



PR Dispatch Goods <pr@dispatchgoods.com>

TEST: Consumers love returning packaging, but not for sustainability

1 message

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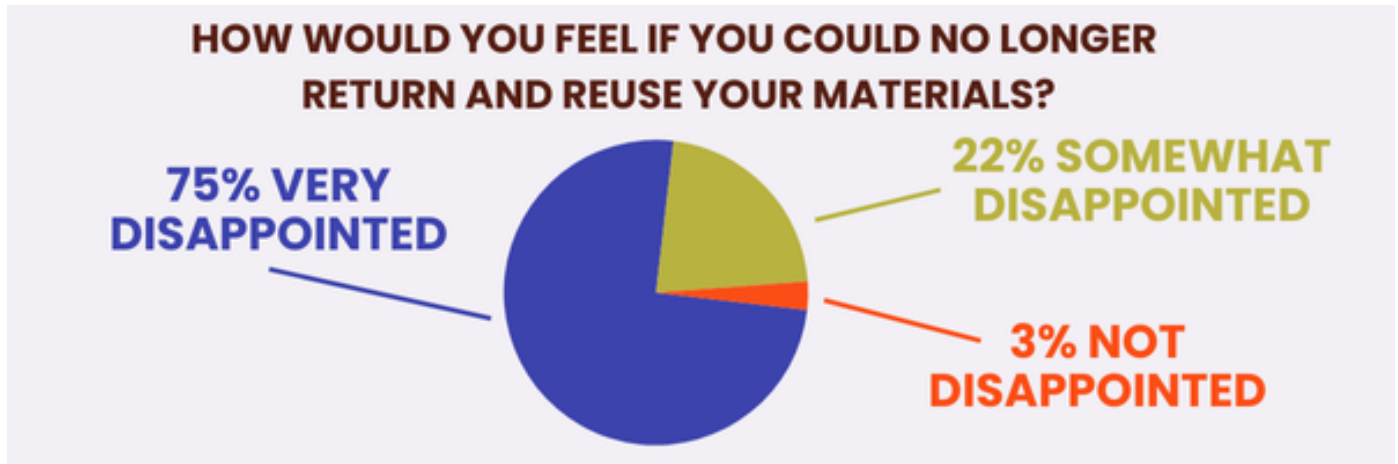
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3 OUT OF 4 CUSTOMERS WOULD BE VERY DISAPPOINTED IF THEY COULD NO LONGER SEND BACK PACKAGING

September 19, 2024

As companies, we are always looking for ways to delight our customers. For Dispatch Goods, that means delighting our customers' customers (the end users). Customer enthusiasm is key for a higher LTV, which we know is a critical metric for direct-to-consumer brands.

We recently read an [article by Superhuman](#) that details the assessment of customer satisfaction and product market fit. Basically, experts have established that **if 40% of customers are "very disappointed" if the product is no longer available, the product is solving customer needs**. We used this exact rubric in a recent survey to consumers and wondered if packaging returns would hit that 40% threshold. We found the following results:



We then asked what the main benefit of the Dispatch Goods reuse program was for them. Here is a high level breakdown of those responses:

- **54% mentioned sustainability**
- **48% mentioned convenience**
- **4% mentioned something else**

We have always known that our services resonate with eco-conscious consumers. However, we were surprised to see that **convenience is also a primary benefit**. We have heard from consumers that they had churned/nearly churned due to the inconvenience around packaging, so this supports those anecdotes. Consumers appreciate the packaging return program because it makes their lives more convenient, avoiding breaking down boxes and draining ice packs. Makes sense given that they already are convenience-minded customers given their preference for home delivery.

We are learning so much as we navigate our growth in the cold chain packaging sector. We want to share those learnings with you, so we are **launching this monthly newsletter around industry insights in cold chain packaging and delivery**. Let us know if there are any topics that you'd like to see researched and shared.

Interested in evaluating how your customers feel about packaging returns? Set up a call [here](#) and we can conduct a complimentary analysis. Or come say hi to me at [this event](#) at NY Climate Week.

Keep it cool!

- ~~Michael Scarn~~ Lindsey



Industry News

- In case you missed it, [Lineage raised \\$4.4 billion in its public listing](#). It was the largest IPO of the year in the U.S.
- [Covid aftershocks still imperil freight companies](#) - Demands for trucks soared during the pandemic. With the pandemic in our rear view mirror, there are now too many trucks for too little freight.
- [Temperature fluctuations found to harm fish quality in cold chain logistics](#) - New research shows how temperature inconsistencies can degrade fish freshness, highlighting the need for seafood quality monitoring.
- [Groceries or meal kits: Which is more expensive in 2024? I did the math](#) - A writer analyzes different meal delivery companies to determine whether or not the price is comparable to buying at the grocery store.

Upcoming Events

- [The Role of Food in the Climate Crisis: Moving from Theory to Action](#) - Taking place on **September 24** during **New York's Climate Week**, industry experts and leading environmentalists will discuss climate solutions in food. Dispatch Goods CEO [Lindsey Hoell](#) and CookUnity's Director of Sustainability & Standards María Bengochea will share the challenges they faced in implementing a reusable packaging program.
- [SPC Advance 2024](#) - Dispatch Goods CEO Lindsey will be presenting on **September 30** in **Chicago**. She will be sharing data around the carbon reduction of circular packaging models.
- [E-Pack US](#) - Dispatch Goods CRO [Jason Manasse](#) will be presenting on **October 2** in **Chicago**. He will be presenting on the circular practices for packaging.



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