



## case study

## The UPS Store®

### Dierbergs Corners the Market on Service with The UPS Store®

With more than 20 locations, 5,000 employees and 152 years in business, Dierbergs is a dominant presence in the St. Louis, Missouri, grocery marketplace. Established in 1854 as a general merchant exchange, Dierbergs provided the essential staples for the community such as flour, sugar, kerosene, boots, shoes, clothing and hardware. Today, Dierbergs' business remains driven by one simple question — What are the needs of our customers?

Dedicated to customer service and satisfaction, Dierbergs is a leader in specialty services, such as in-store pharmacies and Dierbergs' School of Cooking, the first in-store cooking school in a supermarket in the U.S. Other customer-driven innovations include a First Bank branch at most locations and a full-service FTD florist department.

Consistently ranked among the top supermarkets in the nation for customer satisfaction, the chain needed an equally impressive partner to provide in-store retail shipping, postal and business services for its customers. Dierbergs decided to check out The UPS Store.

#### Client Challenge

Dierbergs was tasked to replace the revenue stream and space of an underused department with products and services their customers need. To address this challenge, Dierbergs wanted to complement their grocery expertise with new services to meet customers' expectations for convenience, excellence and innovation.

Since shoppers often juggle multiple tasks and errands each day, Dierbergs wanted their customers to have the ability to do it all under one roof. To serve its patrons' many needs, Dierbergs sought a long-term relationship with a professional business services provider, offering customers mail with their melons, printing with their prescriptions, and shipping with their sugar. Dierbergs turned to The UPS Store.

## Dierbergs Markets

Store-in-store Shipping, Postal and Business Service Centers

**GEOGRAPHIC AREA SERVED**  
St. Louis, Missouri, Metro Area

#### CHALLENGE

Provide additional customer-driven services under one roof, differentiate the supermarket from other grocery stores and create a competitive advantage to complement Dierbergs' brand image and grocery experience with a new service partner

#### SOLUTION

The UPS Store® provides a wide array of shipping, packaging and document services in one location, allowing busy people to save valuable time while shopping.

#### RESULTS

- Enhanced service offering, so customers can conveniently shop and ship in one stop
- Improved reputation for meeting customers' needs
- Home-based small business owners can combine household and business tasks
- Increased potential to share customer base and gain additional foot traffic



## The UPS Store Solution

The UPS Store, a franchise brand of Mail Boxes Etc., Inc., a UPS company and the world's largest franchisor of retail shipping, postal and business service centers, offers a full range of packaging, shipping and receiving services. Shoppers can utilize postal and mailbox services, document finishing, faxing, notary and computer services.

Ranked the number-one postal and business services franchise by *Entrepreneur* magazine for 16 consecutive years, The UPS Store was the natural choice for a company that prides itself on its consistently high ranking in customer satisfaction surveys. The design and construction process was thorough and the first-class interior décor package and exterior signage were set up in a short time. Backed by the proven reliability of the UPS brand, The UPS Store has taken Dierbergs' convenience to a new level.

Now, Dierbergs' customers can conveniently complete all the items on their to-do lists with one stop. From picking up dinner to picking up a package, customers can eliminate multiple trips for shopping, packaging and shipping, as well as postal, document and computer services.

This one-stop-shop concept has been especially beneficial to individuals who run their own businesses from home and typically handle both household and work demands during the day. Having print, fax, notary and mailbox services available in the same place as their local grocery store has allowed these busy multitaskers to make the most out of the little time they have each day.

## The Results

Partnering with The UPS Store allowed Dierbergs to continue its unending mission to provide their customers with more than just standard grocery services. Dierbergs understands that convenience, variety and a strong customer service philosophy attract customers and keep them coming back. In addition, The UPS Store's brand recognition gives Dierbergs a competitive advantage in the marketplace.

With increased service offerings available to customers, this symbiotic partnership with The UPS Store increases the potential for foot traffic in the supermarkets. Dierbergs evaluated the space of underutilized departments, replacing them with a The UPS Store center and reallocating employees to other customer service areas. Both companies can share and optimize their space concurrently and attract and share customers, knowing that those customers will always be treated in a first-class manner.

Though the concept of "staples" may have changed — today, encompassing mail and e-business as well as milk and eggs — Dierbergs' commitment to providing these items remains the same as it did more than 150 years ago. Thanks to the partnership between The UPS Store and Dierbergs, convenient shopping now means much more than fast checkout lanes.

## The UPS Store®

### THE UPS STORE SITE REQUIREMENTS

- 700-1,500 sq. ft. of floor space
- Internal and external entrances at high-traffic areas preferred
- Internal and external signage
- Customer access to parking

**"The UPS Store delivers the time-saving convenience of world-class shipping, packaging, copying and mail services without a separate trip. The UPS brand enjoys instant recognition and inspires confidence in a format that mirrors our own brand, with an upscale appearance, high-quality products and exemplary customer service."**

— Tom Byrne  
Dierbergs Corporate Vice President



For more information please contact us 1.877.420.4836 or e-mail us at [SVstoreinstore@mbe.com](mailto:SVstoreinstore@mbe.com). You can also visit us at [theupsstore.com](http://theupsstore.com).

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