



## Reference Case MyDelivery | HP Online Store



Industry: ICT

Website: [store.hp.com/SwitzerlandStore](https://store.hp.com/SwitzerlandStore)

### Initial situation

- Pure next-day delivery no longer sufficient
- Customer needs require individual delivery locations and times
- An online delivery tool that was simple to implement was needed
- Mobile payment solutions desired

### Objective

- Increase of customer experience
- Increase of initial delivery rates
- Reduction of complexity for end customers
- Platform independent of parcel services company

### Solution

- End customer chooses time and place of their delivery
- Independent platform with national network of attractive pick-up locations in Switzerland
- User-friendly, mobile-optimized web tool
- Order-tracking function and pick-up reminder

### Customer benefits

- Increase of customer experience, „customer decides when and where“
- End customer retention and trust
- Increase of the convenience for end customer
- Reduction of return-processing costs



*„With MyDelivery, we were able to further optimize the already very high-quality logistics process in the HP Online Store. The new web tool allows us to improve our response to the needs of our mobile customers even more and offer them more flexibility and individuality in the delivery process.“*

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HP Store Switzerland / HP Switzerland GmbH

