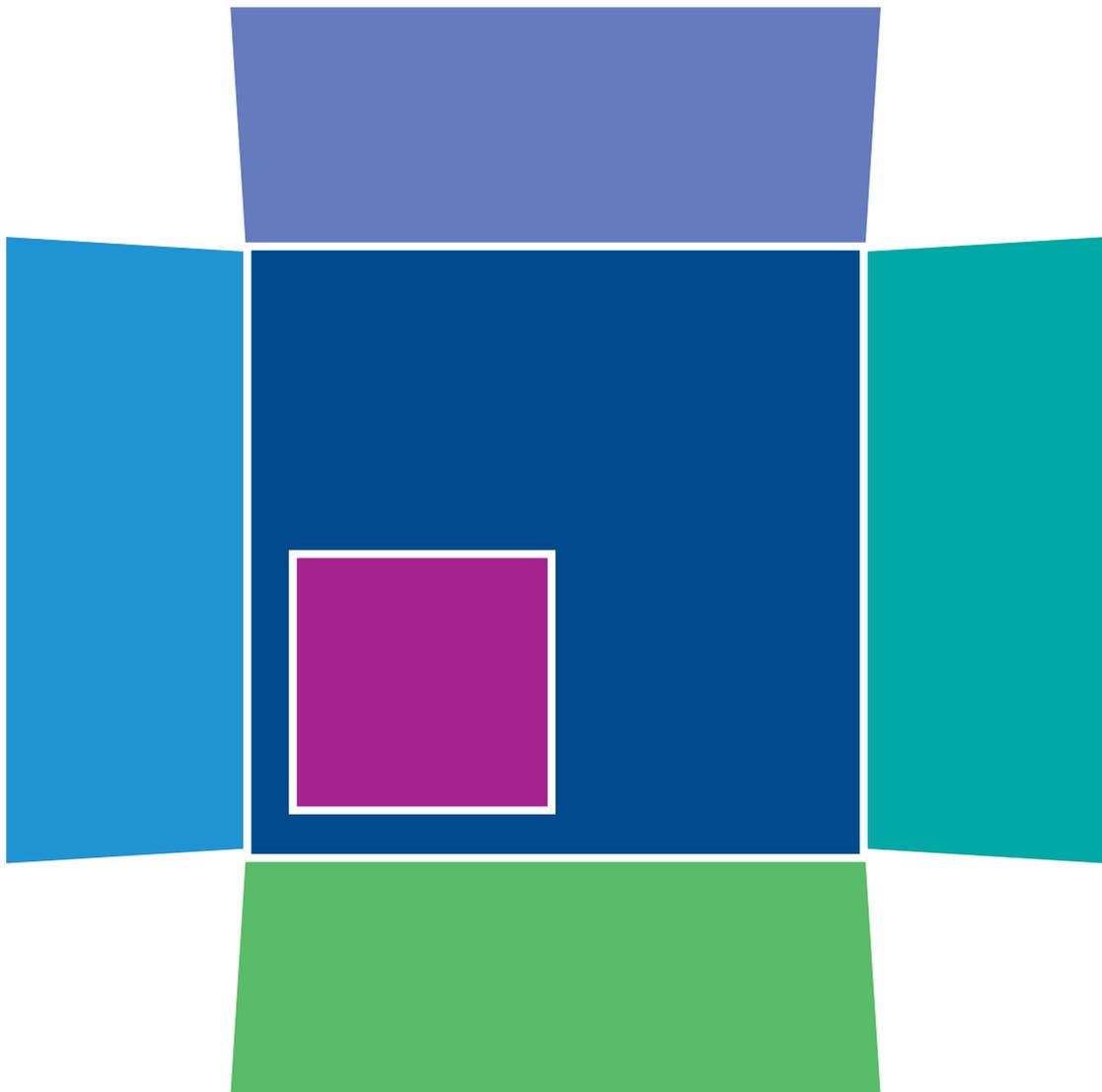




Unboxing

Unboxing study reveals room for improvement from online retailers



Macfarlane Packaging's Unboxing Survey 2017

An annual unboxing survey reveals significant developments in online retailers' use of packaging, but there's still room for improvement as far as customer experience is concerned.

Our first unboxing research was published last year and revealed considerable room for improvement from online retailers when it comes to their packaging performance.

This year, we have opened our survey to the UK online shoppers and asked them to share their unboxing experiences with us.

We received 165 responses concerning different online retailers, and here's what we found:



At Macfarlane Packaging, we believe that the better experience a customer has when opening their package, the more likely they are to choose the brand again and recommend it to others.

Product damage

If you have ever received an item that arrived damaged, you know how disappointing this experience could be. We have some good news for you!

British retailers have listened to customer's feedback and taken steps to reduce product damage and returns. The reports of products arriving broken have dropped from 10% in 2016 to only 7% this year.

This is a promising start, however, 21% of respondents also said their packages arrived ripped, damp, dented or opened, so there's still room for improvement as far as the overall parcel protection is concerned.



7%

of products arrived damaged

Easy opening

Struggling to access the pack contents is not only extremely frustrating, but it can also be dangerous when items such as knives, scissors and keys are involved.

We found that 24% of the parcels we ordered for our unboxing research last year were hard to open. This number has dropped considerably to only 5% this year, as more and more retailers start to use packaging features such as tear strips to facilitate opening.



5%

were not easy to open

Hassle-free returns

Receiving damaged goods is bad enough, and lack of returns instructions will only add to the initial frustration.

According to IMRG's UK Consumer Home Delivery Review, 74% of shoppers rate the returns services as important when selecting an online retailer. Would it surprise you to hear that 30% of the parcels we received as part of our unboxing research did not have sufficient information on how to return the goods? This is an improvement on the startling 55% reported last year, but it also demonstrates retailers still have lessons to learn in this area.

30%

had no returns information



Excess packaging

Using too much or too little infill materials such as bubble wrap or loose fill can cause damage to your products in transit, therefore it is important to keep the balance right.

This year's results show a significant drop in the reports of excess infill packaging from 41% in 2016 to only 15% this year.

15%

used too much packaging



Packaging that is fit-for-purpose

Packaging that is fit for purpose offers better product protection in transit, which helps to avoid disappointed customers and reduces the risks of incurring replacement costs.

20% of the parcels we received in our unboxing survey this year have been described as unfit for purpose due to the outer packaging being either too big, or too small for its contents. This is a significant improvement from 2016's numbers when the total was 30%.

20%

were not a good fit for the product



Customer experience

It is commonly known that the customer is king. The better shopping experience customers have with your brand, the more likely they are to choose your products again and recommend them to others.

Our survey has revealed that although more retailers are branding their packaging, only 12% of respondents were truly delighted with their packages, and only 35% found the packaging 'consistent' with retailer's brand image.



- **Distinguish your brand with quality packaging** - Using quality packaging as a promotional tool is an effective way to build your customers' trust and loyalty.
- **Get personal with your packaging** - Impress your customers by adding a personalised message inside your package.
- **Little things matter** - Tissue paper with your logo or custom printed tape are minor but effective solutions to elevate customer experience with your brand.
- **Stay open to latest innovations** - Novel packaging solutions such as 'Bubble Wrap IB Expressions' are perfect for combining product protection with a little bit of fun.

30%

did not reflect the value of the brand

Conclusions

This year's survey results have shown some significant improvements in ways online retailers use their packaging. We have noticed a decrease in the number of parcels that arrived damaged, more parcels were easier to open and return and fewer used excess packaging.

All these factors contribute to making customer's shopping and unboxing experience more enjoyable. However, in a world of growing customer expectations and increased competition, retailers need to go the extra mile to ensure their packaging really offers the WOW factor their products deserve.

Packaging can be a real differentiator when it comes to brand image and customer experience, and it's time for retailers to embrace the benefits it can offer both their companies and their customers.



To find out more about how Macfarlane Packaging can help you to improve the 'unboxing experience' for your customers call **0800 2888 444** or email response@macfarlanepackaging.com