

NEWS CLIPPING

EVENT:	BOXIT SOLVES SHOPPERS' DILEMMA
PUBLICATION:	THE SUN DAILY
PAGE/ SECTION:	12
DATE:	TUESDAY, 8 SEPTEMBER 2015
TIME:	-

## BOXit solves shoppers' dilemma

**ADDRESSING** the millennial issue faced by online shoppers - not being at home when the parcel arrives, BOXit recently collaborated with 7-Eleven Malaysia to offer parcel lockers in its 24 hours stores, nationwide.

BOXit, a Malaysian parcel locker operator, allows end users and businesses to perform daily activities without interruption with its solution for the ever expanding e-commerce industry. The locker compartment comes in a variety of sizes and is controlled electronically through an SMS pin code exclusively sent to recipients to ensure maximum security.

"Incorporating BOXit's services into 7-Eleven's outlets will extend our customer reach and help us to better fulfil the convenient needs and expectations of consumers. Through new partnerships such as these, we will truly be able to offer a one-stop shopping experience for our customers," said 7-Eleven Malaysia chief executive officer Gary Brown.

Taking the definition of "convenience store" to greater heights, the services also covers Business-to-Consumer (B2C), Consumer-to-Business (C2B), Bank-to-Customer (Bank2C) and Customer-to-Bank (C2Bank) interactions. Leveraging on



7-Eleven's 24 hours concept, BOXit gives users the option to retrieve packages at any given time and from any designated location facilitated by the network of 7-Eleven stores throughout the country.

"We are pleased to be able to collaborate with 7-Eleven as their network of stores are the ideal sites to place our machines to facilitate a gradual nationwide rollout and are strategically located in urban areas with high foot traffic. It is customer convenience at its best. We are confident that these machines will experience optimum utilisation and be well received by both the public and e-commerce businesses alike," shared BOXit chief executive officer Gregor Trawoger.

Those who shop online avidly will appreciate the ease and utility of BOXit's service in 7-Eleven. The company have built its platform which includes logistics, banking and e-commerce industries.

For more, visit 7-Eleven's website or their Facebook page.