

SCALE: BUILD, TRANSFORM OR OPTIMISE YOUR OUT-OF-HOME STRATEGY & PROPOSITION WITH DODDLE



WHY



The rapid growth of e-commerce parcel volume has led to a massive expansion of out-of-home delivery globally to meet capacity challenges: the total number of out-of-home points in Europe has grown by almost 50% from 250,000 to 370,000 since 2019.

Many carriers are focused on scaling their networks to enable a flexible customer experience, but are struggling to create and implement the strategy that makes it deliver the benefits.

WHAT

Doddle helps carriers to tackle a number of key questions to develop the right out-of-home strategy



Vision

- What role will out-of-home play for our business?
- What do we believe it will achieve for us and our customers?
- What would we want a headline to say in 2025?



Product

- What are the different products we want to include as part of our out-of-home approach?
- How do we fit these together into a coherent offering?
- What are the key barriers to adoption that we need to overcome?



Network

- What size of network do we want to have in 2025?
- How close do we need to be to the consumer?
- What is our target mix of location types?
- What is the right hardware and software strategy for the network?



Engagement

- Which levers can we use to drive up awareness amongst consumers?
- Which levers can we use to convince merchants to promote out-of-home to customers?
- How do we fit out-of-home messaging into our overall brand messaging hierarchy?

Doddle is a business that focuses on out-of-home and we benefit from shared insight across many carriers globally



HOW

Get an actionable roadmap for out-of-home success: Here are the three phases of a SCALE engagement:

Discover

- Understand the specific context of the business and how out-of-home fits into overall strategic aims
- Explore performance today, in particular the % volume going into out-of-home and what is driving that

Diagnose

- Gather perspectives from across the business on key opportunities and barriers
- Use our international experience to bring outside perspectives on what good looks like and challenge established hypotheses

Develop

- Help to bring together key stakeholders to agree a committed out-of-home strategy that everyone is on board with
- Agree some key metrics to track over time to understand how successful the out-of-home strategy has been