

CUSTOMER SUCCESS STORY



Panasonic

Panasonic's success in D2C Straight to the customer – straight to success

How Panasonic mastered the step from B2B to D2C with
PARCEL.ONE and thus also conquered the European market



Selling throughout Europe – directly to the end customer

That an industry giant would decide to bypass all intermediaries, break down barriers and make direct contact and get in direct contact with the customer seems unimaginable at first.

But that is exactly what **Panasonic** has done. In a world where speed, flexibility and personalised customer contact are the new currency, Panasonic has had to completely rethink its logistics in order to succeed in the D2C sector.

But even giants need a trusted partner to navigate uncharted waters.

Panasonic: From the land of the rising sun to european households

Panasonic is not just another electronics brand; it is a global icon.

Since its **foundation in 1918**, the Japanese technology group has stood for innovation and progress and is active in numerous sectors. From the **automotive industry to consumer electronics**, Panasonic serves the entire spectrum of electronics. **Industry, communication, energy and household goods** are all part of the portfolio.

However, despite its size and expertise, Panasonic was for a long time firmly anchored in the B2B market and was reliant on third parties to bring its products to end consumers. The move to open its own online shop and enter the D2C market was a bold and transformative decision.



Made in
JAPAN



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THE CHALLENGES

Panasonic opens its own online shop

The leap into the unknown – **The switch from B2B to D2C business** was not just a change in sales strategy; it meant a complete reorganisation of logistics.

This meant a complete reorganisation.

Panasonic's existing infrastructure was geared towards large, predictable deliveries in the B2B sector – reliable, efficient and with long-standing haulage partners. However, the D2C market has completely different requirements: Speed, flexibility and the ability to treat every single delivery as an individual experience are crucial here.

As a result, using the same infrastructure for B2B and D2C costs a lot of money and usually does not lead to the desired goal.

So how did Panasonic, a master of B2B business, survive in this new world?

THE SOLUTION

PARCEL.ONE - the perfect partner

Panasonic needed more than just a logistics provider; they needed a partner who understood the requirements of the D2C business and could help them successfully overcome the challenges.

With PARCEL.ONE, Panasonic found exactly that partner

Thanks to our expertise in **international multi-carrier solutions**, we brought the **agility, speed** and **European network** that Panasonic needed for its new direct-to-consumer (D2C) business



„With PARCEL.ONE, we have bridged the gap between our B2B and B2C logistics and successfully scaled our direct-to-consumer business in Europe.“

Jochen Pühler

Head of Digital Marketing & E-Commerce bei Panasonic in Europa



The path: seamless integration, continuous development

The collaboration between Panasonic and us was a prime example of **efficiency**.

Thanks to a modern, API-based approach, Panasonic was fully integrated into our logistics network in just a few weeks.

But that was just the beginning. The partnership has continued to evolve and adapt to the ever-changing demands of the D2C market, keeping Panasonic one step ahead.

The result: European shipping is expanding

Starting in Germany and Austria, Panasonic has successfully expanded its D2C presence with us to **Italy, France, Belgium, Spain, Sweden** and the **Netherlands**. Today, Panasonic products reach customers quickly and cost-effectively – regardless of the destination country or shipping volume.

The outlook: Growth, flexibility and limitless possibilities

With PARCEL.ONE at its side, Panasonic is not only part of the D2C market, but is setting new standards. Together we have proven that even established brands can muster the courage and adapt to continue to thrive in an ever-changing digital world..

„Onboarding was straightforward and the integration of the existing systems was completed in just a few weeks. Since then, the collaboration has been continuously optimised. As this has already been in place for over two years, the e-commerce landscape is no longer the same.

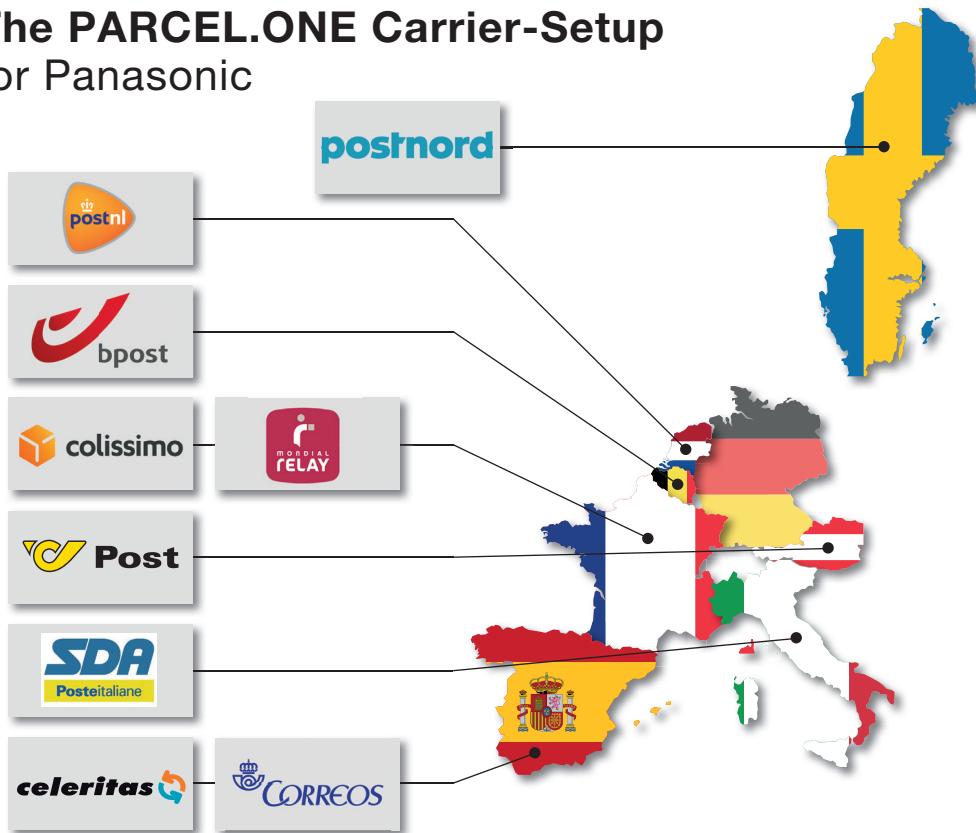
That’s why it’s important to continuously work on improvements and thus respond to the growing demands of the D2C business. This works extremely well for Panasonic and for us. Even short-term requests are realised efficiently. Panasonic values this flexibility immensely.“

François Aerts

Key Account Manager bei PARCEL.ONE



The PARCEL.ONE Carrier-Setup for Panasonic



Panasonic

Established in 1918 by its founder, Konosuke Matsushita, Panasonic is committed to the progress and development of society and the well-being of people through its business activities in order to improve the quality of life around the world.

Panasonic begins with the desire to create things of value. Through hard work and dedication, one innovative product after another is created and the young company takes its first steps towards becoming the electronics giant it is today.

„As a company, we are aware that we have to contribute to social development and we will strive tirelessly to fulfil our destiny.“

All our activities are based on customers choosing and buying our products and services. This applies to goods that are sold individually as well as to services for which the customer has concluded a contract and makes regular payments.

On the Market since: **1918**

Shipping with P1: **8 focus countries (+ whole world)**

Sector: **Elektronik / Entertainment**

Customer since: **2021**