Last-mile. Data driven decision, from operational efficiency to customer experience.

for ecomTEAM, April 21-22
Drivers for technology adoption
It's revolution, not an evolution

- eCommerce fast pace growth
- Changes in Consumers behavior
- Data processing platforms
eCommerce is booming

Two digits growth every year

Leading performers
Fashion & Beauty
Electro IT
Home & Deco

Trending categories
FMCG
DYI
Sports apparel

2017: 2.8 Bn Eur with +30%
2018: 3.6 Bn Eur with +22%
2019: 4.3 Bn Eur with +30%
2020: 5.6 Bn Eur
Demand driven supply-chains need digital technologies
Payment and Delivery options diversification

changes in Consumers behavior

* Romania
Next day delivery it’s a must, but not enough

changes in Consumers behavior
changes in Consumers behavior

Home delivery
- Next day
- Same day
- Scheduled

Own pickup
- Click & Collect
- Pickup from Store
- PuDo / Locker

Hassle free returns

* Romania
changes in Consumers behavior

Delivery options diversity depends on integrated open ecosystems
The LogTech disruption

A tech company that enables Retailers and e-Commerce actors to cope with:

- tens of times increase in order volumes
- multiple delivery options
- preserving cost efficiency
The LogTech disruption

How to absorb scalability?
The LogTech disruption

Real-time decisions algorithms able to process large amounts of data
Data based, machine learning prediction to automate the best decisions in real-time
The LogTech disruption

Results?

10-25% reduction of operational costs.
How to get the right insights out of your data?
Data science extracts insights related to drivers that influence behaviors.

The LogTech disruption
It identifies behaviors that are triggered by customers’ needs and expectations.
The LogTech disruption

It also automates tailored delivery options with adaptive thresholds for payment type and free delivery.
The LogTech disruption

Results?

20% decrease in refusal rate.
How to be closer to your Customers?
The LogTech disruption

Implement CeX program based on closed feedback loop and NPS
Give your customers the power to choose how, when and where orders are delivered.
Results?

3-4x **engagement rate** growth due to real-time CeX actions.
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Let’s talk

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