

Customer case Syntrus Achmea

we go the extra mile

mypup 

Syntrus Achmea Real Estate & Finance is the largest asset management company in the Netherlands, handling property and mortgages. We manage assets on behalf of pension funds and other institutional investors. In this capacity, we develop, lease and manage new-build apartment blocks. In line with our vision of 'Meaningful investing', Syntrus Achmea is always looking for sustainable investment opportunities. As a company, we want to make and keep our residents' living environment as attractive as possible. Together with our property managers, at Syntrus Achmea we are working towards a sustainable future.



Wim Smit

Employed at Syntrus Achmea RE since: **2016**

Department: **Acquisition and Development**

Job title: **Senior Project Manager (New Build Development)**

Number of buildings with MyPup parcel lockers: **12**

Total number of lockers installed: **157**

Investor on a sustainable mission

With Syntrus Achmea's mission being to work towards a sustainable future, we looked at sustainable solutions to provide streamlined and secure deliveries for residents. How can we keep the delivery drivers outside the building? Could there be a central delivery point in the building from which residents would be able to collect their parcels? Could they do so at any time of day, whenever it suited them? This would mean the neighbours wouldn't be disturbed and the recipient wouldn't need to rely on anyone to take in parcels. How can we foster sustainability?

Sustainability is increasingly important

A constant stream of delivery vans in front of the building is not very eco-friendly. At the same time, more and more people want to live more sustainably. The fact that the parcels for MyPup customers are dropped off on the outskirts of the city means a great reduction in the number of journeys made. This makes the ecological footprint of a parcel a lot greener.



Syntrus Achmea about MyPup

"It was in my role as a Project Manager at Syntrus Achmea Acquisition and Development that I came into contact with MyPup. Although another provider was operating in

some properties at the time, my interest was roused by other parties in the market. The discussions with MyPup soon made it clear that this service had more to offer and would also help towards achieving a sustainable future. Not only can parcel lockers be installed at a central point in the building, MyPup also drops them all off itself so that only one regular delivery driver enters the building, instead of several couriers from fifteen different parcel delivery services."

How MyPup ensures the safety of residents

- ✓ An end to dozens of unknown delivery drivers in the building.
- ✓ A single, permanent point of contact for complaints.
- ✓ No more opening the door to strangers.
- ✓ Residents only receive parcels when it suits them.

"Reducing the numerous courier journeys to the properties soon made us realise the benefits to sustainability brought about by the cutting of carbon emissions. MyPup collects all postal packages on the outskirts of the city so that a single delivery driver can drop them off at the building concerned on the same day. Once the parcel has been placed in the locker, the resident receives a notification and they can collect it whenever it suits them."

The knife cuts three ways rather than two. A pleasant living environment means satisfied residents, landlords and better long-term and short-term returns."

Wim Smit | Project Manager at Syntrus Achmea RE

Convenience continues outside the front door.

Residents are also coming to recognise the many benefits of this solution. This is especially so in times when society is under a great deal of pressure due to the coronavirus crisis, and anything that improves the comfort and safety of their living environment is particularly welcome. Creating an attractive living environment is easier said than done though. Without beating about the bush, keeping rents affordable is a major factor. Rents need to be in proportion to the quality and service we provide, so we always liaise with our residents and landlords to find the right balance. We identify their needs and explore all the options the market has to offer.

These include greenery, lighting, security and parking facilities, as well as excellent amenities (i.e. kitchens, bathrooms and sanitation solutions) that make the living environment pleasant."

"No one wants to be bothered by having to take in their neighbours' parcels."

"Not so long ago, we were faced with a new need. As online shopping took off, so did the flow of packages to apartment blocks. So while every resident was only too happy with the convenience of this new service, no one was too keen on taking in parcels for their neighbours. And what about all those delivery drivers who leave their engines running at the roadside. Some residents reported that they felt unsafe at the idea of a stream of anonymous delivery drivers being allowed into the premises.

Solution for Syntrus Achmea

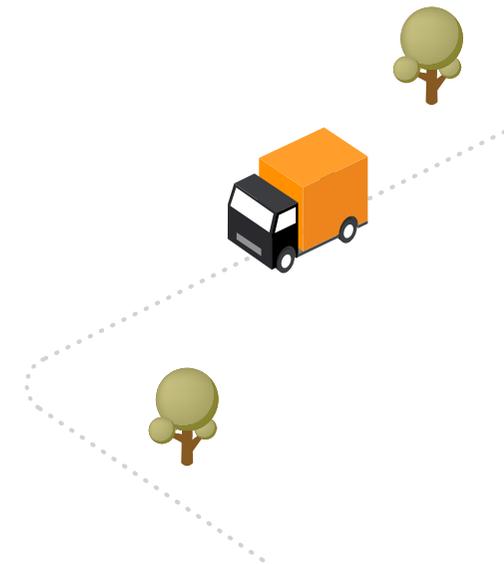
Although the added value of MyPup soon became clear, finally convincing other departments in the company about the benefits of the new service still proved to be something of a challenge. However, once they realised that MyPup offers a full-package delivery service, both in terms of receiving and returning parcels, as well as insurance, the rest were convinced as well.

If the driver causes damage to the building, MyPup will ensure it is fixed quickly and free of charge.

Satisfied with the result

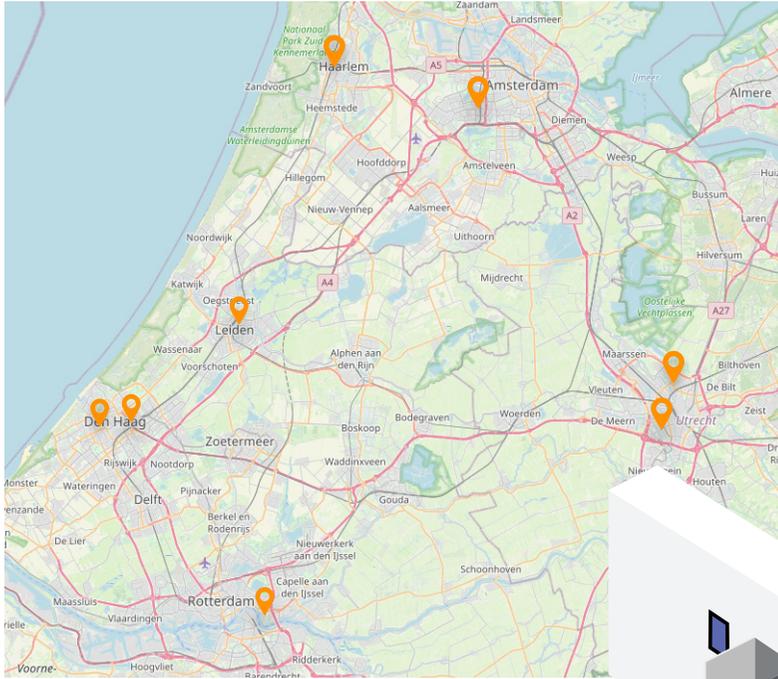
In practice, the residents who use MyPup are very satisfied. Their living comfort is greatly enhanced, and they are delighted to make use of the extra service provided in their building. This is a good reason for Syntrus Achmea to look at whether MyPup could be incorporated in future projects because where the solution serves both the location and the needs of the end-user, this innovative approach aligns seamlessly with Syntrus Achmea's vision: "Meaningful in investing."

"Premium Services mean greater comfort, which residents are happy to pay a little extra for."



Choosing MyPup reduces carbon emissions

Syntrus Achmea's MyPup locations



Would you like to help MyPup cut carbon emissions? Opt for a sustainable and safe parcel delivery service without any unnecessary contact.

Contact Lieke Coopman for further details.
Call her on **+31 6 4140 9677** or email her at **liekecoopman@mypup.co.uk**



MyPup and social challenges due to coronavirus

The measures resulting from the coronavirus have caused a ripple of reactions through society. On a societal level, we are now seeing major changes taking place that are likely to affect the lives of our residents for some time to come.

The population is more socially distanced and companies are playing their part too. Postal workers, for instance, are no longer allowed to hand over parcels so they leave them in front of the door and walk away. This regularly brings complaints because when people are not home, they return to find their parcel unattended.

Working from home has become the norm, so more and more people are making video calls from their living room. As productive workdays require being able to hold online meetings with colleagues without being disturbed, solutions in that area are more than welcome.

Observing good hygiene practices and keeping a safe distance from one another are two measures that are likely to be with us for the time being. This is why now, more than ever, MyPup parcel lockers provide the perfect answer to all of these challenges. Less physical contact, which reduces the risk of infection while creating a greater sense of safety and providing an extra service for residents.