

24 million parcels failed first time delivery this festive season

Predictions from industry body the Interactive Media in Retail Group (IMRG) valued internet sales in the 10 weeks leading up to Christmas 2006 at £7.5 billion, an increase of more than 40 per cent over the previous year. However, as more and more shoppers buy online, a staggering 24 million parcels from internet retailers failed to be delivered first time this festive period, according to IMRG. In addition, they can consider themselves lucky, because 4 million parcels failed to arrive at all, causing disappointment for tens of thousands of families across the country on Christmas Day. The shocking figure represents 12 per cent of the estimated 200 million parcels delivered to British homes this Christmas by internet retailers. Research of internet shoppers surveyed revealed that more than one in three of those who buy on-line, and depend on a courier service, have to take time off work to be able to collect the package

with many losing a day's pay. Just fewer than 75 per cent of the 900 people (300 each in Birmingham, Manchester and London) surveyed on behalf of ByBox bought presents online for home delivery. Although more than 60 per cent of respondents in Manchester were satisfied with the service they received, 38 per cent had to take at least a day off work to receive the package. In addition, a whopping 65 per cent of courier deliveries failed to deliver the goods on the specified day, while one respondent

had his package stolen.

Stuart Miller, ByBox' CEO said "There is currently a huge growth in the amount of purchases shoppers make online from the comfort of their own home but the way in which the products are delivered to the customer is very hit and miss. "Our method would do away with the need to visit a post office to pick up something that has gone undelivered, or to be forced to chase up couriers to arrange times to meet them when we all have more important things to do than wait

around wasting time. " ByBox has a national network of 14,000 drop boxes at more than 750 locations, customers would receive a personalised code and go to one of our drop-off points, which include supermarkets and petrol stations where parcels are delivered to the lockers, safe in the knowledge the package would be there. ByBox could soon be the answer to the prayers of internet shoppers across the UK.

