

YOUR TIME IS NOW!

The tools you need.
The relationships
you build. The
change you make.

Digital Trends & Innovation

Reducing the five-year lag

Eva Ross, Sendle

How Disney, design, and self-help
solve customer service.

Trust me.



Credit: The Truth Behind that Now-Iconic Photo of the Fyre Festival 'Sandwich' - MUNCHIES

**Culture
Design
Listening**

Culture



Rocky Mountain





Claire Sculatti
Zappos
021
CLAIRE
CH

Zappos
JEN



BUSINESS HOURS
Open most days about 9:00 AM to 5:00 PM.
Occasionally as early as 8:00 AM or as late as 12:00 PM.
We close about 5:30 PM or 6:00 PM.
Occasionally about 4:00 PM or 5:00 PM, sometimes as late as midnight or later.
On some days we're not here at all, but lately we've been here a lot, unless we're not.



迎彼愛



Designing for Trust

Trust me.



Credit: The Truth Behind that Now-Iconic Photo of the Fyre Festival 'Sandwich' - MUNCHIES

A Case Study



[How it Works](#)[Sign Up](#)[Log In](#)[24/7 Support](#)[English](#)[USD](#)[List your space](#)

Find a place to stay.

Rent from real people in 19,732 cities in 192 countries.

Check in

Check out

Guests

[The Bellevue: city + beach + views - Sydney, NSW](#)

£110433 / night

5 reviews



Photo credit ©Bettmann/CORBIS







Edit Profile

Photos

Trust and Verification

Reviews

References

[View Profile](#)

Profile Photo



Clear frontal face photos are an important way for hosts and guests to learn about each other. It's not much fun to host a landscape! Be sure to use a photo that clearly shows your face and doesn't include any personal or sensitive info you'd rather not have hosts or guests see.

[Upload a file from your computer](#)

Airbnb

Careers

Press

Policies

Help

Diversity & Belonging

Discover

Trust & Safety

Invite Friends

Gift Cards

Airbnb Citizen

Business Travel

Guidebooks

Airbnbmag

Events New

Hosting

Why Host

Refer Hosts

Hospitality

Responsible Hosting

Community Center

Host an Experience New

Open Homes New



Terms

Privacy

Site Map



Hi Eva! I am from Germany travelling Australia. I love dogs, both my husband and I are dog people. Our dog, Mac, is actually, thoroughly his dog. It's not that he doesn't like me, because he does. But I miss the total devotion of a dog that's entirely my own. Mac wants to sit in my husband's lap and be petted when we're watching TV at night, and I miss having my own dog to cuddle with, too. A friend who once told me, "If you have one dog, you have a dog. If you have two dogs, you have half a dog. If you have three dogs, you have no dog at all." Although I laughed at the time, I thoroughly disagree with him. See, he had one dog and I had two. I currently have one dog, but that's because one of my dogs died recently, and I haven't yet found the dog I want to bring into our home as a second one. But we won't be a single-dog family for long, I guarantee it. Here's why. Yes, they are domesticated and not wolves. They have learned to live with humans as their pack members, but those people often leave the house and Fido stays home. When Fido has Fluffy, though, the pack is still somewhat intact, and the issue of separation anxiety is much less likely. The social aspects of having two dogs in your home are enormous, and a social dog is a happy dog. Anyway, I keep coming across your location on Airbnb and it just looks so perfect for my husband and I that are coming to visit. When I looked up the dates I noticed that it says that there is a 4 night minimum stay. I was wondering if there was any way you would be interested in us staying there for only two nights as we already have our flights. I figured there was no harm in asking as we already have all of our flights booked. Please let me know! Thank



Hi Eva! I am from Germany travelling Australia. I love dogs, both my husband and I are dog people. Our dog, Mac, is actually, thoroughly his dog. It's not that he doesn't like me, because he does. But I miss the total devotion of a dog that's entirely my own. Mac wants to sit in my husband's lap and be petted when we're watching TV at night, and I miss having my own dog to cuddle with, too. a friend who once told me, "If you have one dog, you have a dog. If you have two dogs, you have half a dog. If you have three dogs, you have no dog at all." Although I laughed at the time, I thoroughly disagree with him. See, he had one dog and I had two. I currently have one dog, but that's because one of my dogs died recently, and I haven't yet found the dog I want to bring into our home as a second one. But we won't be a single-dog family for long, I guarantee it. Here's why. Yes, they are domesticated and not wolves. They have learned to live with humans as their pack members, but those people often leave the house and Fido stays home. When Fido has Fluffy, though, the pack is still somewhat intact, and the issue of separation anxiety is much less likely. The social aspects of having two dogs in your home are enormous, and a social dog is a happy dog. Anyway, I keep coming across your location on Airbnb and it just looks so perfect for my husband and I that are coming to visit. When I looked up the dates I noticed that it says that there is a 4 night minimum stay. I was wondering if there was any way you would be interested in us staying there for only two nights as we already have our flights. I figured that asking as we already have all of our flights booked. Please let me know! Thank

150 words maximum



Hi



Hi

Please add a few more details
about your trip.

Who you are

Reason for stay

What you like about the home

Set at minimum of 25 words



Hey Eva! I am from Germany travelling Australia right now and me and my girlfriend are coming to Sydney for holidays. We want to go surfing, visit the beach and just have a great time. :)

Looking forward to meeting you!
Julia

Just right.



Brittany

16 days ago

What an amazing space! The treehouse was absolutely unbelievable. Had an incredible time accompanied by amazing views! Truly a dream come true.

February 2019

Brittany's group were wonderful guests; very easy to communicate with and they left our treehouse perfectly clean! Any host would be lucky to have them staying in their home; our highest recommendation! Mike and Caroline



Caroline & Mike, Asheville, NC

Joined in 2013 · Report

**The product is the marketing
and the marketing is the product.**



People don't do what they believe in
They do what's convenient, then they repent

Bob Dylan, Brownsville Girl







250 feet 50 m

State of Florida. Image courtesy of USGS. © 2011 Microsoft Corporation
Photometry, Birds Eye © 2010 MDA Geospatial Services Inc.
Photometry, Birds Eye © 2010 Photometry International Corp.

Small business parcel delivery from \$4.75^{ex GST*}

Send parcels door to door for low flat-rates, across Australia and around the world.

[Get my free account](#)

The extras small businesses need, already included.



Simple, flat-rate prices

Delivery costs shouldn't be complicated or confusing. Sendle's flat-rate prices make setting up shipping a piece of cake.



Free pickups from you

A friendly **courier** will pick up every single one of your parcels right from your door - whether you send one or fifty parcels a week.



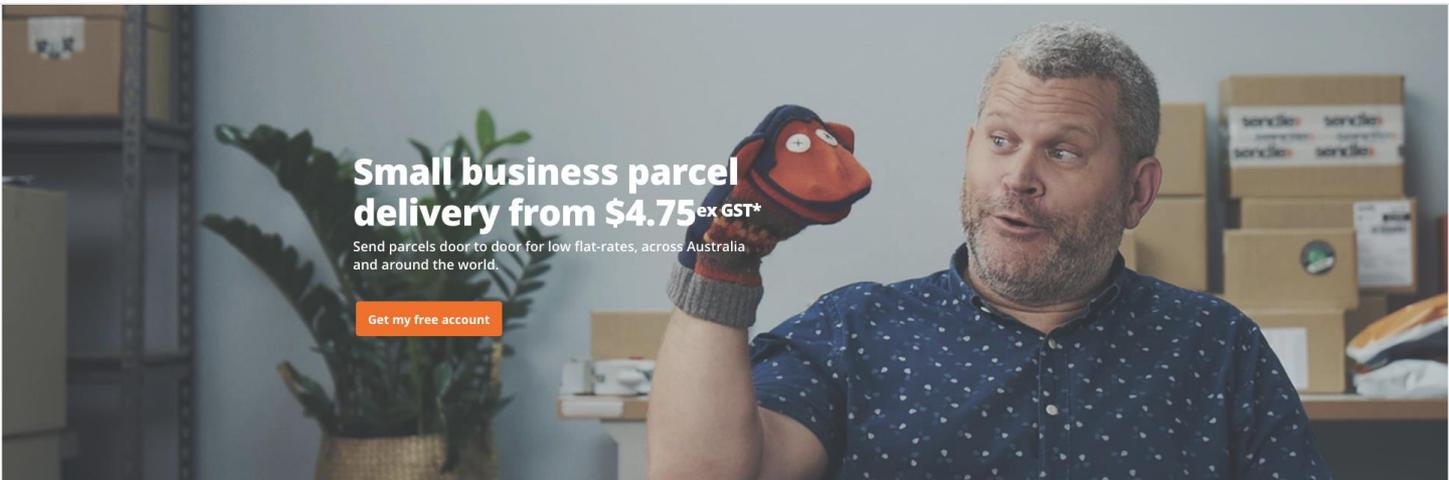
And the little extras?

All included, of course. Re-deliveries, Return to Sender, comprehensive tracking - and we'll insure every parcel too.



Which parcels are covered?

All domestic same-city and national parcels whether they're 500g or 25kg. Peace of mind never cost so little.



Small business parcel delivery from \$4.75^{ex GST*}

Send parcels door to door for low flat-rates, across Australia and around the world.

Get my free account

Spend less on deliveries

Take the guess work out of delivery costs, with Sendle's low flat prices.

Sendle Standard

Perfect for personal senders

Prices from



\$6.80
Domestic



\$18.45
International

- ✓ Free account
- ✓ Pick up from you
- ✓ No minimum order quantities
- ✓ Tracking and insurance included
- ✓ Signature on delivery

Prices include GST
International prices exclude GST

Get my account

Sendle Premium

Designed for small business

Prices from



\$5.80
Domestic



\$13.45
International

- ✓ No lock-in contract or hidden fees
- ✓ Pick up from you
- ✓ Tracking and insurance included
- ✓ Signature on delivery

*Minimum parcel orders 20/month
Prices include GST
International prices exclude GST

Get my account

Sendle Pro

Ideal for established business

Prices from



\$4.75
Domestic



\$13.45
International

- ✓ No lock-in contract or hidden fees
- ✓ Pick up from you
- ✓ Tracking and insurance included
- ✓ Free, powerful API
- ✓ Signature on delivery

*Minimum parcel orders 200/month
Prices exclude GST

Apply for Sendle Pro

A Case Study

sendle➤

TuShare



**Small businesses spend 40%
of their time handling admin and logistics**

Ouch!

Customer pain points.

Lining up at the PO

Expensive

Complicated pricing

Complex account creation

Hard to order

Tracking difficult

Unreliable

Minimum order requirements

Tricky integrations

Lack of support

Sendle helps small business thrive by making parcel delivery simple, reliable and affordable.







[National](#) | [World](#) | [Lifestyle](#) | [Travel](#) | [Entertainment](#) | [Technology](#) | [Finance](#) | [Sport](#)



business  **other industries**

‘Post without the office’: Sendle wins trademark dispute with Australia Post

AUSTRALIA Post has been slammed for “wasting taxpayers’ money” fighting a failed legal battle against a tiny competitor.



Frank Chung [@franks_chung](#)



MAY 15, 2017 2:39PM

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Oohh!

Sendle's solution.

Free pickups from you

Up to 72% cheaper than the PO

Low, flat rates nationally

Start sending instantly

Simple and beautiful interface

Easy tracking in the dashboard

Clear timing estimates

No minimums

Friendly API

Customer happiness team



5633

15



What size is your parcel?

What size is my parcel



Satchel

up to
500g & A4



Shoebox

up to
2kg & 8L



Briefcase

up to
5kg & 20L



Carry-on

up to
10kg & 40L



Check-in

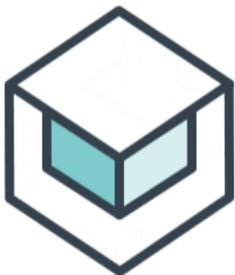
up to
25kg & 100L

Parcel summary

Weight up to **10kg**

Not sure what size your parcel is? [Check parcel dimensions](#)

Volume up to **40 litres**



SendleToolbox

ebay

 shopify

Woo **COMMERCE**



neto

 shippo

ShipStation®

readyto**ship**

StarShipIT.
FROM YOUR #STORE . ONE CLICK . TO THEIR DOOR

 nab

 NRMA
INSURANCE

velocity
frequent flyer

A man in a black hoodie is meditating in a lotus position on a rooftop. He has his eyes closed and hands in a mudra. A thin white line connects four white circles, each containing a logo. The background is a city skyline with a bridge and a river under a cloudy sky.

HubSpot

zendesk

hotjar

RJMETRICS

sendle

Customer ratings

Sendle product review.

Product Review ratings

A green-bordered card containing the Sendle logo (a green person icon), the website "www.sendle.com", and a star rating of 4.1 from 2731 reviews. The stars are yellow, with the first four fully filled and the fifth partially filled.

Sendle 
www.sendle.com
★★★★☆ 4.1 from 2731 reviews

Australia Post
auspost.com.au
★★★☆☆ 1.7 from 5162 reviews

StarTrack
startrack.com.au
★☆☆☆☆ 1.3 from 3271 reviews

NPS

Net Promoter Score is used to measure customers willingness to recommend a business' products or services to others.

Brand	NPS
	69
	51
	50
	46
	45
	38
	38
	29
	25
	14

"Sleep is perhaps the greatest legal performance-enhancing 'drug' and yet so few people take advantage."

**THANK
YOU!**