



University of Derby students learn it is logistics that delivers brand promise

ParcelHero's David Jinks tells Derby Business School undergraduates that a brand's reputation is in the hands of its delivery partners.

It is logistics that delivers brand values in the era of e-commerce. This was the message third year students at The University of Derby's Derby Business School heard from David Jinks MILT, international courier ParcelHero's Head of Public Relations, this week. He explained to students studying Derby's Brand Impact and Popular Culture Modules, that, as web sites take over from traditional brick and mortar stores, the physical delivery of an item is often the consumer's only human contact with a brand.

Speaking at a follow-up event to University of Derby's recent highly successful Logistics Week, David told the audience of Marketing and Business Studies students that a brand's reputation is very much in the hands of its logistics partners. By offering greater choice of delivery options and ensuring stock is continually monitored, manufacturers and retailers will win and retain new customers. This can only happen if brands chose their delivery partners wisely.

From high-profile stores such as Harrods to internet start-ups, all businesses must ensure that the promise of their brand is delivered, especially in The Final Mile. David told Derby students that the receipt of a parcel by courier should be an equal experience to receiving a gift, from a friendly hand-over to exciting packaging. 'This is the only way in which online business can compete and better the experience of shopping in a glamorous high street department store.'

David warned that today's increasingly savvy customers actually take note of who an online retailer's delivery company is. Some delivery companies gained such a poor reputation in the pre-Christmas delivery period that consumers are actively avoiding those brands that continue to use them.

He also discussed with the students the increasingly exciting and marketing-led careers now available in logistics today. Its image has transformed in recent years from a male-dominated, oily and physical industry, to cutting-edge technology at the forefront of e-fulfilment; making it an attractive option for graduates.

Tony Foster, Regional Chairman of The Chartered Institute of Logistics and Transport, who supported Derby's Logistics Week, wrapped up the guest lecture by looking at some of the many logistics companies offering varied roles to graduates.

Kuldeep Banwait, Programme Leader for Undergraduate Marketing Programmes at The University of Derby's Derby Business School, says: 'Logistics is the "forgotten" element of brand delivery. Yet it has the power to make or break reputations. I think David's presentation will leave our students seriously considering a career in the logistics profession.'

To [discover more about why receiving a parcel should be like getting a present](http://www.parcelhero.com/blog/general/why-receiving-a-parcel-should-be-like-getting-a-present) see:
www.parcelhero.com/blog/general/why-receiving-a-parcel-should-be-like-getting-a-present

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