

PUDO: Coverage Report – September 22, 2015

SUMMARY

In recent news, a number of outlets reported on the changing face of delivery service in North America, including the introduction to PUDO in the market. As well, Post & Parcel reports that PUDO's new customizable postal and pick-up service is now open for business across North America.

PUDO IN THE NEWS

[PUDO “opens for business”](#)

Post & Parcel

September 22, 2015

<http://postandparcel.info/68115/news/pudo-opens-for-business/>

[Customizable Parcel Pick-Up and Drop-Off Service Launches](#)

Techvibes

Monday, September 21, 2015

<http://www.techvibes.com/blog/customizable-parcel-pick-up-and-drop-off-service-launches-2015-09-21>

[Is two-hour delivery the future of e-commerce?](#)

CTV News

Also featured in: Winnipeg Free Press, Canadian Business, The Star, Global News, Info News

September 17, 2015

<http://www.ctvnews.ca/business/is-two-hour-delivery-the-future-of-e-commerce-1.2569011>

ARTICLES IN FULL:

[PUDO “opens for business”](#)

Post & Parcel

September 22nd, 2015

<http://postandparcel.info/68115/news/pudo-opens-for-business/>

Toronto-based PUDO has announced that its new “customizable” parcel pick-up and drop-off service is now “open for business” and launched across North America.

PUDO has reported that it has partnered with local retailers including convenience stores, gas stations and grocery stores “throughout Canada and the US” to create a network of dealer locations that customers can use as alternate addresses for their parcel deliveries.

“With PUDO, Canadians can access deliveries later in the evening and on weekends, and most PUDO dealer stores are open 7 days a week,” according to the company.

Frank Coccia, PUDO’s Chief Executive Officer, added: “PUDO is the welcome evolution to conventional Pick-Up and Drop-Off services. It gives control back to members/users to customize how and when they want their deliveries.”

PUDO claims that it has more than 2,200 dealer locations across Canada, as well as more than 3,000 in the US – and that it is “growing rapidly”.

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Customizable Parcel Pick-Up and Drop-Off Service Launches

Techvibes

Monday, September 21, 2015

<http://www.techvibes.com/blog/customizable-parcel-pick-up-and-drop-off-service-launches-2015-09-21>

Pudo, a customizable parcel pick-up and drop-off service, has launched across North America. The Toronto startup allows customers to tailor parcel pick-up and drop-off locations to fit their schedules.

By partnering with local retailers including convenience stores, gas stations, and grocery stores throughout Canada and the US, Pudo has created a network of dealer locations that customers can use as alternate addresses for their “not-at-home” deliveries. With Pudo, Canadians can access deliveries later in the evening and on weekends.

“The parcel delivery industry is rapidly expanding due to the growth of online purchases. However, missed deliveries and inconvenient pick-up locations and hours are increasingly becoming a point of contention and frustration,” said Frank Coccia, Chief Executive Officer.

With 2,200 dealer locations across Canada and 3,000 locations in the United States, **PUDO** provides opportunities for additional foot traffic and the potential for repeat customer business.

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Is two-hour delivery the future of e-commerce?

CTV News

September 17, 2015

By: Lauren La Rose

<http://www.ctvnews.ca/business/is-two-hour-delivery-the-future-of-e-commerce-1.2569011>

TORONTO -- In the U.S., online shopping juggernaut Amazon is experimenting with a service that almost seems too good to be true: one-hour home delivery of purchases.

Don't expect to see that delivery option on Amazon.ca anytime soon, but a Vancouver-based e-tailer has come close to matching that offering.

Shoes.com has launched a two-hour delivery service -- for a \$19.99 surcharge -- for select footwear products purchased on its Canadian site shoeme.ca as late as 4 p.m.

The service debuts in Vancouver and Toronto, with plans to expand the offering to Calgary, Edmonton, Montreal and Ottawa by year's end.

"We think there's a decent-sized part of the market that also likes that instant gratification," said Shoes.com CEO Roger Hardy.

"If I'm ordering something online, today is better than tomorrow or three days from now. We see the younger consumer being more and more that way."

Savvy shoppers have long complained that the e-commerce experience in Canada isn't advanced as in the U.S.

As Canada Post's letter mail volume has plunged, the Crown corporation has tried to expand its parcel business. In 2013, it launched a trial same-day delivery service in Toronto with a few major online retailers. Best Buy currently offers the service in Toronto, now called Delivered Tonight, for purchases made before 11 a.m., with expected delivery between 5 p.m. to 9 p.m.

Kersi Antia, associate professor of marketing at the Ivey Business School at Western University in London, Ont., said Canadian companies are battling to differentiate their offerings as more consumers take their shopping online.

"One of the big ways that companies try to do that is to do so on the basis of a) convenience or b) speed -- or preferably both if they can with respect to delivery," Antia said.

Michael LeBlanc, senior vice-president of marketing and digital at the Retail Council of Canada, said the appeal of same-day service depends on whether shoppers want to shell out more for speedier delivery, especially with free shipping and in-store pickup options increasingly available.

"Sometimes as a consumer you want something right away, sometimes you just want something when you can get it. And the trade-off is what consumers are willing to pay for shipping costs," LeBlanc said. "Same-day delivery is probably important, but the jury's a little bit out as to how business transformational it is. And can you even make those operations as a retailer? That's also an important consideration."

A online shopping survey conducted by courier service UPS in the U.S. found that delivery speed wasn't the leading factor among shoppers when comparing retailers. It ranked fourth behind product selection, product information and reputation in the poll of 5,000 consumers. Free shipping remained the most important option during checkout for 77 per cent of respondents.

Homegrown company PUDO -- short for Pick-Up Drop-Off -- is looking to simplify deliveries. Billed as North America's first customizable parcel pick-up and drop-off service, the company works in tandem with local retailers including convenience stores, gas stations and grocery stores, which store deliveries for individuals who aren't at home to receive them.

While Canada Post now offers the option of having parcels delivered to local post offices and some retailers offer free in-store pickup, PUDO believes consumers will be willing to pay to have later, more flexible access to their packages.

There is a pay-as-you-go option for PUDO members to have their items shipped to a designated pickup location, with fees starting at \$3.

PUDO CEO Frank Coccia said their goal is to have locations within two kilometres of Canadians in urban cities, and a five- to 25-kilometre radius in rural areas.

"It's just giving the consumer the final touchpoint," said Coccia.

"There is another counter out there that can receive your packages, and they are open later so that you don't have to rush home by 7 or 8 because it's sitting at a postal counter."

Antia said the sheer amount of competition in retail is "crushing," especially with international brands vying for Canadian consumer dollars.

"It used to be that you would look at who the incumbents were in your retail sector.... Nowadays, it's coming from anywhere."

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