



2021

**Anyline US Survey of Consumer Attitudes
Regarding Package Delivery in the
Age of Coronavirus**

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Introduction

In September 2020, Anyline surveyed 500 women and men aged 18 and over in the United States to ascertain consumer preferences and attitudes about in-person package delivery in the age of Coronavirus. We use the collected data to give “Last Mile” delivery companies and the enterprises that employ them insight into how they might leverage these sentiments and optimize the customer experience to ensure continued business success and growth.

Survey goals

The purpose of this Survey was to gain insight into consumer attitudes about the mechanics of the “Last Mile” delivery workflow. We wanted to find out how customers felt about delivery companies’ handling of high-value packages such as medication and perishables and restricted packages like alcohol. In addition, we wanted to know more from consumers about incidences of lost or stolen packages. Finally, we wanted to gauge consumer opinion about effective contactless delivery and whether they had brand loyalty toward one delivery enterprise over another and what would impact this loyalty. Ideally, these insights will help delivery enterprises and the companies that employ them to provide more positive delivery experiences in all contexts and preserve brand loyalty today and in the future.

Methodology

The Survey was conducted via Survey Monkey and the data is representative of the population. All genders, ages, geographies, and income levels have been represented. The sample size is statistically significant for a “consumers” population in the United States with a $\leq 4\%$ margin of error. The results have been compiled from all respondents and unless otherwise specified represent the entire surveyed audience.

Safe identity confirmation for high-value packages is critical to consumers

[Bloomberg recently reported](#) that in response to the coronavirus pandemic, FedEx Corp. and United Parcel Service Inc. have dropped the normal signature and identification rules for most package deliveries to protect customers and workers. Based on recent Survey data, this policy clearly goes against the grain of consumer sentiment regarding identity confirmation in specific circumstances. Three out of four Survey respondents agree or strongly agree that high-value packages like medication or perishables should require identity confirmation by the delivery organization. Seven out of ten Survey respondents agree or strongly agree that restricted packages (e.g., alcohol) should require

identity confirmation of the recipient.

For parcels that do require identity confirmation, the standard workflow is for a recipient to sign the touchscreen of a handheld device and for the delivery driver to visually verify that the name of the recipient matches the addressee's name on the package being delivered. Given [CDC guidelines regarding social distancing](#), this workflow is not ideal for drivers or package recipients. Using a mobile app enabled with optical character recognition (OCR) and barcode scanning functionality, a delivery driver can easily and accurately capture recipients' complete identity details from driver's licenses and passports at a safe distance.



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More deliveries does not have to mean more lost or damaged packages

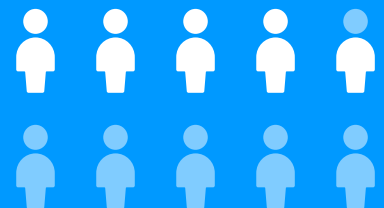
According to reporting from the [Wall Street Journal](#), United Parcel Service Inc.'s average daily shipping volume rose 21% in 2nd quarter of 2020, faster than the company has ever recorded, with a 65% increase in shipments to homes. "At the beginning of the second quarter, we assumed demand would slow," UPS Chief Executive Carol Tomé remarked. "Instead, we saw just the opposite." It has become clear that some shoppers continue to be reluctant to head to retail stores as coronavirus cases remain steadily high in many areas of the US. Given continued [widespread disapproval of the US government's response](#) to the pandemic, it seems likely that shipping volume will remain much higher than pre-pandemic levels for the foreseeable future.

In our Survey, more than five in ten people reported to have had a package delivered damaged, while more than four in ten reported having a package lost during a delivery. Given the increase in parcel volume and the assumption of sustained high volume, incidences of damaged and lost packages have the potential to rise along with shipping volume.

According to Last Mile delivery specialist [Esquire Express](#), one of the leading causes of lost and damage parcels is machine and human error.

Not only can machines, weather, and truck and road conditions damage the package itself, they can also damage the shipping label making it harder to get the package to its final destination.

Delivery companies can mitigate the corresponding rise in lost or damaged package delivery by equipping distribution center staff and drivers with mobile apps that have OCR as well as barcode scanning functionality. When a package label is damaged by a machine, distribution center staff should have two ways – OCR and barcode scanning – to identify a damaged package and take steps to ensure it is not put on the delivery truck. Drivers should also have two ways to identify where an undamaged package with a damaged label needs to be delivered so it is not "undeliverable", delivered to the wrong address, or buried in the bowels of the distribution center.



More than four in ten reported having a package lost during a delivery.



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Contactless delivery is the new normal, but there are issues

During the pandemic, many consumers are leaning hard on delivery companies to supply them with essential items. The normal rules of engagement for deliveries have changed literally overnight with contactless delivery now a requirement. [Forbes reports](#) that has opened the door for fraudsters who are using [relaxed normal signature and identification rules](#) to claim they did not receive the goods and merchants no longer have a signature on delivery to review.

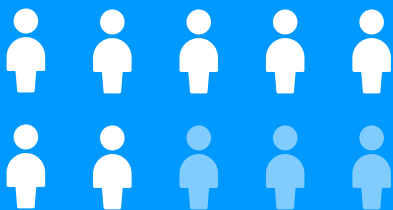
Contactless delivery does not mean signing for deliveries has to be a thing of the past. Social distancing rules have sent some delivery

confirmation methods to the wayside, but with the right technology, new methods may be implemented easily, effectively, and affordably. In fact, the majority of consumers are expecting it. Seven in ten consumers surveyed believe that “Last Mile” delivery enterprise workers should be able to confirm their identity and receipt of a package from a safe distance.

Using an OCR and barcode scanning-enabled smartphone app, delivery drivers can easily capture signatures and recipient identity from driver’s licenses and passports quickly and efficiently at a safe distance.

“The normal rules of engagement for deliveries have changed literally overnight with contactless delivery now a requirement.”

Source: Forbes



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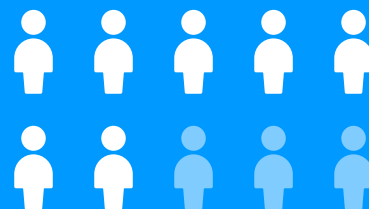
Loyalty to “Last Mile” delivery enterprises is driven by performance

[Package Concierge](#) lists empowering customers with different ways to receive packages as the top way to strengthen brand image and grow the business. Our Survey data confirms this advice. Seven in ten consumers surveyed said the delivery service a business chooses to use to ship their package is important to them and 45% of consumers expressed a clear preference over which company delivers their package.

At the same time more than three in four say that

having an unacceptable delivery experience affects their decision to continue doing business with the delivery company or the enterprise from whom they acquired the item.

The bottom line here is brand loyalty in Last Mile delivery is a real thing and the delivery companies' ongoing ability to provide a seamless experience for consumers drives loyalty to the delivery company and to the enterprise that employs it.



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“Empowering customers with different ways to receive packages is the top way to strengthen brand image and grow the business.”

Summary and key recommendations

Given the assumption that high package delivery volumes are here to stay for at least the near future, we believe that it is crucial for delivery companies to optimize workflows that require consumer signature or identification to complete the process, especially for high-value packages like medication, perishables and restricted packages like alcohol.

Delivery companies can mitigate the threat of more lost packages and damaged packages being delivered by providing employees in distribution centers and delivery drivers with additional ways to identify and track packages

effectively while still dealing with increased package volume.

Best efforts should be made to optimize contactless delivery workflows to ensure employee and customer health and eliminate false non-delivery claims. In addition, delivery companies should consider all means to maintain and improve the customer delivery experience overall, as the data shows, customers show loyalty to a brand so long as they are having positive delivery experiences.

Anyline offers the following suggestions for leveraging consumer attitudes about Last Mile delivery to sustain and build enterprise growth:

- **Evaluate where barcode and OCR scanning functionality will have the most impact on the employee and customer experience.**

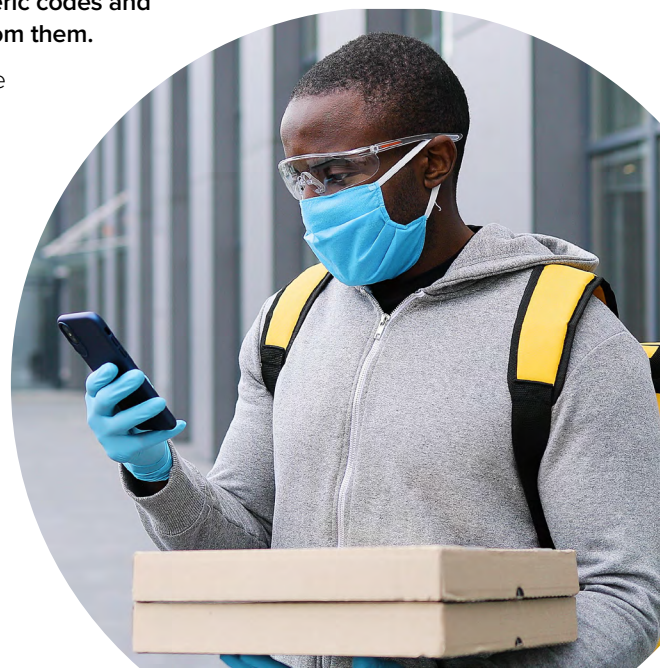
You can quickly develop and pilot the barcode and OCR scanning functionality that will optimize key workflows. With little or no development work, you can begin using scanning-enabled smart devices for ID verification, contactless delivery workflows, and package sorting in the distribution center.

- **Create value across the entire delivery ecosystem.**

Develop a strategic plan to deliver improvements across the board. Give distribution center employees as well as delivery drivers OCR and barcode scanning-enabled apps on smartphones to ensure the highest quality delivery experience for customers.

- **Last Mile delivery operations are built around alphanumeric codes and barcodes, so make sure you're getting the most value from them.**

Leveraging alphanumeric codes and barcodes on package labels enables you to easily optimize key workflows for customers and employees. All you need are smartphones and an Anyline SDK.



About Anyline

Anyline is defining the future of mobile data capture. By combining the power of neural networks and artificial intelligence, we are creating the most accurate and versatile solutions on the market.

Anyline makes data capture simple. With Anyline integrated into your process, your company can instantly read and process text and barcodes with any mobile device or embedded camera.

Since 2013, we've been working with some of the greatest minds in machine learning to create our market-leading data capture solutions. Our technology is already used by household names, including PepsiCo, E.On, Canon, and Porsche, as well as national governments, and the United Nations.

From our bases in Vienna Austria and Boston MA, our growing and dynamic team is ready to help you digitize your processes.

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Christoph Braunsberger is President of Anyline Inc. Since joining Anyline, he has spearheaded the company's entrance and growth in the US market, establishing the company's headquarters in Boston MA.

He has over 10 years of experience in consulting international companies on strategy, corporate transformation and performance improvement. While holding various management roles within international management consulting firms, Christoph led digitization and AI transformation projects for many global brands, including those in the retail sector.

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