

## PostNord's in-door deliveries give greater choice for customers

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Swedish recipients of e-commerce parcels will soon be able to choose to have their items delivered right inside their door. The new delivery method has been devised by PostNord and ASSA ABLOY. Digital locks have further expanded consumer choice regarding deliveries, as they make it possible to have parcels delivered inside the front door. Almost one in four Swedes wants to have their e-commerce items delivered in this way\*. With PostNord's forthcoming delivery method, the goods will be delivered inside the door with the help of a single-use code, which means that recipients do not need to be at home to receive their items. PostNord and the world leader in door opening solutions ASSA ABLOY are now initiating a pilot project along with e-retailers Jollyroom, Apotea and Komplet, with 100 households in Lerum, a town east of Gothenburg, trialing the delivery option.

"It should be simple and convenient to shop online. This is why we want to give consumers greater choice and the opportunity to receive their e-commerce items in several different ways. We're seeing a clear trend and a demand for greater choice on delivery, and we'll now be able to deliver items inside the front door in a secure way. The recipient doesn't need to be at home or be available at a particular time, which makes it both simple

and convenient. Our ambition is for PostNord to deliver items in the way that best suits the recipient," says Head of eCommerce at PostNord, Johan Hellman.

"We're seeing great demand from both companies and households for greater choice and solutions that make daily life easier. With new and innovative products, such as our Yale Doorman lock, our customers will have the opportunity to simply and securely avail themselves of different services without having to be at home themselves or available at particular times. Great potential lies in this type of collaboration," says Director Business Development at ASSA ABLOY Scandinavia, Kristoffer Wadman.

The new solution is a partnership between PostNord and ASSA ABLOY. The new, joint offering has been designed to simplify customers' daily lives through synergies between service and product. The delivery method is the latest of several options that PostNord has developed on the basis of recipient circumstances in order to address the increase in e-commerce, with changes in consumption behaviors, and offer greater choice in terms of deliveries in this area.

Source: [PostNord](#)