

Business model and service potential for flexible flows of goods and information in the parcel segment

Synopse:

The project's aim is to develop vendor-independent locker systems in the context of an experimental research and pilot operation of white label locker systems (reception and shipping) in combination with specific user-related innovative services in two target areas (community of Kaumberg in Lower Austria and Vienna's 5th district Margareten).

Status: ongoing

Background (starting point and motivation):

Online commerce is an expanding and therefore challenging market. Innovative solutions in this commercial sector can make a significant contribution to supply quality in rural and urban areas. The spatial concentration of goods enables an effective operation that goes along with positive social effects (e.g. better accessibility) and ecological benefits (e.g. reduction of traffic-related CO₂ emissions and saving of resources by reducing the frequency of deliveries). Therefore, the challenge is to elaborate an innovative solution for the economic, ecological and socially sustainable distribution of goods in order to meet customers' and suppliers' requirements.

Contents and goals:

Due to the observation of target areas with different spatial structures, results can be extensively applied. The main focus of this project is to create a linkage between vendor-independent ("white label") locker systems (reception and shipping of packages in B2C, B2B and C2C) and specific local services and demands. The project addresses the following fields of action: "flows of goods and services", "settlement structure and mobility" and "communication and networking".

Methods of treatment and expected results:

Based on conducted pre-studies and the use of dynamic and innovative software and data-technical solutions, the potential of the white label locker system will be evaluated accompanied by pilot operations in the two target areas. By conducting a mixed method research quantitative data (e.g. average package sizes, frequency of orders, usage times etc.) as well as qualitative data (e.g. user experience, operability etc.) can be generated. Based on the retrieved data, customized services will be delineated and efficient flows of goods and information will be designed. The added value of this research project to the field of online commerce is twofold: for the demand side (e.g. customers, decision-makers in politics and policy, local economy, service providers etc.), specific user-related needs and potentials (keywords: acceptance and usage) will be delineated. For the supply side, new and adequate business models and required linking services will be outlined. Based on the generated qualitative and quantitative data from the pilot operation, a comprehensive framework for the successful implementation and operation of vendor-independent locker systems with 24/7 access will be elaborated.

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