



# 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 packaging<sup>8</sup>:

Customers desire right-sized packages. A quick browse through social media channels shows customers openings 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 alarming<sup>9</sup>:

**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.



**45% OF GENERATION Z**

PREFER BRANDS THAT ARE ENVIRONMENTALLY FRIENDLY<sup>10</sup>

### 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.



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



### 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.

<sup>8</sup> 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>

<sup>9</sup> 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>

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

<sup>11</sup> 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  
MATERIAL**  
COSTS BY AN AVERAGE  
OF

**32%**



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

**8-16**

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 Quadient

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on four key solution areas including Customer Experience Management, Business Process Automation, Mail-related Solutions, and Parcel Locker Solutions, Quadient helps simplify the connection between people and what matters. Quadient supports hundreds of thousands of customers worldwide in their quest to create relevant, personalized connections and achieve customer experience excellence. Quadient is listed in compartment B of Euronext Paris (QDT) and belongs to the SBF 120 index.

For more information about Quadient, visit [quadient.com](http://quadient.com).



[us.packagingbyquadient.com](http://us.packagingbyquadient.com)

Learn more **678.819.1599**  
or [sales.packaging@quadient.com](mailto:sales.packaging@quadient.com)

Packaging by Quadient | 195 Chastain Meadows Ct NW, Suite 112, Kennesaw, GA 30144  
678.819.1599 | [sale.packagings@quadient.com](mailto:sale.packagings@quadient.com)