

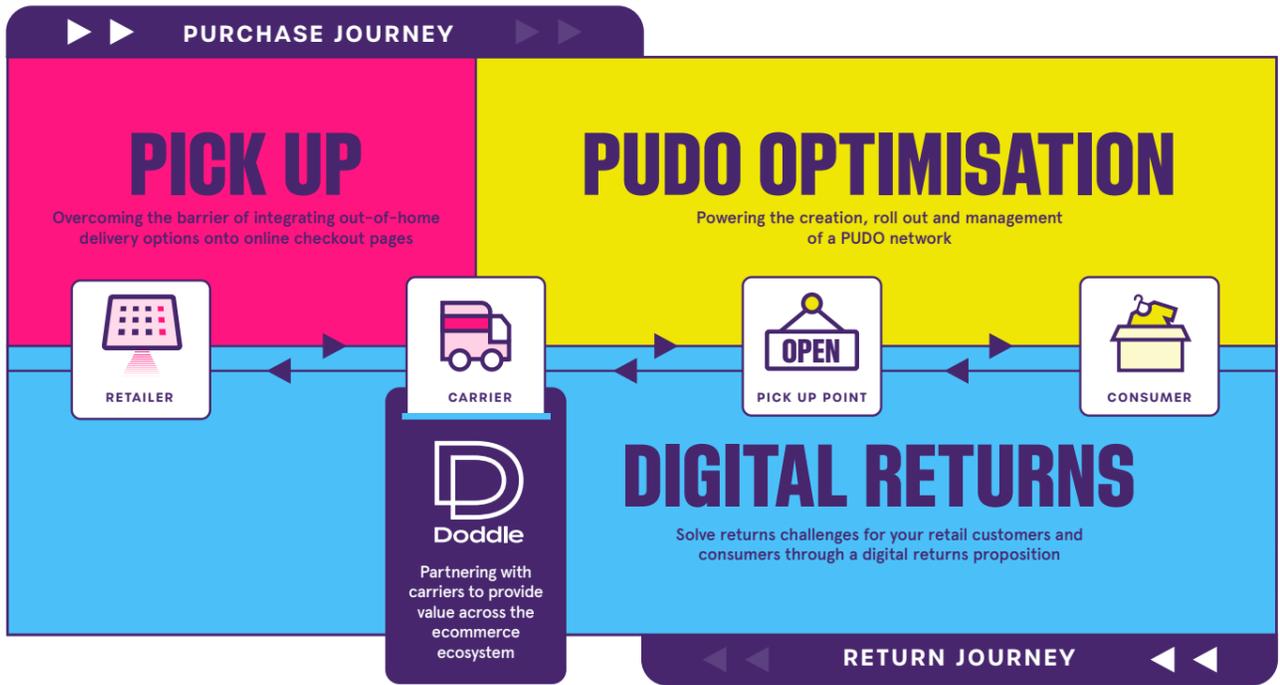


POWERING LASTING IMPRESSIONS

**For Carriers and
Postal Operators**

DODDLE IS THE WORLD'S LEADING PUDO TECHNOLOGY BUSINESS

Doddle's white-label technology platform powers the creation, roll out and management of a full out-of-home delivery & returns ecosystem for some of the world's leading parcel carriers



CARRIER OUTCOMES

INCREASED PROFITABILITY

Achieve greater profitability through increased volumes, improved consolidation and better management information

DEEPER RETAILER RELATIONSHIPS

Build stickier relationships with retailers by offering them digital solutions to their biggest logistics challenges

ENHANCED CUSTOMER EXPERIENCE

Offer consumers increased flexibility, control and choice through an enhanced digital solution

“WE CHOSE TO PARTNER WITH DODDLE BECAUSE WE CONSIDER THEM EXPERTS IN PICK-UP AND DROP-OFF, AND IT’S REALLY IMPORTANT FOR US THAT WE DO WORK WITH THE BEST-IN-CLASS FROM AROUND THE WORLD.”

CHRISTINE HOLGATE
AUSTRALIA POST CEO



“WE BELIEVE THAT UTILIZATION OF DODDLE’S CUTTING-EDGE DIGITAL TECHNOLOGY IN THE LAST-MILE BUSINESS OF E-COMMERCE WILL ENABLE US TO OFFER A COMPLETELY NEW COLLECTION EXPERIENCE TO JAPANESE CUSTOMERS IN THE FUTURE. WE WILL AIM TO ESTABLISH AN E-COMMERCE ECOSYSTEM THAT PROVIDES THE BEST VALUE TO ALL WHO ENGAGE IN E-COMMERCE BY ACCELERATING DIGITAL TRANSFORMATION (DX) THROUGH FURTHER COOPERATION BETWEEN THE TWO COMPANIES GOING FORWARD.”

YUTAKA NAGAO
YAMATO HOLDINGS PRESIDENT



- 1. BATTLE-TESTED:**
Platform already built and battle-tested on hundreds of merchants
- 2. ORIGINALLY FOR US:**
Like Ocado & AWS, Doodle’s PUDO platform was originally designed to operate its own business – we lived it as we built it
- 3. PRODUCT & TECH FOCUS:**
Doodle product and technology team focussed directly on improving the PUDO solution
- 4. CUSTOMER BASE TO DRIVE EVOLUTION:**
Our existing global customer base drives continued insight and evolution of the platform, from ASOS and Amazon to Australia Post
- 5. OUT-OF-THE-BOX ECOMMERCE INTEGRATIONS:**
Existing integrations with ecommerce & retail platforms remove the need for costly investments
- 6. CARRIER COMMERCIAL MODEL:**
Doodle’s Carrier commercial model caters for a range of merchant sizes & allows carrier to drive new revenue streams from premium services

**WHY
DODDLE**

TRUSTED BY

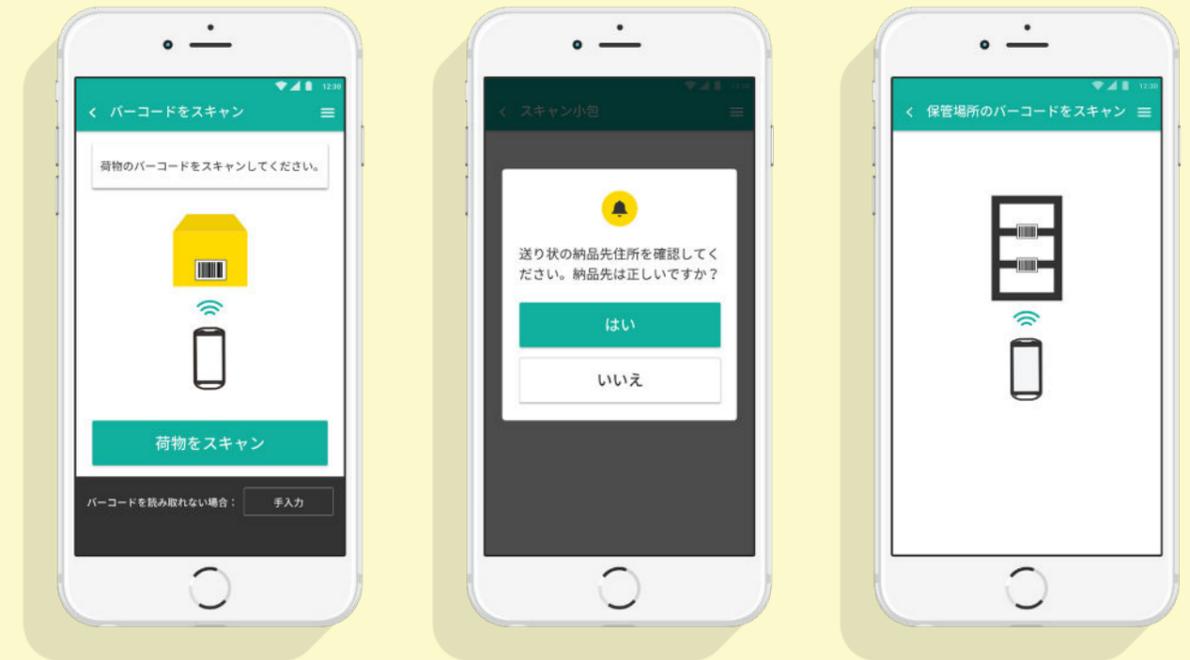


PUDO OPTIMISATION

The Duddle platform powers the creation, roll out and management of a PUDO network. Using the various tools within the platform, carriers can easily add new third party locations, improve the customer experience and increase the volume going through the network.

FEATURES

PUDO store application	PUDO store marketing tools	Intuitive PUDO location finder
End-to-end branded PUDO customer communications	PUDO M.I. for Retailers	Management portal for Carriers



CASE STUDY

DODDLE & YAMATO

Japan has a home delivery culture and whilst parcel shops are used for shipping, they are not used for ecommerce.

Duddle is deploying the Duddle PUDO application in up to 50,000 Yamato partner shops to digitize previously manual processes and enable those locations to be used by Japanese consumers to collect and return online orders.

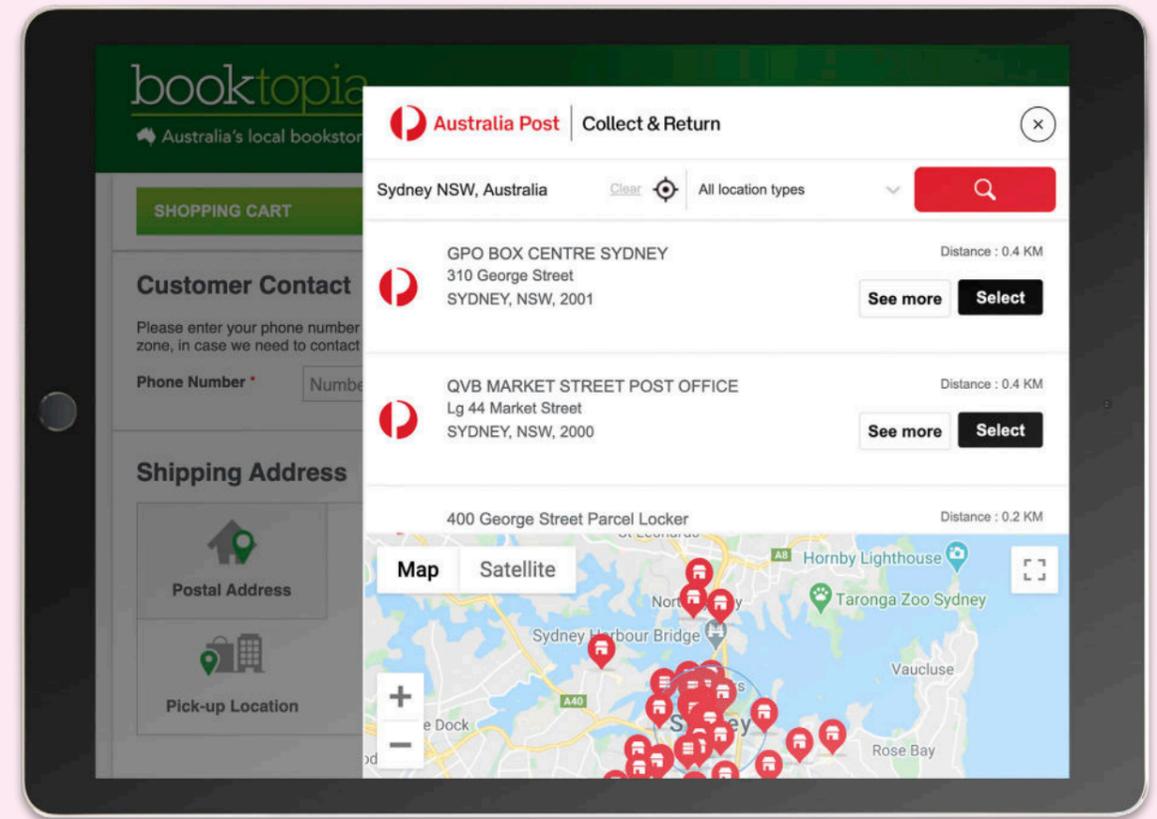
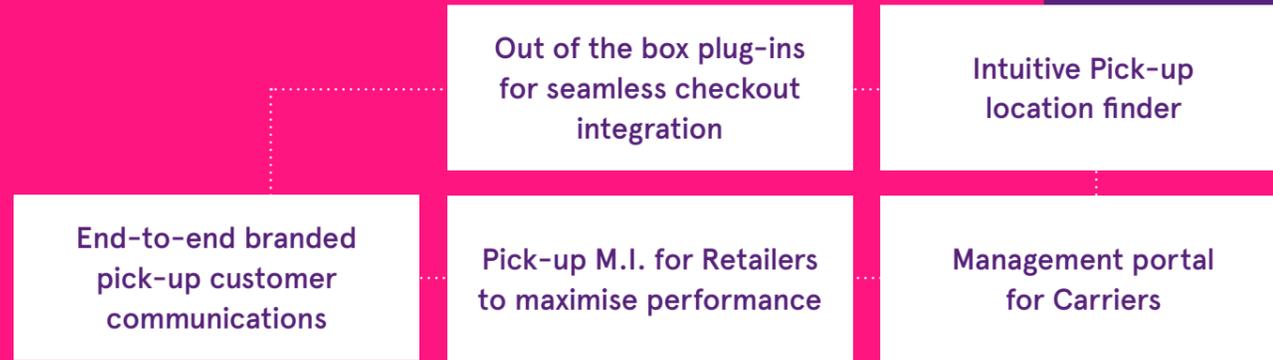


BENEFITS	
END CONSUMER	More convenience & control over deliveries & returns
	Self-service options, saving time for the consumer
	Consistently great experience at every location
MERCHANT	Address consumer demand, driving up conversion rates
	Offer flexibility of location types – post office, PUDO, locker
CONSUMER	Easily scale to thousands of locations
	Low management for carrier head office
	Maximise your existing locations with improved customer experience
HOST PARTNERS	Super simple to sign up and onboard new hosts
	Minimise impact on host staff handling parcels

PICK-UP

We help Carriers overcome the barrier of integrating out of home delivery options onto the retailer checkout. Our out-of-the-box plug-ins, APIs and other tools ensure a frictionless experience for both retailers and consumers across purchase and pick-up

FEATURES



CASE STUDY

DODDLE & AUSTRALIA POST

High driver costs, a high failed delivery rate and an increasingly mobile consumer were all factors that drove Australia Post to work with Doodle to offer more 'pick up' options to online consumers in Australia.

Doodle integrates to merchants that use AP for shipping to provide a seamless checkout experience for Australian consumers

BENEFITS

CARRIER

- Increase drop density/consolidation to alleviate capacity challenges
- Understand performance across all merchants & create a valuable data set
- Low effort and cost effective set-up and ongoing management

MERCHANT

- Quick and secure way to offer collections on the checkout
- Flexible, cost effective and low effort integration
- Product is regularly updated and enhanced by a team of experts

CONSUMER

- More choice, convenience and control over e-commerce orders
- Seamless and consistent experience no matter the location
- Clear communication

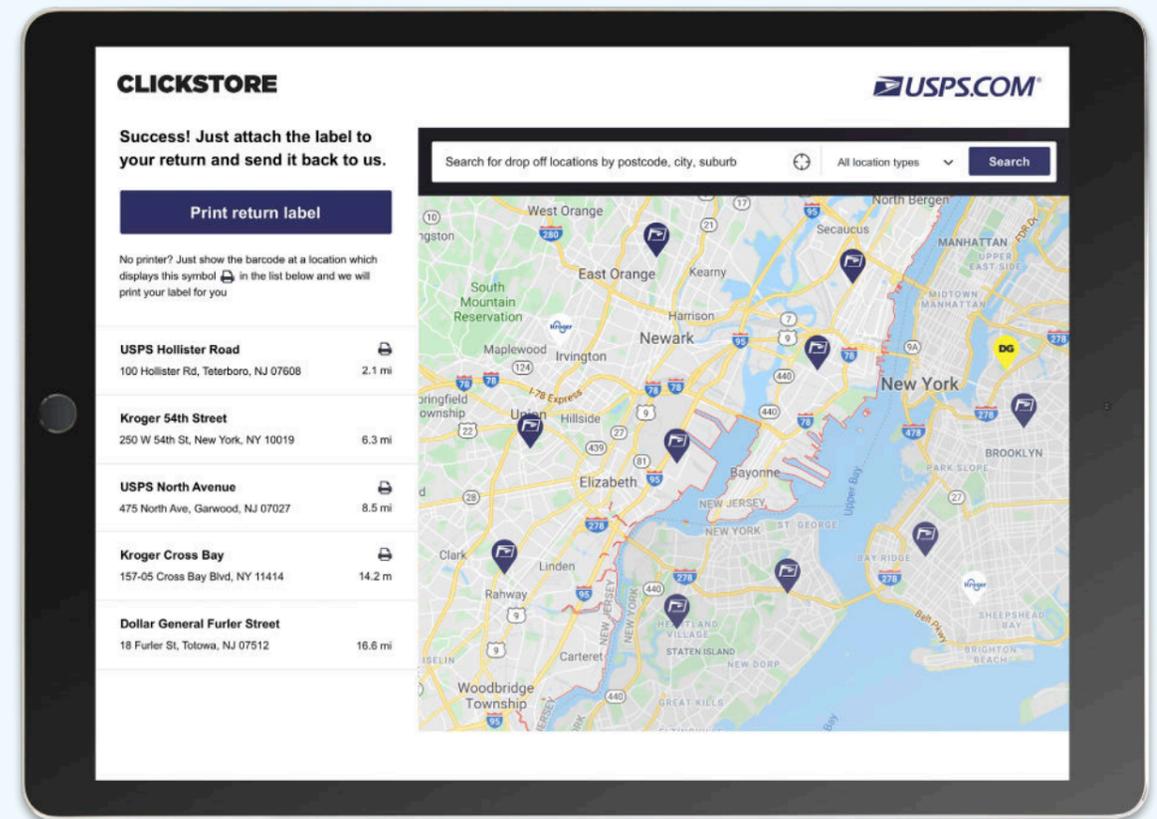


RETURNS

We help Carriers solve increasingly important returns challenges for their retailer customers and consumers through a market leading digital returns proposition

FEATURES

Digital returns portal	Returns premium features e.g. exchanges	Intuitive returns location finder
End-to-end branded returns customer communications	Returns M.I. for Retailers	Management portal for Carriers



CASE STUDY

DODDLE & USPS

Increasingly US retailers are turning to technology providers to provide digital returns platforms and insight into what is becoming the biggest challenge in their online business – returns.

Doodle believes parcel carriers are perfectly placed to provide products to their retail customers that help them improve their operating performance in online returns

BENEFITS

Slick paperless journey, allowing consumer to book their return

END CONSUMER

Simple tracking page and tracking updates

Additional convenience with digital exchanges & returns pick-up

Improved NPS with seamless, co-branded journey

MERCHANT

Suite of revenue recovery options, turning service into sales

Easy to integrate via ecommerce platform, snippet or API

Solution that scales from smallest to largest merchant

CONSUMER

Fully self-service for the carrier and the merchant

One platform to see all of your merchant performance in one place



Doddle believes in the power of lasting impressions and helps carriers and retailers around the world create e-commerce delivery and returns experiences that attract customers, create differentiation and foster loyalty. Doddle uses its years of fulfilment experience – developed in some of the world’s most advanced e-commerce markets – to help retailers and carriers devise sector leading fulfilment strategies that enhance customer experience, promote sustainable solutions and drive profitability and efficiency.

Doddle’s white-label technology platform powers the creation, roll out and management of a full out-of-home delivery & returns ecosystem. Each of the solutions in the platform is designed to drive loyalty, create cross selling opportunities, promote efficiency and address the need for more sustainable supply chains. Doddle’s expertise and technology is trusted by some of the world’s biggest retail and logistics businesses from ASOS and Amazon to USPS and Australia Post. Headquartered in London, UK, Doddle also has regional teams in the U.S., Australia, Europe and Japan.

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