

Introducing the IConomy - where UK consumers demand deliveries do not interrupt their personal or work lives

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YouGov research reveals chasm between today's last-mile delivery practices and consumer preferences

London, England- 26 Sep 2018: Localz, the IConomy fulfilment leader, today announced findings from the inaugural 2018 ICurve Report. The research, conducted by YouGov, explored the UK public's' concerns about the current state of last-mile delivery, exploring what consumers really want from today's fast-growing online delivery and on-site utility services.

The research revealed for the first time 'The ICurve', a detailed graph of how modern consumer demand maps to their busy lives. The ICurve is conclusive evidence of the Individual Economy, or IConomy, which describes how retailers, services providers and individuals demand personalised service and will reject those unable to meet their expectations.

According to the report, based on a statistically representative 2,000 respondents across the UK, 75% of overall respondents are available for delivery availability between 05:00 a.m., or five in the morning, until 22:00, ten o'clock in the evening. This extended window for deliveries is in contrast with the set up for typical delivery firms who typically operate between 07.30 and 19.30, or seven thirty a.m to seven thirty p.m., a twelve-hour window which still misses out on 42% of shopper-acceptable delivery times.

Not all delivery times are equal. Over half of those polled, 53%, want specific delivery slots which are the least disruptive to their personal life and 30% want those least disruptive to their work life. The resulting ICurve, of preferred delivery slots, differs greatly by individual. Respondents aged 25-55 prefer deliveries between 18:00 - 20:00 in the evening, whereas respondents aged 55+ prefer goods and services delivered between six and eleven in the morning.

The ICurve itself varies not just by age, but also gender, type of service, geography, family sized and working status. For instance, 65% of respondents who work full time prefer delivery services between 18:00 - 20:00, meaning for this typically busy, and high-spending demographic, most existing delivery services do not work. Other report findings of interest to providers include:

86% would rather communicate directly with the delivery person to change delivery day or date 75% of consumers want to know exactly when to expect their parcel 60% of respondents want to be able to live track their delivery 36% of consumers today want the ability to change the location of their delivery, to a neighbour, work address, or similar, on the day.

Tim Andrew, CEO and Co-Founder, Localz, commented: "Today, delivering 'customer satisfaction' means more than just delivering. As this research shows predicting and meeting individual requirements, aspirations and expectations is complicated. Each customer has her own ICurve and those delivery services which fail to take this into account can expect to go the way of High Street shops'

Commenting on the ICurve report findings, leading TV Psychologist, Emma Kenny said "Home delivery of

goods and services combine all the top stress triggers. Missing out on social engagements and potentially risking medical issue, by avoiding the call of nature, are symptoms of modern life being less healthy than many who enjoy the benefits of personal technology may realise”.

ICurve Report recommendations

The following steps can be taken by last-mile fulfilment services to fulfill the requirements of today's IConomy: Full tracking transparency with effective two-way communication to the day of service delivery. Extended delivery hours. Increased capacity for the 'Evening Sweet Spot', between 18.00 and 22.00.

[ENDS]

About the 2018 ICurve Report

The survey was conducted by YouGov, an international online market research and data analytics firm. with operations in Europe, North America, the Middle East and Asia-Pacific. The online survey of members of the YouGov Plc UK panel of 800,000+ individuals resulted in responses from 2,019 adults across the UK. The research is statistically significant with a 95% confidence level and confidence interval of 2.2. It looks at the respondent's feelings on the current state of the delivery market, how it personally affects them and the changes they want to see.

To read the full report please visit: this link. (<http://info.localz.com/icurve-research-press>)

About LOCALZ

Localz provides solutions that transform the last mile in logistics, retail and utility businesses. Solutions that enable businesses to thrive in the individual economy - IConomy. Consumer demand for what they want, when they want it and where they want it. Our mission is to be the most recommended enterprise solution for first-time fulfilment. Experts in location technology and customer data we enable inflight customer changes in delivery details with uber like relevant real-time messaging to customers. Localz is working with Woolworths, DPD and British Gas.

For more information: www.localz.com (<http://www.localz.com>)

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