Same-day Delivery

How same-day delivery is changing retail
Our team

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Gofleetly is a same-day delivery platform that instantly connects brick-and-mortar stores to a network of nationwide on-demand couriers.
Polling
Agenda

1. History of eCommerce
2. Current consumer expectations
3. Same-day market
4. Brick-and-mortar transformations
5. Future trends
A BRIEF HISTORY OF ECOMMERCE

1979
ELECTRONIC SHOPPING
Michael Aldrich invents electronic shopping.

1994
NETSCAPE LAUNCHES
Netscape Navigator becomes the primary web browser allowing...

1998
PAYPAL LAUNCHES
Paypal launches providing an easy way to pay.

2009
AMAZON SAME-DAY
Amazon announces same day delivery.

2015
AMAZON FLEX & PRIME-NOW
Amazon starts Amazon Flex.

1972
FIRST INTERNET...
Students at Stanford and MIT arrange a cannabis sale over the internet.

1992
FIRST MARKETPLACE
Book Stacks launches as an online bookstore.

1995
AMAZON & EBAY
Both Amazon and what would soon be known eBay launch.

2005
AMAZON PRIME
Amazon introduces Prime for 2 day shipping.

2013
PRIME-AIR
Amazon announces Prime Air.
Welcome to Amazon.com Books!

One million titles,
consistently low prices.

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

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Eyes & Editors, a personal notification service
Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, meet Eyes, and have it all explained.

Your Account
Check the status of your orders or change the email address and password you have on file with us. Please note that you do not need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.
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“Given consumers’ expectations for rapid and/or flexible delivery, in-stock products, item details, and easy returns, the coordination between these parties has never been more complex and necessary.”

– Chris Stickney, Director, Channel & Logistics Sales, SPS Commerce
More than 8,200 stores are expected to close in 2019.
Why Same-Day Delivery?

64%

Of millennials more likely to make online purchases if same-day delivery is an option

Which of the following would make you more likely to purchase online?

– 60% of millennials expect same day delivery as an option with their online purchases.

– More than 60% of consumers are willing to pay more for same day convenience.

Source: www.prnewswire.com
Case Study: Benefits of Same-Day Delivery

A department store retailer’s average basket size almost increased 2X for same day delivery, the highest of any service it provides. They increased online sales conversion from 16.7% to ~45%.

Order Volume

The increase in volume was largely netted from new orders—showing that consumers responded to the new convenience-focused delivery option with new levels of activity.

“Halo Effect”

The temporary free option created benefits and drove loyalty. The retailer experienced a “halo effect” of higher conversion rates even after the promotion ended.

Source: CBInsights Why Free Same-Day Delivery Is Becoming A Must-Have For Retailers 2017
Case Study: Last Minute Holiday Shopping

- **20%** overall sales come from holiday season.
- **78%** of consumers more likely to purchase gifts from retailers that offer same-day delivery.
- **71%** of consumers are highly likely to recommend a retailer to others after purchasing a holiday gift and having it delivered the same day.
51% of ecommerce retailers are already offering same-day delivery, as compared to only 16% in 2016.
Big bets are being made in the same-day delivery space...

but if you can’t buy, partner
How to start your store transformation.

👀 Inventory Visibility

Digital Transformation

فشل Associate Training

📦 Ship-from-store

- Visibility into where your inventory is real-time is crucial for a successful omnichannel fulfillment.
- Updating your eCommerce experience is a MUST for today’s digital first shoppers.
- Associates must be prepared to take on more responsibilities than before.
- Utilizing already existing store space to offer last-mile delivery is a winning strategy in the fight against Amazon.
Future of Retail & Delivery
Delivery of the future

Drones

Subterranean Transport

Autonomous Vehicles
Thank you.

gofleet.ly/atx