

Exporta Customer Insights



EXPORTA
Sustainable Transit Packaging

Introduction

As businesses across industries increasingly prioritize operational efficiency, sustainability, and cost-effectiveness, the role of transit packaging solutions has become more critical than ever. To better understand evolving customer needs and preferences, Exporta conducted a comprehensive customer survey focused on product handling and sustainable packaging.

The survey captured insights from a diverse range of businesses regarding their preferences between reusable and single-use packaging, the importance of factors such as durability, price, and sustainability, and their openness to innovation, including leasing options. With responses from stakeholders across multiple sectors, the findings offer valuable direction for refining product offerings and enhancing customer experience.

This whitepaper explores key themes uncovered in the survey—ranging from purchasing behaviour to environmental priorities—and translates them into actionable recommendations that will shape Exporta's future product strategy and service model.

Reusable vs. Single-Use

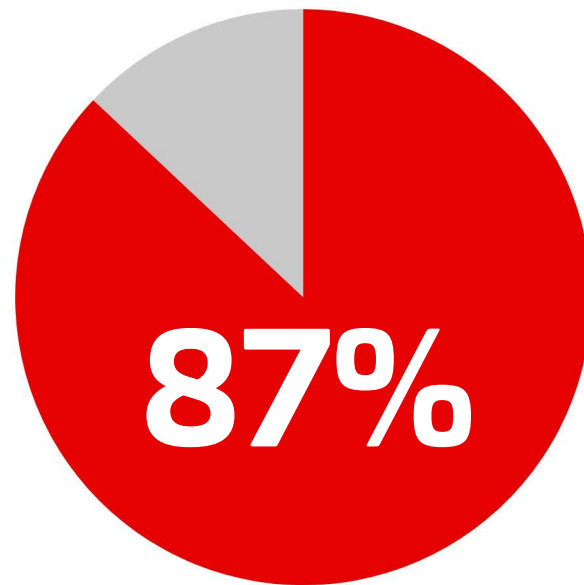
We asked some different questions around customers preferences between reusable products or single use products. With more and more importance for businesses to operate sustainably and eco-consciously, it's important for us to understand how this influences our customers.

Reasons for reusable: Cost-effectiveness, ethical/environmental concerns, efficiency in reordering.

Reasons for single-use (minority): Not getting packaging returned.

60% expressed interest in sustainable or eco-friendly packaging.

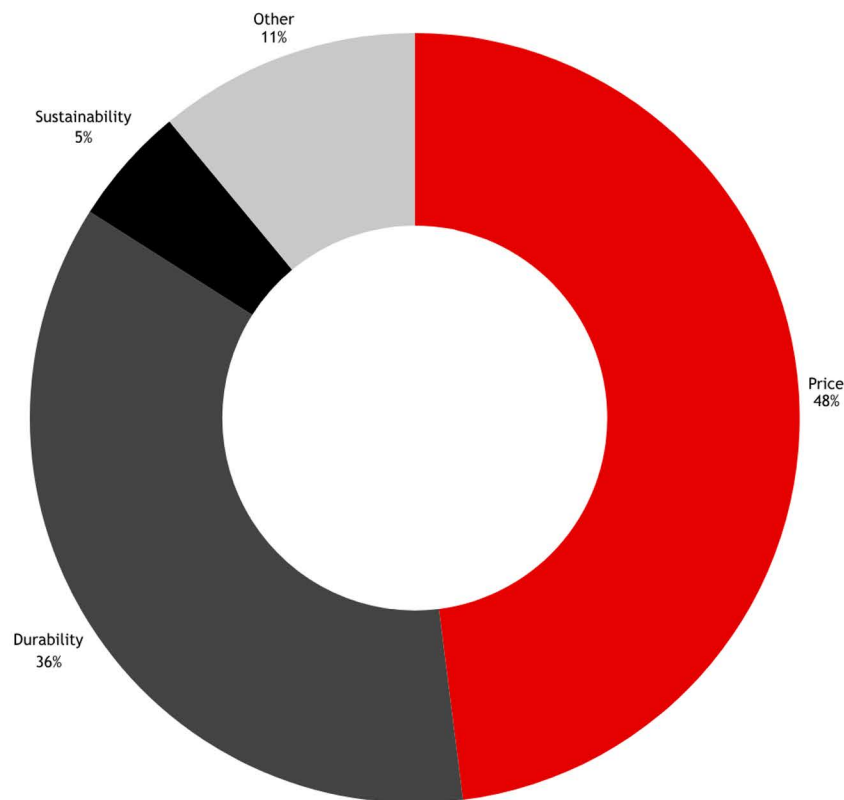
Reusable vs. Single-Use



Prefer reusable product handling goods.

Top Factors Influencing Purchasing Descisions

We know that there are different factors that are important when it comes to the buying process. We wanted to know, for our customers, what is most important to them when it comes to making a purchase.



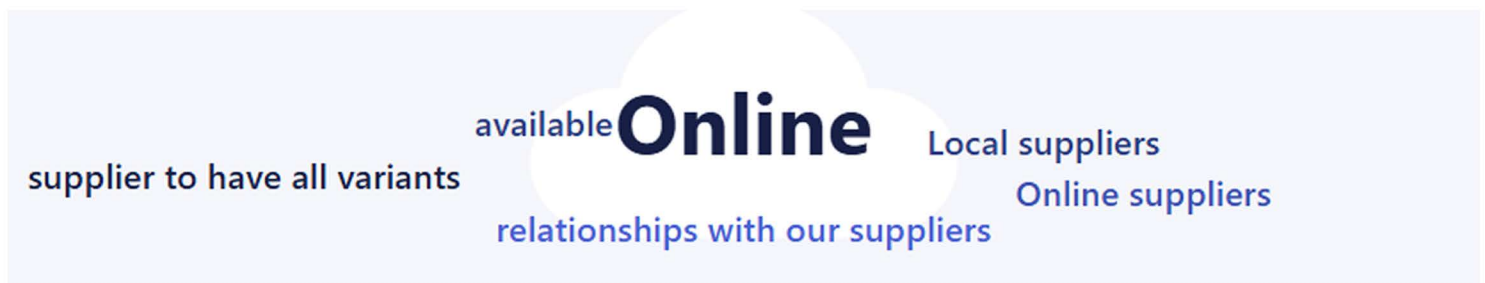
Preferred Purchasing Channels

We offer online purchasing, ordering via our customer service team, speaking directly to sales, as well as finance options and purchase order options. We wanted to know how customers liked to buy from us:

Online: Most common

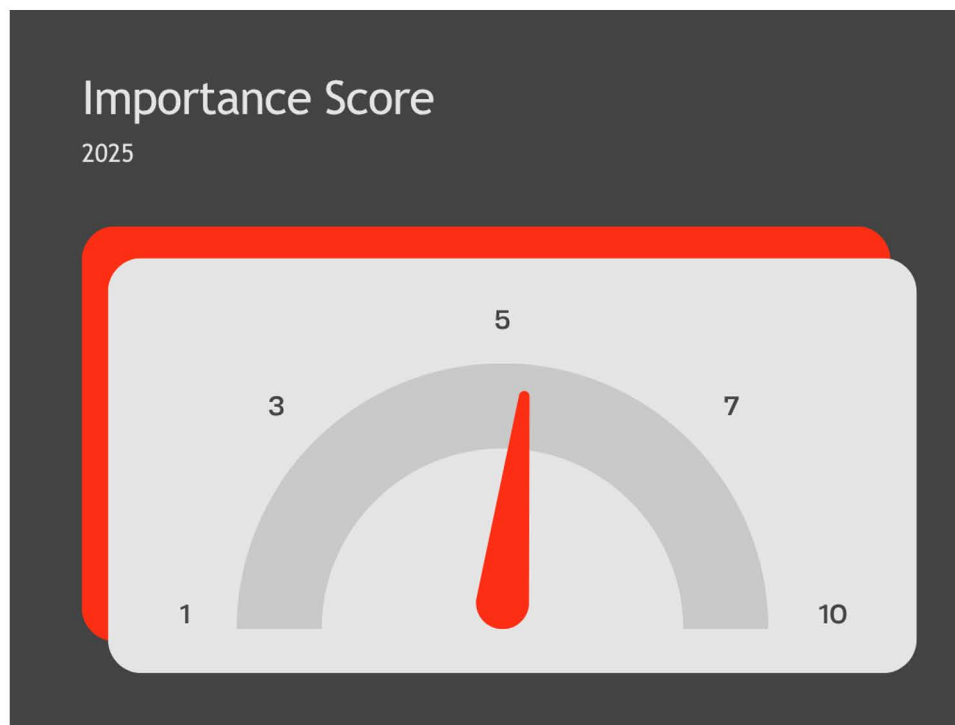
Local suppliers: Mentioned occasionally

Mixed/Email/Preferred suppliers: A few mentions



Importance of Product Customisation

On a scale of 1 to 10, we asked customers how important product customisation was to them. It's something we offer here at Exporta, but is it important to our customers?



Scores ranged from 4 to 10

The average rating: 5.3 - showing a moderate importance to customers.

Future Needs

With regular customers, and new customers, we want to ensure we are supplying the right products now and into the future. We asked how our customers see products evolving over the next 5 years and this is what they said:

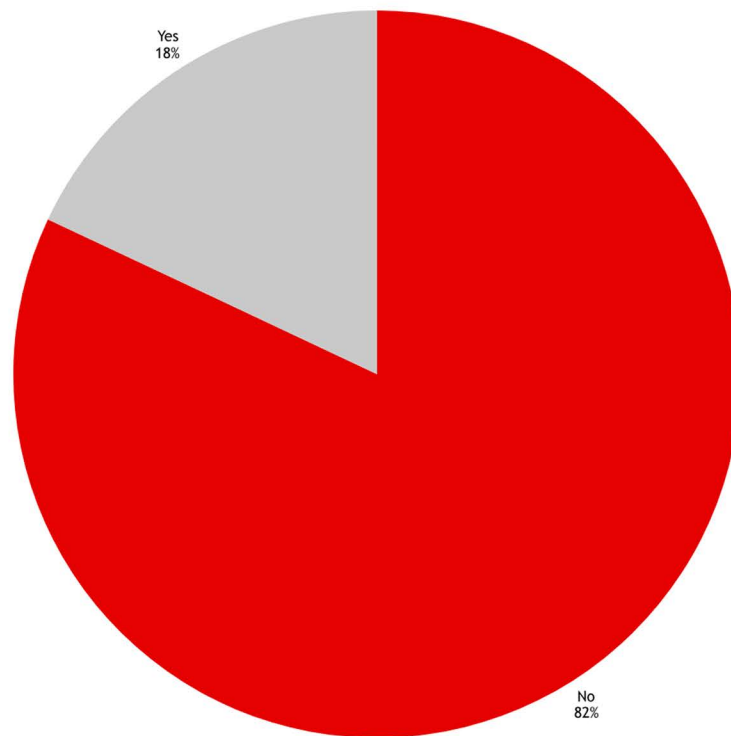
Mixed Responses:

Some expect increased usage

Others are uncertain or see no change



Are Leasing or Renting Options Important?



82% said “No” — indicating low interest in leasing or renting.

Exporta vs. Competitors

How do we compare against others in the marketplace. We pride ourselves on our customer service and wide range of products available for next day delivery, but how do our customers see us and what makes them choose Exporta?

Better range, quality, and delivery

Competitive pricing

Helpful service



Features Exporta Excels At

We asked what aspects of our products or services customers find better. These are the top answers and some of the specific feedback we received.

Top mentions:

- Delivery speed
- Price
- Helpfulness

"They are very competitively priced and aim to fulfill order as quick as possible "

"Exporta is very good on communication good or bad, and will make work around to ensure we get deliveries on time, one of the best I have worked with"

"Service levels are exceptional, price is good and I've had no quality issues"

Insights into Impact

This survey has offered critical insights into the evolving preferences, values, and behaviors of our customer base—shedding light on everything from purchasing drivers to environmental priorities. These findings not only underscore the importance of staying attuned to our customers' needs but also illuminate clear opportunities for innovation and strategic alignment.

The findings shared in this whitepaper will directly inform how we design our products, refine our services, and create value in every interaction. But we know that strategy is never one-size-fits-all.

If you see your challenges reflected in these insights, we'd love to hear from you.

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Because your goods matter.