



**dynata**<sup>TM</sup>

# HOW WE HELP OUR CUSTOMER

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**International Post Corporation**

# Informing IPC's postal delivery strategy for e-commerce

## CUSTOMER RECEIVED:



Enhanced data quality across two strategic tracking studies with the use of AI-powered data cleaning tools



Robust, reliable, and cost-effective data on e-commerce trends for trustworthy analysis, independent from incidental situations in the marketplace



A true global reach across 39 countries with actionable insights for local posts



Dedicated project management team providing end-to-end support

International Post Corporation (IPC), the leading service provider of the global postal industry, wanted to better understand the impact of the rising costs of living on online shopping, in order to inform the strategy of postal operators across 39 countries spanning Europe, The Americas and Asia.

IPC commissioned Dynata to conduct their two strategic annual trackers – the Cross-Border E-Commerce Shopper Survey and the Domestic E-Commerce Shopper Survey – which provide insights on how posts can deliver the best possible delivery experiences for consumers.

Over the years, IPC decided to outsource a large part of the project execution to Dynata, who recently incorporated AI-powered, automated in-survey data quality cleaning, thus freeing up time for IPC to focus on the reporting stage.

## BUSINESS CHALLENGE

As part of its mission to create solutions that enhance the quality and service performance of the postal industry, IPC conducts every year two large tracking studies to provide its members – the local post corporations – with a comprehensive analysis of global trends and drivers that are shaping online shopping behavior.

A key priority for IPC is to obtain reliable, trustworthy data for its members across countries, while testing new questions on e-commerce trends every year.

In 2022, with many consumers across the world having to reduce their spending due to the cost-of-living crisis, IPC wanted to assess how this affects their current and future online shopping behaviors in time. They also needed to understand consumer attitudes toward sustainable delivery and e-commerce options.

## THE SOLUTION

Having initially commissioned Dynata in 2017 to conduct the fieldwork for their Cross-Border E-Commerce Shopper Survey, in 2018 IPC then decided to entrust Dynata with the overall project management, survey programming and data processing. In 2022, the collaboration entered the next stage, with Dynata's **QualityScore™** being leveraged to filter out fraudulent and poor-quality respondents.

Key benefits of this approach include:



**Real-time automated data cleaning, that has proven to be more accurate and consistent than manual checks**



**No need to return to field after project completion, thus saving time, money and resources**



**Improved study objectivity and reduced risk of biased data, which is key for tracker studies**

## IMPACT

- By outsourcing the programming and data processing to Dynata, IPC was able to **more than double the scope** of the Cross-Border E-Commerce Shopper Survey – from 17 countries in 2015 to an impressive 39 countries in 2022 – while **keeping the same timelines** for the delivery of the report to its stakeholders.
- Implementing the AI-powered QualityScore™ data cleaning has both **freed up significant time** on IPC's end, and further increased their **confidence in the robustness of the data**.
- The time freed up by this new approach allows IPC to focus on the creation of a comprehensive global report, a series of topic-specific mini-reports, as well as tailored country-specific reports for all participating postal operators.
- IPC have succeeded in keeping their insights fresh year after year, **maintaining the engagement** of its members, and **enticing new postal operators to sign up** to the survey.

“Dynata has extensive experience in managing international surveys with access to a large, high-quality panel of consumers across the globe, so it was a natural partnership choice for IPC. Our E-Commerce Shopper Surveys play a critical role in IPC's delivery strategy as they enable postal operators to adjust their product offering to meet their customers' needs and expectations. We greatly value the robustness of Dynata's dataset as well as their support team's enthusiasm, flexibility, and attention to detail – all key elements in running a successful large-scale survey.”

**Luke Lloyd**, Head of Markets, IPC

For more information about IPC's Cross-Border E-Commerce Shopper Survey, and to access the 2023 report, visit:



[www.ipc.be/shopper](http://www.ipc.be/shopper)



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