

# Braving the Epidemic

## 敢創抗疫



## An army of 'foot soldiers' enlist in the fight against the virus

For months now, the company Max worked for allowed employees to work remotely. As the company's office assistant, he had helped his colleagues deliver documents, samples and other items to other offices and shops, all across the city, but in face of the epidemic, Max's services were not needed. As the epidemic lingered on, Max finally received a call from his boss, saying, "The company has decided to extend the current work arrangement indefinitely. Unfortunately, we will have to let you go..."

Max was certain he would be left marginalised in the job market as he did not possess good qualifications, nor long working experience, or the kind of skills most sought-after in the marketplace. Fortunately, Max heard from his ex-colleagues that local logistics start-up Pickupp was offering an attractive employment package to expand its team of delivery staff. After several interviews, Max was invited to join the company's army of 'foot soldiers', as they are commonly known in the trade.

The concept of sharing economy is embedded in the smart platform Pickupp. Through sophisticated algorithms, Pickupp manages and deploys otherwise idle manpower and vehicles to offer the most cost-effective "last kilometre" logistics solution. Crystal Pang, Pickupp's Co-founder and Chief Executive Officer, said, "The coronavirus pandemic has created a host of new restrictions to the lives and mobility of Hong Kongers. As a leading technology-based logistics platform in the city, Pickupp will do whatever it can to offer Hongkongers quick and dependable delivery services."



The pandemic has also greatly changed people's lives and consumer behaviour, added Crystal, and has brought significant growth in terms of online shopping. Growing numbers of retailers have now invested progressively in e-commerce, resulting in the need to come up with sound logistics solutions. Pickupp comes to the fore as it offers local SMEs fast and cost-effective point-to-point delivery services. Against this backdrop, the start-up experienced several times more business enquiries in the second quarter of the year than the first.

On the other hand, Pickupp feels for the employees across some of the most severely hit industries. Those in the airline industry, the restaurant trade and the retail sector have especially been hard hit by the continuing crisis. In response to a soaring demand for dependable delivery services, Pickupp acted swiftly to recruit and train more foot soldiers, offering a means to maintain a livelihood for many under-employed people.



Pickupp also plays an active role in helping Hong Kong tackle the spread of the coronavirus. As one of the first local logistics service providers to be named by the Department of Health to offer door-to-door specimen collection service for viral testing, Pickupp quickly assembled a specialised team fit for the service. The team is given strict training to ensure it follows the Department's health and safety guidelines on processing the samples to help limit the possible spread of coronavirus during deliveries.

### Quick facts

**pickupp**

- Pickupp now partners with more than 20,000 delivery persons, who will benefit from cutting-edge location-based technology for the most efficient use of resources. Meanwhile, users of the service take advantage of reduced waiting times for deliveries.
- New recruits of the company must undergo a background check and complete proper training before becoming a delivery person. Users of Pickupp will rate the service of individual delivery persons. Those with higher rating will be given more jobs to increase their income.

### Company Profile

As a Cyberport Startup Alumni Association (CSAA) member, smart logistics platform Pickupp was established in 2016. It employs highly advanced automated systems to smoothly process a growing pyramid of delivery orders, effectively reducing misallocated resources. Now, Pickupp's highly regarded business can be found across four jurisdictions, offering timely delivery services to over 10,000 clients on a daily basis.



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Learn more about  
Pickupp

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## 我要做步兵！

**本**為辦公室助理的Max，幾個月以來因疫情關係公司全員在家工作，本來需要整日穿梭商廈送件的他樂得清閒。但後來疫情反覆，他終於收到上司電話：「公司已決定無限期居家辦公，很遺憾你要被遣散了……」Max自知以其學歷、經驗、工種，很有可能被勞動市場邊緣化，灰心之際，舊同事推薦下得知本地物流創企Pickupp高薪招聘「步兵」，經過一輪面試，終成功獲聘為送貨員，重投勞動市場。

Pickupp是一個智慧物流平台，通過共享概念凝聚市場上閑置的人力物力，以演算法調配人手及車隊，用最低成本進行最後一公里的物流配送。Pickupp聯合創辦人兼行政總裁彭子楓Crystal表示：「新冠肺炎疫情令香港人生活及出門受不少限制，Pickupp作為香港領先科技物流平台，定必竭盡所能為香港人提供快捷安心的送貨服務，同心抗疫。」



Crystal指，新冠病毒疫情令香港人改變消費和生活模式，網上購物大行其道，不少零售商都投入線上營銷，同時亦要解決物流問題，Pickupp於第二季也接獲數以倍增的送貨服務查詢，並為本地中小企提供優惠的點對點送貨方案，為商戶節省成本，開拓其他出路。

Pickupp意識到因為疫情關係，不少香港人均要放無薪假，機艙服務業、餐飲業及零售業員工尤其最受牽連。因此Pickupp於疫情期間招募更多送貨員，應付急增的送貨服務需要，同時為他們提供工作機會及增加收入。



Pickupp亦為衛生署及眾多私家化驗所提供衛生署深喉唾液樣本收集服務，致力為香港抗疫出一分力。Pickupp更為此組織了一個特別小隊，專責處理唾液樣本運送。這批專員都經過嚴格訓練，整個運送樣本過程都根據衛生署指引將樣本瓶包裹和妥善消毒表面，防止運送過程中病毒散播和交叉感染。

### 速覽

pickupp

- 現時Pickupp與超過2萬個物流員合作。送貨員通過應用程式獲分派及接收最順路的訂單，大大縮短消費者等待接收貨物的時間。
- 物流員需經背景調查並完成培訓課程，消費者在每次收貨後也會為物流員評分，評分高的物流員會獲多分派訂單增加收入。

### 公司簡介

數碼港創業學會（CSAA）企業成員、智慧物流平台Pickupp於2016年成立，透過自動化系統有效地分配物流訂單，大大減低資源錯配的問題。Pickupp業務遍及4個國家及地區，深受跨國企業及本地中小企喜愛，現時為超過一萬名商戶提供四小時即日及翌日派送服務。



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