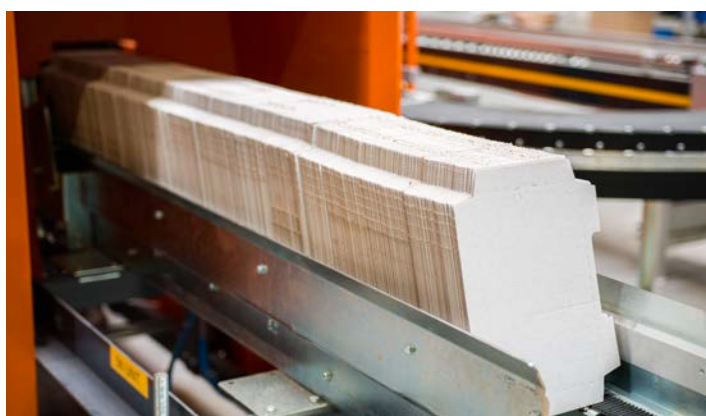
The parcel can also be customized according to the wishes of the end customer, for example with a photo or a message for the person receiving the parcel. This solution is also of interest to logisticians managing multi-brand activities, thanks to the possibility of printing directly on the box, including the transport label to save paper.

JIVARO PRINT

ENHANCE THE CUSTOMER EXPERIENCE WITH YOUR PACKAGING



Suitable for multi-brand logistics activities and for all retailers who want to customize their parcels, SAVOYE's Jivaro Print solution reduces the volume shipped, secures carton closure and customizes the cover for a solid, responsible and aesthetic package.



Based on modern inkjet technology, Jivaro print offers very high-quality renderings on any conventional carton. Customized in this manner, the parcels actively contribute to the quality of the customer experience and to the improvement of the sender's brand image.

Long seen as a simple transport container, packaging now has a much more strategic role and embodies a true vector of the brand image of the company sending it.

It is therefore important not to neglect it and to make it a marketing ally using the many automation and customization solutions that exist and that positively reinforce the customer experience at a time when their opinion is becoming increasingly decisive.