

A large, stylized purple chevron graphic pointing to the right, positioned behind the text.

High performance. Delivered.

The Consumer Genome — the secret weapon of the last mile delivery war

The last mile delivery market is ripe for disruption. The new focus: cheaper, faster and more consumer-friendly services.

This new paradigm is centered on data-driven, predictive and personalized user experiences – things consumers have come to expect from other sectors.

But to take advantage of the escalating torrent of consumer data, postal and parcel organizations need more sophisticated approaches to capturing, managing and using that data. How?

By building customer data into "consumer genomes" – living profiles of preferences, motivations and needs that go beyond *what* customers choose, to an understanding of *why* they make those choices.

For example, many delivery organizations let consumers change their delivery address – but it comes at a cost to the business.

(On-screen example: It's raining at your house and we see you are at work. Shall we leave your parcel with your neighbor, Janet, at number 34?)

By proactively predicting when redirections are most likely, it's a win-win for consumers *and* the business.

Learn more about how to win the battle for the last mile with our full report:

[The Consumer Genome – the secret weapon of the last mile delivery war](#)

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