

VIDEO TRANSCRIPT

Mighty Ape case study

So Mighty Ape has been an online retailer since 2008. We are one of the larger online eCommerce stores in New Zealand. We sell a range of books, DVDs, hobby collectors items, all sorts of things really.

We fill hundreds of thousands of orders a month.

One of our biggest observations in the growth of online shopping at the moment in New Zealand is the move to mobile. It's definitely a switch from the traditional home computer to people just buying whenever, wherever they are. And so that's where the speed to the customer is just so important because they're out and about, they're expecting to get things now.

Moving forward, it's definitely going to be more about time to delivery. The likes of Uber eats have transformed how we expect to get our deliveries. It's not about getting it tomorrow, it's about getting it today.

Companies that are capable of offering same day delivery are basically going to leave everyone who's not capable of meeting that sort of standard behind.

We find it really important that we give customers a good idea of when things are expected to be delivered. It's also equally important to ensure that we're showing them that we have stuff in stock because they know that if we have something in stock, they can get it same day, they can get it next day.

At the same time, offering customers the option to sort of customise their delivery experience is equally important. So our customers have the ability to pick up. They can collect from our showroom, they can order for delivery tonight, they can order for delivery tomorrow

NZ Post has been instrumental in assisting us with getting our orders to our customers as fast as we possibly can. Since moving to NZ Post for our Australia freight, we've noticed excellent feedback from our customers. They can't believe that we are a New Zealand company delivering to them faster than they can get it locally.

My biggest advice to any new start-up business would be focus on the customers. At the end of the day, they're the ones who are going to buy from you. So everything you do should be in the benefit of the customer.

New Zealanders really love to have a good local, genuine kiwi business offering them the service, that they require. We find that our New Zealand customers really trust us to deliver exactly as they expect.