Case Study

Drop-Off Kiosk

Growing Pains:

With ecommerce expecting to account for more than 1 in 5 retail purchases worldwide in 2023, there have never been more parcels to deliver and more returns coming back. It's not just B2C: rapid growth in recommerce means more people than ever are sending parcels to each other. As ecommerce return rates near 25% and continue to grow, customers are still often frustrated by the experience of initiating and dropping off a return — despite how crucial the returns journey is to their ongoing relationship with the retailer. Offering a better experience in returns is essential for all ecommerce players, including parcel carriers and postal operators.

1/5

Retail purchases worldwide to be ecommerce in 2023

Proving The Value Of Drop-Off Automation:

In 2020 Doddle partnered with one of the world's largest retail and logistics businesses to improve their in-store parcel drop-off experience. We identified issues with their in-store returns process and implemented our Drop-Off Kiosk to solve them; initially as a pilot, and now in hundreds of stores across the US.

Solving Our Customer's Problems At The Point Of Drop-Off:

Customer Problems (Pre-Pilot):

Poor Customer Experience
Long lines and the need to print labels at home cause frustration and inconvenience for consumers

Time Consuming
Scanning and handling returns takes up time for in-store staff

Capacity Restraints
Volume peaks become particularly challenging when reliant on staff's capacity to handle returns

Desired Outcomes:

Improved Customer Experience
Great experiences, reduced queues and contactless consumer journeys

Regain Time
Staff able to focus on high value tasks with reduced operational effort handling returns

Adaptable Capacity
Greater ability to react to peak parcel volumes due to self-service solution and operational process

The Drop-Off Kiosk Solution:

Doddle's Drop-Off Kiosks are standalone hardware devices that enable customers to return or send items, through a contactless journey without needing a pre-printed label. Customers use the touch screen to book in returns, which are placed into an integrated drop-box, allowing them to drop off their parcel without having to interact with a staff member.

Key Features:

Simple User Interface
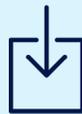An extra-large screen, intuitive user journey and a touch pad ensure a great customer experience

Customisable
Customisable branding on the unit and the software journey to reflect your visual style and tone

Capacity Restraints
Volume peaks become particularly challenging when reliant on staff's capacity to handle returns

Integrated Drop-box
A strong box with wheels within the kiosk makes emptying the kiosk simple and efficient

Staff Application
Easily manage the kiosk with performance monitoring and remote diagnostics

Analytics & Reporting
Highly granular analytics available for monitoring uptake, usage, customer satisfaction and more

Case Study Results:

Initial Pilot: In 2020 Doddle partnered with one of the world's largest retail and logistics businesses on a 12-month pilot of our Drop-Off Kiosks within their stores. The key aims were:

✓ **Reduce the costs** of shipping returns by increasing consolidation

✓ Drive customers with returns into their **existing retail footprint**

✓ Offer **more options** to customers

✓ **Capture additional revenue** from higher foot traffic to stores

✓ Enabled **instant refunds** for customers

✓ **Saved hours of staff time** by automating

Business Outcomes:

50,000
Returns completed across just 5 kiosks

Validated customer demand for digital return solutions with volumes growing week on week

750
Returns handled per week, on average

Returns experience improved for the customer with 150 returns per location per week

2.8/3
CSAT

Store staff fed back that their efficiency increased and experience improved

Nationwide Rollout: As a result of a successful pilot, we are rolling out kiosks across the entire of the owned grocery store chain, and were live in 600 locations by the end of the year. The rollout has been an overwhelming success so far...

Returns — Past Year

Case Study Results:

600
Live locations

4M+
Returns processed

2.8/3
Customer score

100K
Parcels weekly

+80 NPS
Global deployments of kiosk have an average NPS of over 80 across millions of transactions

Quick & Easy
Reduce queues and complaints with returns dropped off in as little as 60 seconds

Fully Digital
Automated communications and digital receipts give customers immediate feedback on drop-off

BlueYonder