

Case Study



Lidl's Objectives

- Increase **traffic to stores**
- Generate **additional revenue**
- Improve the **customer experience**
- Drive positive **brand sentiment**
- Encourage **sustainable living**

Our Approach – 24/7 InPost Lockers

- With customers going to Lidl to collect and drop off parcels, lockers bring **additional footfall**
- Lockers make **life more convenient** – you don't have to wait in online orders and can send parcels without having to queue at the post office
- Compared with home delivery, lockers can **reduce CO2 emissions** by up to 2/3
- Customers can combine errands and turn two trips into one ("**trip-chaining**"); this also has positive environmental impacts



HALF OF CUSTOMERS
WENT INTO THE STORE

86% OF THOSE
MADE A
PURCHASE



NEARLY

30%

OF CUSTOMERS HAD NOT
VISITED THE STORE FOR
OVER THREE MONTHS OR
HAD NEVER BEEN

40%

WILL NOW SHOP
MORE OFTEN
AT LIDL



Key Results

Customers value locker services...

- ✓ **90%** rated their experience as 4 & 5*
Almost **90%** think that Lidl is an ideal place to collect their parcels

..and appreciate Lidl more as a result

- ✓ **64%** think that Lidl has made life **more convenient**
- ✓ **56%** now think of Lidl as being a **more innovative** brand

Reduction in car journeys

- ✓ **47%** of locker users who travelled to Lidl by car also combined it with their shopping trip

"By offering parcel locker services at our stores, not only do we drive additional spend and increased shopper satisfaction; we also attract new and lapsed customers. It's good for our customers and good for Lidl."

Louise Weise, Head Of Digital
- Lidl GB

Good to know

Lockers allow consumers to send and receive parcels **contact-free** whilst shopping for essentials, helping communities stay connected during these uncertain times.



Get in touch today

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