

11 November 2021

**Urb-it bolsters post-sales experience offering for brands and retailers through strategic partnership agreement with parcelLab**

Urb-it, a rapidly growing sustainable logistics platform, is pleased to announce it has entered into a strategic partnership with parcelLab, a leading operations experience management (OXM) platform. Most significantly, the partnership will enable:

- parcelLab's e-commerce and brand customers to have the option to integrate Urb-it as their sustainable last mile delivery services provider.
- Urb-it's customers to have the opportunity to integrate with parcelLab's OXM platform, enabling them to communicate directly with their customer base through the delivery process - providing greater visibility and a stronger continual brand experience during delivery.

**Kevin Kviblad, CEO of Urb-it commented:**

*"I am delighted this partnership with parcelLab will develop the breadth and reach of Urb-it's sustainable last mile delivery offering through directly engaging with parcelLab's customers who can nominate Urb-it as their sustainable delivery partner."*

*parcelLab is revolutionising how brands enhance the online shopping experience. As a similar fast growth, innovative platform it is an exciting partner for us to work with to offer both a sustainable and customer-centric experience for our customers."*

**Tobias Buxhoidt, CEO & Founder of parcelLab said:**

*"We're thrilled to be partnering with Urb-it on its journey to make e-commerce more sustainable. Urb-it's sustainable last mile delivery solutions are pioneering the way businesses can reduce the carbon footprint of their last mile deliveries."*

*Their 99% delivery success rate combined with parcelLab's post-purchase communication, means that customers will experience the best buying journeys out there. We're looking forward to working together to help more brands and retailers create greener online shopping experiences."*

Urb-it's couriers provide last mile delivery services exclusively on foot, bike or with its e-cargo-bike fleet - reducing air pollution, noise pollution and congestion, while providing a premium delivery service that exceeds customer expectations.

The parcelLab platform integration means that Urb-it can now offer to its customers the ability to communicate directly with their customer base through the delivery process - providing greater visibility and a stronger continual brand experience during delivery

Research conducted by parcelLab estimates that 87% of retailers stop communicating with their customers after checkout\*, meaning the majority of consumers are left in the dark about the status of their order during post purchase. This results in a poor brand experience during the delivery process. Through this strategic partnership, customers of brands that work with Urb-it and parcelLab will now experience a fully branded, customer-centric greener delivery journey.

In 2021, Urb-it has expanded from three to nine cities across two of Europe's largest e-commerce markets, the UK and France. Urb-it recently completed in October a share issue of approximately SEK 80 million to accelerate its growth journey - through setting up new hyper-local hubs, scaling its fleet in both current and new cities in France and UK and pursuing marketing opportunities to further support growth.

Urb-it's Certified Adviser is Mangold Fondkommission AB who are reachable on +468 503015 50 or [CA@mangold.se](mailto:CA@mangold.se).

**For more information, please contact**

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**About parcelLab**

parcelLab is the leading Operations Experience Management platform globally.

We bring people and brands closer together by closing the experience gap post-sales and beyond, transforming operational complexity into opportunities to outperform for global brands such as IKEA, Bose, Puma, Farfetch and Nespresso.

For brands, that means more chances to create relationships that last. And for the people that buy from them, it means turning mundane operational moments into moments of joy.

Find out more at [parcelLab.com](https://parcelLab.com)

**About Urb-it**

Urb-it is a rapidly growing sustainable logistics platform, with a vision to transform urban logistics – one delivery at a time.

We deliver urban logistics services that create a positive impact on society & the environment. We partner with the logistics sector and brands to deliver the last mile sustainably and efficiently in urban locations across Europe.

Our customer-centric last mile delivery services are conducted by our couriers on foot, bike and our e-cargo fleet. This reduces noise pollution, air pollution and congestion - creating healthier communities. We are a B Corp certified business, meaning we meet and have committed to the highest verified standards of social and environmental performance.

In 2021 we operate in nine cities and urban locations in two of Europe's largest e-commerce markets, France & the UK. Founded in 2014, Urb-it is a Swedish entrepreneurial company headquartered in Stockholm and listed on Nasdaq Nordic.

Find out more at [urb-it.com](https://urb-it.com)

\*Operations Experience 2021: How does UK retail measure up?

<https://parcellab.com/resources/study/comparing-operations-experience-in-uk-retail/>