

# Case Study

## 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



### Lidl's Objectives

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



**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**

Gavin Brice, Locations Director  
gbrice@inpost.co.uk

[www.inpost.co.uk](http://www.inpost.co.uk)