



## Client case Achmea Real Estate

How MyPup benefits Achmea's sustainability goals and resident experience



## Wim Smit

Senior Project Manager New  
Build Development,  
Acquisition and Development  
Department

Achmea Real Estate is the largest asset manager in the Netherlands, performing investment management for institutional lenders. On behalf of their clients, Achmea operates high-quality rental housing, mainly in the middle segment. A carbon-neutral portfolio, affordability and tenant satisfaction are of high importance to Achmea. Wim Smit saw MyPup as a valuable addition.



MyPup since  
2018



16 locations



24 Pick Up  
Points



32,000 parcels  
delivered each year

### Wish

Achmea wants to create an attractive living environment for residents while contributing to a sustainable future. Based on the vision of 'investing with meaning', Achmea is always looking for sustainable investment opportunities.

### Result

"Our residents are delighted with the more pleasant living environment we are creating. A pleasant living environment results in satisfied residents, but also in satisfied landlords and a better return. In the short and long term. MyPup's complete parcel delivery service won us over."

## Investor on a sustainable mission

With Achmea's mission to contribute to a sustainable future, it looked at sustainable solutions to provide streamlined and safe parcel delivery for residents. How do we keep couriers out? Can we provide a central delivery point in properties where residents can pick up their parcels at any time of the day, at their convenience? Then the neighbour will not be disturbed and the recipient will be completely independent. And how can we promote sustainability?"

"What makes a living environment pleasant depends on several factors. With the boom in online shopping, the flow of parcels into our apartment complexes grew. This often meant a chaotic entrance with more courier vans at the entrance and an increase in accepting parcels from neighbours. Residents also reported on this that they actually found it an unsafe idea that access was granted to a stream of anonymous couriers."

"How do we ensure a nice living environment, keep couriers out, and embed sustainability?"



## MyPup as solution for Achmea

Wim Smit came into contact with MyPup and soon saw the added value of this service: "As Project Manager in the Acquisition and Development department at Achmea, I came into contact with MyPup. At that time, another provider was already active in some properties, but I was curious to know about other parties on the market. From talking to MyPup, it soon became clear that this service has more to offer and also contributes to a sustainable future. Not only can parcel lockers be installed at a central point in the premises, MyPup also delivers all parcels itself. A delivery driver



comes only once a day, instead of couriers from all kinds of different parcel delivery services throughout the day."

"In doing so, MyPup is contributing to a sustainable future. With the savings of the various courier rides to the premises, a lot of CO2 emissions are saved. This is because MyPup collects all postal packages on the outskirts of the city and then one delivery driver leaves for the respective property. The resident is notified as soon as the parcel is delivered and then picks it up at their convenience."

"It was a bit of a challenge at the beginning to convince other departments internally about the new service, but once they realised that MyPup is sustainable and offers a complete unburdening of parcel delivery, both of receiving, returning and insuring the parcels, they were won over."

"It's a win-win situation. A pleasant living environment ensures satisfied residents, landlords and better returns, in the short and long term."

## Satisfied residents

"MyPup's parcel lockers are safe and user-friendly. Using MyPup helps us create a pleasant living environment which in turn leads to

### Achmea's sustainability impact



11.595 kg CO2 saved  
each year



85 flights  
A'dam - Londen

### Net Promotor Score MyPup

Average rating

8,8

75% rate us with a 9+!

Net Promotor Score\*

69



0-6 (detractors): 7%  
7-8 (passives): 18%  
9-10 (promoters): 75%

\* The NPS is a tool to measure customer loyalty by asking about the level of recommendation (0-10). The score can range between -100 and +100. An NPS above zero is considered good, a score above 50 is considered excellent.

high resident retention levels. It's a win-win situation. A pleasant living environment ensures satisfied residents, but also satisfied landlords and better returns. In the short and longer term."

In practice, users of MyPup are very satisfied. Living comfort is greatly enhanced and residents enjoy using the extra service in their building. A good reason for Achmea to check whether MyPup will also come into its own in future projects. Because as soon as the solution contributes to the location and needs of the user, this way of innovating perfectly matches Achmea's investment vision: 'Investing with meaning'.

"MyPup's complete parcel delivery service won us over."

Want to know more about how MyPup can save your concierge valuable time and enhance resident satisfaction in your building?

Contact Martijn van Schaveren for more information.

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Your choice for MyPup (Certified B Corp) reduces CO2 emissions.

