

Abstract

“Delivery service as a performance factor – a cross-sectoral and international comparison”

Area

Logistics

Keywords

Delivery services, express delivery service, delivery

Study/project

Project, part of the “Retail Management Projects” module

Starting point/project assignment/objective

Increasing digitisation in the retail trade and its environment, especially due to more customers using the Internet or customers’ increased desire for convenience, is leading to a growing need for retailers to offer appropriate delivery services. A huge number of retailers offer such a service. At the same time, there is a lack of transparency regarding the company-specific service spectrum within an industry and the different services between sectors.

Analysis of the characteristics and efficiency of such service offerings was the core of the project assignment. Analysis was conducted on a sector-by-sector and country-by-country basis for this. An overall context and comparison were to be derived from the respective individual observations, to be used as the basis for recommended action for the sectors.

Procedure

- Identification of relevant providers/retailers
- Elaboration of the criteria relevant to the assessment
- Creation of individual morphologies
- Based on these, creation of a sectoral morphology
- and its country-specific comparison
- Derivation of recommended actions for specific sectors

Results/findings

The analysis of the delivery services of 31 selected retailers from seven retail sectors provided an insight into the distribution of offered service components. Significant differences were found within the sector services. The comparison between the sectors and a country comparison yielded further added value. The findings were visualised with the aid of a “morphological box”.

Vertriebsform	online (20%)	beide Vertriebsformen (80%)	
reguläre Lieferdauer	1-5 Werktage (40%)	mehr als 5 Werktage (60%)	
schnellste Lieferoption	keine (40%)	Expresslieferung (60%)	
Mindestbestellwert	keiner (100%)		
Kosten der Lieferung	kostenlos ab Warenwert (20%)	immer kostenpflichtig (40%)	immer kostenlos (40%)
bei kostenpflichtigen L.	Fixpreis (40%)	abhängig v. einem Wert (20%)	Fixpreis (40%)
Zahlungsoptionen	Kreditkarte (20%)	Kombination aus 2 (20%)	Kombination aus 3 (60%)
Lieferflexibilität	keine (60%)		Lieferung an Packstation (40%)
Räumliche Begrenzung	landesweit (40%)	landesweit & länderübergreifend (60%)	
Problematik der Artikel	keine (100%)		
Zusatzkosten bei Problematik	keine (100%)		
Abholoptionen	keine (100%)		
bestellbegleitende Medien	App Shopping & mobile Website (80%)		App, m. Web, Katalog (20%)
Kundenservice	kostenlose Hotline & E-Mail Kontakt (100%)		

Morphological box using the example of the “textile retail” sector

Delivery time example: Differences were found with respect to the delivery time and express delivery option. In the textile industry, the delivery time was often more than five working days. If a faster delivery time was needed, express delivery at a charge was offered. This can make logistical sense, as a faster shipment often requires greater logistical work. If a customer wishes to avail of this service, there is usually a willingness to pay which can be tapped into. The short delivery times in food retailing, often combined with the selection of a delivery timeslot, were noticeable. It is worth mentioning that there were restrictions or additional costs for bulky and special goods. This approach was not seen in many other sectors.

The country-specific comparison showed some considerable differences, especially in relation to the speed of delivery and the associated costs and services.

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