

Delivery Services in Curaçao

A Mystery Shopping Research
Comparing Online Shopping Delivery Services
from the USA to Curaçao

COMPARING THE NEW PRICES OF MYMALLS



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Colophon

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1. Introduction

Mystery Shopping Research Comparing Delivery Services in Curaçao

In May 2018 we published the results of a mystery shopping research comparing delivery services in Curaçao. In this research we compared the delivery costs, delivery time and customer service of five delivery services: Aeropost, eZone, MyMalls, MyUS and PuntoMio (Cpost). We asked a mystery shopper to order home delivery of the same package twice with each delivery service. One time with the aim to get it delivered as cheap as possible, one time to get it delivered as fast as possible.

The results show large differences in delivery costs, time and customer services. For the delivery of the same package, the delivery costs ranged from \$39,94 to \$149,34 (excl. taxes) and the delivery time from 1 to 22+ days. In some cases, the service was effortless. In other cases, contacting the helpdesk up to 6 times was necessary to get the package delivered, with variable scores on customer friendliness, solution orientation and clear communication. You can download the report here: <https://tinyurl.com/DeliveryServicesCuraçao>.

A Second Assessment Comparing the New Prices of MyMalls

In the first assessment, MyMalls scored number 1 on delivery time and customers services, but the results showed they offered by far the most expensive option. MyMalls was unfortunate that, after a few months of negotiating with their carrier, their prices dropped about 1 week after the original research was done. After publication of the report, they asked to be assessed again by our Mystery Shopper to compare their new prices. So we did.

In the second assessment, in the period of 30 May - 22 June 2018, we followed the same method and protocol of the first assessment, now only assessing MyMalls to compare the delivery price, time and service with the results of the first assessment. In this way, it is possible to see if and how the new prices affect the delivery costs of MyMalls. Below, we will explain what we did in this assessment to answer the following questions:

- Who has the best price?
- Who has the best delivery time?
- Who has the best service?

2. Method

2.1 What did we do in the first assessment?

Mystery Shopping

In the period of mid-March 2018 to June 2018, we performed a mystery shopper assessment of five delivery services in Curaçao. Mystery shopping is a long-established research technique to measure any customer service process. To assess the delivery services, the mystery shopper acted as a regular customer and reported back on the experiences in a detailed and objective way. The mystery shopper created new accounts for all delivery services and online stores, using two aliases. None of the delivery services knew which names and details were used to create the accounts.

Which delivery services were assessed?

In this research we compared the delivery costs, delivery time and customer service of five delivery services: Aeropost, eZone, MyMalls, MyUS and PuntoMio (Cpost).

What was ordered?

The mystery shopper ordered a package with a set of three different products, varying in product size and weight, at two different online stores in the United States. The total value of the three products was \$88,03. All products ordered during the assessment, were donated to local foundations in Curaçao.

amazon



1) MP-3 player (Amazon)

amazon



2) Stock pot (Amazon)

FASHIONNOVA



3) Sneakers (FashionNova)

How were the orders placed?

Time and costs are important considerations for customers when it comes to delivery. Therefore, we asked the mystery shopper to order the delivery of the same package twice with each of the five delivery services, following two scenarios:

- one time with the aim to get it delivered as *cheap* as possible;
- one time to get it delivered it as *fast* as possible.

This implies with every choice made during the ordering process, the mystery shopper opted for the option that was best suitable for the delivery to be either as *cheap* or as *fast* as possible, to the mystery shoppers' home address.

What aspects were assessed and how?

The mystery shopper focused on three important aspects regarding the delivery services:

- Who has the best *price*?
- Who has the best *delivery time*?
- Who has the best *service*?

We measured delivery *price* in US dollars:

- we noted the prices for the delivery and for taxes
- we converted NAF prices into dollars¹
- we noted special offers regarding the price for delivery
- we noted differences in price for home delivery or pick-up at collection point

We measured delivery *time* in days:

- we counted all days for delivery, starting from the day after activating the order to the day of delivery, including weekend and public holidays (Kingsday, Ascension Day and Labor Day), and divided it in:
 - Delivery time internationally (USA to CUR): how many days did it take to deliver the package from the United States to the delivery service in Curaçao?

¹ using the exchange rate of 1,80 NAF for 1 dollar (using the middle rate on 15-05-2018 via: www.centralbank.cw/exchange-rates).

- Delivery time locally (CUR to home address): how many days did it take to deliver the package from the delivery service in Curaçao to the home address of the mystery shopper?
- Total delivery time: how many days did it take in total to deliver the package from the United States to the home address?
- we counted all business days for delivery, starting from the day after activating the order to the day of delivery, excluding weekend days and public holidays (Kingsday, Ascension Day and Labor Day).
- we noted special offers regarding the delivery time
- we noted differences in time for home delivery or pick-up at collection point

We measured the *customer service*:

- we noted the possibilities to contact customer services (chat/phone/email)
- we contacted customer service online (email and/or chat-function) and by phone with questions regarding the order, and rated the experienced *customer friendliness*, *solution orientation* and *clear communication* of the customer service on a 5-point scale (1 = very poor, 5 = very good)
- we counted the amount of contact moments with the customer services, necessary to get the package delivered
- we noted the possibility for home delivery or pick-up at collection point

Besides price, delivery time and service, other aspects can be interesting to (potential) clients. For instance, the possibility to calculate the costs for delivery on the website, to be able to return your package, or the possibility to pay with local currency. We did not test these aspects in this research.

2.2 What did we do in the second assessment, comparing the new prices of MyMalls?

In the second assessment, in the period of 30 May - 22 June 2018, we assessed the delivery price, time and service of MyMalls, in response to the new prices of MyMalls to compare them with the prices of the first assessment. We followed the same method and protocol of the first assessment, as described above.

We noted that the price of the ordered pan changed, and the shoes were out of stock between May and June 2018. Comparable shoes were ordered. The costs of the products changed, but the packages were identical in size and weight, therefore, this had no effect on the delivery costs and time.

Disclaimer

In this research, we present only the new prices of MyMalls and compare them with the results of the first assessment. This assessment is done on request of MyMalls. Other delivery services were not included in the second assessment. Therefore, it can be possible that other delivery services made changes in their price or service in the recent weeks as well. After determining the definitive objective and research questions, RE-Quest independently performed and reported the second assessment without interference from MyMalls or other parties.

3. Results Comparing the New Prices of MyMalls

Below a new overview comparing the delivery of 12 identical packages, using five delivery services. One time ordered to get the package delivered as cheap as possible and one time as fast as possible.

RANKING	Order			Delivery Costs in Dollars			Delivery Time in Days ²				Customer Service					
	Company	Ordered Cheap/Fast	Costs Products	Costs Delivery	Costs Taxes	Total Delivery Cost	Delivery time internationally: USA - CUR	Delivery time Locally: CUR - Home address	Total Delivery Time	Total Delivery Time excl. weekend- and holidays	Count necessary contact moments	Customer Friendly	Solution Oriented	Clear Communication	Overall Rating service	Delivery Method
1	MyMalls NEW	Cheap	144,96	39,67	29,33	69,00	1	0	1	1	0	3	4	5	4,0	Home Delivery
2	eZone	Cheap	88,03	39,94	18,67	58,61	11	n.a.	11	5	0	2	3	2	2,3	Pick-up at Collection Point
3	eZone	Fast	88,03	39,94	18,72	58,66	6	n.a.	6	4	3	2	3	2	2,3	Pick-up at Collection Point
4	PuntoMio	Fast	88,03	44,92	19,00	63,92	8	12	20	11	5	1	1	1	1,0	Home Delivery
5	Aeropost	Fast	88,03	45,50	12,06	57,56	3	4	7	5	5	2	2	1	1,7	Home Delivery
6	MyUS	Cheap	88,03	50,93	33,19	84,12	unknown	unknown	4	3	0	4	3	4	3,7	Home Delivery
7	MyUS	Fast	88,03	54,94	40,36	95,30	unknown	unknown	3	3	0	4	3	4	3,7	Home Delivery
8	Aeropost	Cheap	88,03	55,50	16,44	71,94	4	7	11	7	4	2	2	1	1,7	Home Delivery
9	PuntoMio	Cheap	88,03	61,59	16,89	78,48	22+	unknown	22+	14+	6	1	1	1	1,0	Home Delivery
10	MyMalls	Cheap	88,03	70,70	23,78	94,48	4	0	4	1	0	5	5	5	5,0	Home Delivery
11	MyMalls NEW	Fast	144,96	121,22	33,06	154,28	1	0	1	1	0	3	4	5	4,0	Home Delivery
12	MyMalls	Fast	88,03	149,34	21,39	170,73	1	0	1	1	0	5	5	5	5,0	Home Delivery

Table 1: Deliveries ordered by Costs Delivery (excl. taxes)

1	MyMalls NEW	Cheap	144,96	39,67	29,33	69,00	1	0	1	1	0	3	4	5	4,0	Home Delivery
2	MyMalls NEW	Fast	144,96	121,22	33,06	154,28	1	0	1	1	0	3	4	5	4,0	Home Delivery
3	MyMalls	Fast	88,03	149,34	21,39	170,73	1	0	1	1	0	5	5	5	5,0	Home Delivery
4	MyUS	Fast	88,03	54,94	40,36	95,30	unknown	unknown	3	3	0	4	3	4	3,7	Home Delivery
5	MyUS	Cheap	88,03	50,93	33,19	84,12	unknown	unknown	4	3	0	4	3	4	3,7	Home Delivery
6	MyMalls	Cheap	88,03	70,70	23,78	94,48	4	0	4	1	0	5	5	5	5,0	Home Delivery
7	eZone	Fast	88,03	39,94	18,72	58,66	6	n.a.	6	4	3	2	3	2	2,3	Pick-up at Collection Point
8	Aeropost	Fast	88,03	45,50	12,06	57,56	3	4	7	5	5	2	2	1	1,7	Home Delivery
9	eZone	Cheap	88,03	39,94	18,67	58,61	11	n.a.	11	5	0	2	3	2	2,3	Pick-up at Collection Point
10	Aeropost	Cheap	88,03	55,50	16,44	71,94	4	7	11	7	4	2	2	1	1,7	Home Delivery
11	PuntoMio	Fast	88,03	44,92	19,00	63,92	8	12	20	11	5	1	1	1	1,0	Home Delivery
12	PuntoMio	Cheap	88,03	61,59	16,89	78,48	22+	unknown	22+	14+	6	1	1	1	1,0	Home Delivery

Table 2: Deliveries ordered by Total Delivery Time

² Excluded Holidays: Kingsday, Labor Day, Ascension Day, as the delivery services do not ship on weekends and on (banking) holidays

4. Conclusion

Delivery Time and Price MyMalls - 2nd Assessment

MyMalls again scored excellent on delivery time: both the fast and cheap ordered packages were delivered in 1 day. And with the new prices the delivery costs were significantly lower compared to the first assessment. When ordering the cheapest way, this was even a few cents lower than the lowest delivery price in the first assessment (\$39,67). Therefore, MyMalls now ranks nr. 1 for delivery costs.

When ordering the fastest way, this did not make any difference in delivery time, but it was much more expensive (\$121,22). This can be explained by the fact that MyMalls only offers one method of shipping, but they do offer 2 options when shipping multiple items: 'send directly' or 'consolidate first'. If all ordered items come in at the same time, these 2 options have exactly the same delivery time. So, timeliness depends on the vendor, not on MyMalls. If multiple products are delivered separately without consolidation, the delivery price is much higher compared to delivering the same products with use of consolidation. Therefore, we recommend MyMalls to consider automatic consolidation when multiple items arrive and are shipped at the same time.

Remarks Customer Service MyMalls - 2nd Assessment

The communication and service of MyMalls, when placing and handling both orders, was customer friendly and clear. The Mystery Shopper had no questions, but in order to test the customer services the Mystery Shopper approached the MyMalls Customers Service and asked two extra questions. While in the first assessment, MyMalls scored very high on all aspects of the service, this time while ordering the cheap way, the customer service did not follow up on the question asked, an answer never came. This is reflected in lower scores for customer service in the second assessment.

Overview

This second assessment, comparing the new prices of MyMalls with the results of the first assessment, results in the following top 3 ratings for delivery price, time and customer services.

Top 3 cheapest delivery:

1. MyMalls
2. eZone
3. PuntoMio

Top 3 fastest delivery:

1. MyMalls
2. MyUS
3. eZone

Top 3 best customer service:

1. MyMalls
2. MyUS
3. eZone

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