ANANSI

SHIPPING INSURANCE REINVENTED

Because the delivery experience is the customer experience.

Say goodbye to painful claims processes, questionable fraud payments and rogue performance practices and hello to customer satisfaction and improved brand reputation. Anansi Shipping Insurance is driving **accountability** within last-mile deliveries to enhance reputation and defend the bottom line.

Far beyond mitigating losses from damaged or lost parcels, our cutting-edge embedded insurance solution plays a crucial role in enhancing operational excellence and the customer experience. Serving as a proactive tool for operational improvements, risk management, and brand protection, we streamline and automate the claims process, so your team can focus on other aspects of the business while, our data-driven approach provides transparency and actionable insights to help mitigate fraud and boost performance.

The result? We help you deliver an exceptional customer experience that drives brand loyalty and sets you apart from the competition across all corners of your business.

Risk & Insurance

- Defend the bottom line with regulated insurance with a 98% claims success rate vs the courier rate of ~15%.
- 100% coverage below existing marine policy deductible and insurance up to full retail value enables you to improve cash flow by moving loss off the balance sheet.

Logistics

- Reduction in internal admin costs across customer service, fraud and claims teams.
- Streamlined processes free up resources for growth and innovation. Opportunity to pass courier claim process to Anansi, teams can focus on their core responsibilities and excel.

Fraud

- Unlock fraud insights with root-cause analysis on problem postcodes and even couriers provided back to reduce future losses.
- Remove the burden of fraud assessment from stretched customer service teams and onto Anansi's expert claims team.

Customer Experience

- Circa 29% of deliveries are driving churn. Data insights drive accountability across the value chain to reduce the potential for churn, NPS and impact on LTV.
- Insurance options build trust. Opportunity to recoup residual insurance costs from end-customer via "premium" options.

DELIVERIES COST YOU MORE THAN YOU REALISE.

Potential Cost of Problem Deliveries		Real Case Study Assumptions
• Number of deliveries	10,000,000	
• Problem orders	200,000	2%
• Potential customer churn	170,000	85%
• Cost of replacement customer acquisition	£6,800,000	£40
• Potential lost CLTV	£20,400,000	1:3 CAC:CLTV
• Cost of insurance (ex IPT)	£23,850,000	1.50%
• **Potential RoI**	**£3,350,000**	

Plus reduction in admin and operational cost savings
Plus reduction in fraud savings
Plus cash flow improvements
Plus brand and NPS protection

Retailers have spent their time and energy creating and perfecting their omnichannel engagements only to be let down where the last customer experience and brand impact happens. The brand experience is the delivery experience. For retailers, this can be the only time a customer will physically engage with the brand. The statics are damning.

- **34%** of UK shoppers claim that they experienced a delivery problem with the most recent parcel they received (Citizens Advice, 2023).

- **85%** of online shoppers say that a poor delivery experience would prevent them from ordering from that online retailer again. (Ingrid, E-commerce Last-mile Delivery Landscape in the UK 2023)

- 100 shipments: 34 will have a delivery problem of which 85% indicate they won't return leaving **28.9 deliveries out of 100** potentially driving churn.

- NPS scores affected by poor delivery as almost three-quarters (**72.5%**) of poor deliveries will result in a customer likely to stop recommending the retailer. (GetCircuit.com, 2021)

Change the approach. **Change the outcome**. Acquiring a new customer can cost five times more than retaining an existing customer. Increasing customer retention by 5% can **increase profits** from 25-95%.