

Big and bulky eCommerce insights: "Adapt or die"

Seasonality is a retail reality, but that doesn't mean it gets easier. The mix of in-store and eCommerce sales, combined with ever-increasing consumer demands, can make even the simplest operations complex. That's especially true for big and bulky retailers that already face uniquely complex last-mile operations. With Q4 around the corner, how can big and bulky retailers deliver exceptional customer experiences, at scale and without sacrificing margins?

In a recent interview with Bringg CEO Guy Bloch, Ali Kamil, Expert Associate Partner at McKinsey, shared his insights on current economic pressures, shifting buying behaviors, and what it takes to optimize last-mile operations for big and bulky eCommerce.

01



Shrinking margins vs. increasing expectations

Big and bulky delivery is complicated and expensive, but retailers still face pressures to provide variety, quality, affordability, and great service.

30-40%

drop in consumer electronics and home furnishings purchases since 2022¹



Consumers are spending more selectively, putting their money where they see value and expecting great service.

– Ali Kamil

02



Delivery experiences directly impact revenue

Shopping experiences extend all the way through the last mile, hinging on exceptional delivery – including accurate delivery times, positive white-glove experiences, and more.

84%

of shoppers will not purchase from a retailer again after a single negative delivery experience²



Customer expectations are high, and the delivery has to be accurate and timely. Proper planning and sophisticated tools are necessary to plan these deliveries effectively.

– Ali Kamil

03



Adapt or die: Near-term technology investments for long-term success

With the right last-mile solutions, big and bulky retailers can optimize operations and increase margins. They can deliver seamless eCommerce delivery experiences that turn competitive promises into a competitive advantage.



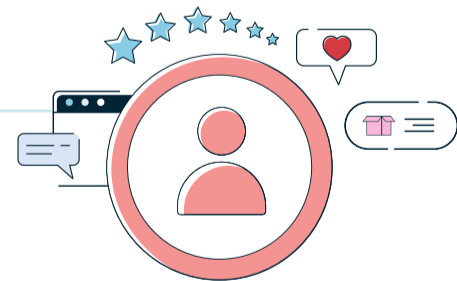
Invest in digitization to create a seamless customer experience. Focus on planning and optimizing routes to maximize driver utilization. Ensure third-party carriers provide the same level of service. Analytics and continuous improvement are also crucial for long-term success.

– Ali Kamil



Peak-season success starts with the customer

Big and bulky retailers face a critical peak season. Leading retailers are investing in customer-centric last-mile solutions that offer visibility, accuracy, route optimization, and ensure third-party carriers meet service standards. They are investing in solutions that are designed around the customer, but built for the business.



About Bringg

Global retailers and brands use Bringg's last-mile solutions to increase operational efficiency and deliver differentiated customer experiences. Using Bringg's modular technology platform, third-party carrier network, and services suite, leading retailers automate processes, optimize order delivery, and invent new business models – unlocking flexibility at scale. Any order. Any fleet. Delivered.