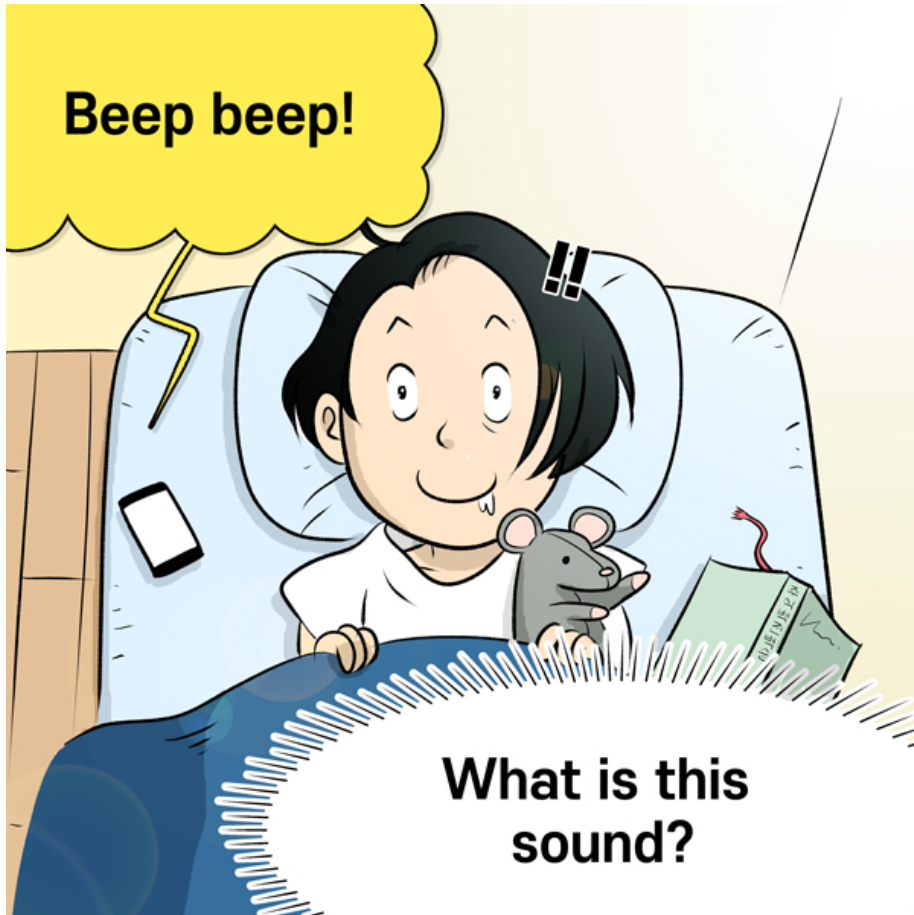


## Dear My Coupang - Delivery Master, Ka-young Kim

2021. 11. 5.



**Beep beep!**



**What is this  
sound?**

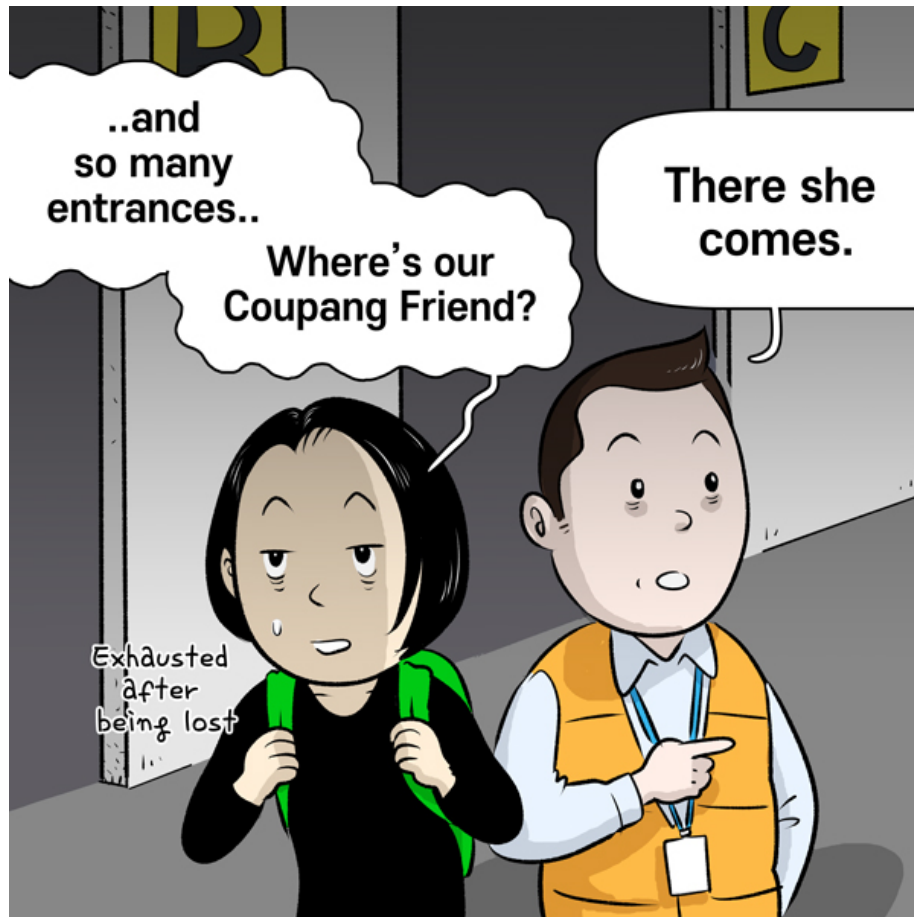
The Jjang-gu alarm clock ordered last night on Coupang

**A delightful sound announcing the  
arrival of Rocket Delivery!**









Oh, that's the studio lighting. we need to shoot a promo video later.



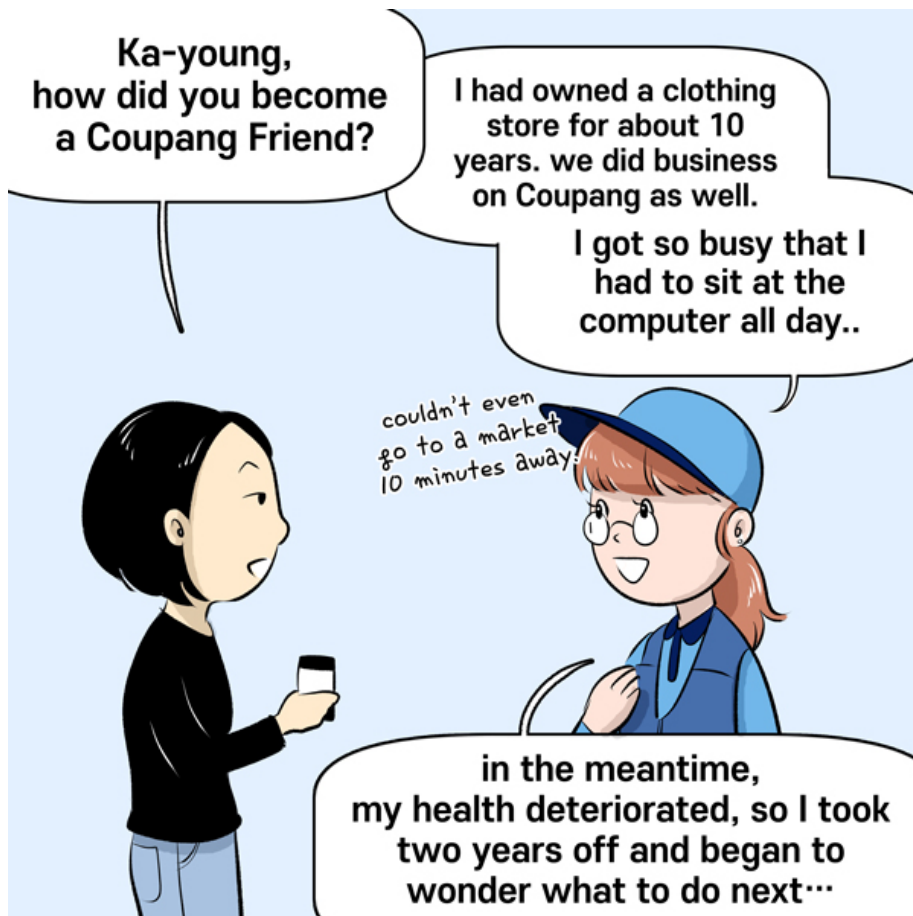
And she is also a delivery expert with 5 years of experience so..

Ka-young, how did you become a Coupang Friend?

I had owned a clothing store for about 10 years. we did business on Coupang as well.

I got so busy that I had to sit at the computer all day..

couldn't even go to a market 10 minutes away..



in the meantime, my health deteriorated, so I took two years off and began to wonder what to do next...

Then, social media was abuzz with praises about Coupang's delivery, which made me intrigued and think about doing it myself. Even my husband, a heavy Coupang user, recommended it, so I applied.



Yes, because they were very fast and they were very nice to customers.





How was it like when you first began to work?

Because of my terrible sense of direction, I got lost constantly...  
If a package is hidden at the bottom of the stack, I had hard time finding it.

But as time passed, things worked out.  
Of course, not by themselves but as I learned know-how.

The key is how well you categorize packages in an organized manner before going on delivery. They need to be categorized according to the land lot number and further divided into Groups A, B, and C as instructed by the system.

If you use the system and stacking techniques well at the beginning, the rest will be easy. But you do it without giving much thought because you find it irksome, you will end up with a mess.

That sounds like how life works.

And in the early days of Coupang,  
I had some difficulties because all the  
people at the logistics center,  
except me, were male.

Ah, that's right.  
I remember the delivery staff  
were called Coupang Men.

Yeah, now we got more female delivery staff,  
so we got a new name, Coupang Friends.  
Applying for a menstrual leave is super simple.  
A couple of touches on the  
Coupang Friend app will do.

Also, there is a delivery  
app only for Coupang  
Friends. If you touch a  
package to deliver...

Wow, it shows you  
the map immediately.  
This explains such a  
fast delivery.

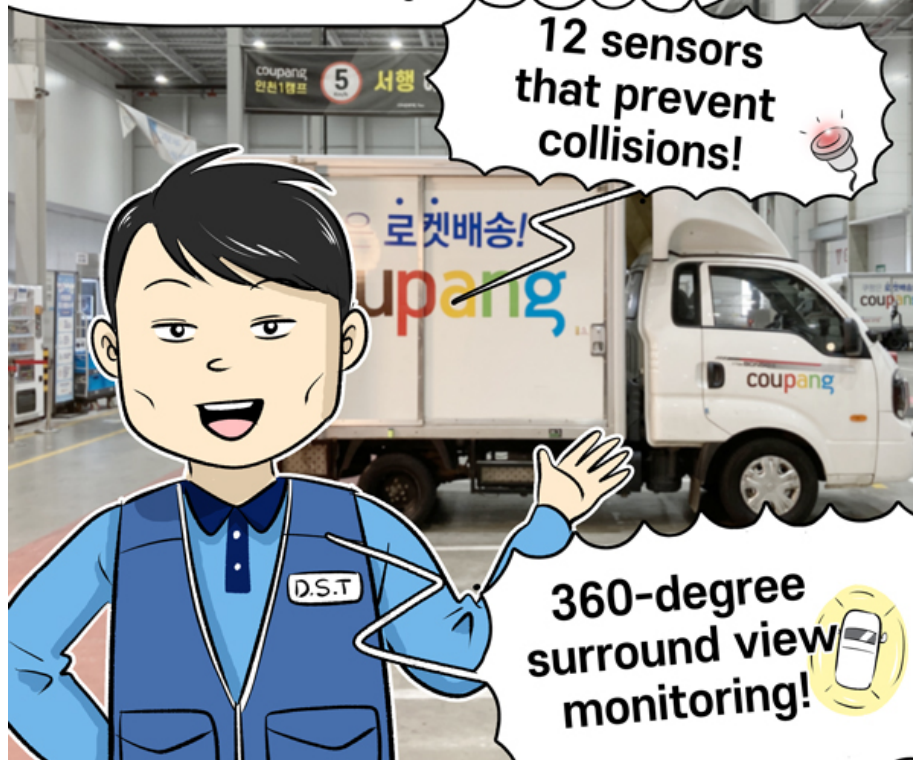
The app keeps getting updated  
on the basis of user opinions.  
That means you must do some  
learning each time, but the app is  
getting better with each update.

And there is Coupang  
Friends' secret weapon  
...



## The Coupang Car!

the brainchild of technology and know-how!  
Driving Safety Trainer Tae-yang Jang  
will walk us through this.



The LEDs in the cargo compartment light up automatically when the door opens!

A step plate installed for easy dismounting!



For better performance,  
we are always listening to  
the drivers' opinions!

Ever-improving  
Coupang Car!!  
Please look forward  
to the next upgrade!!

Lastly, please tell us  
about a memorable experi-  
ence you had on the road.

Alright,  
not my personal  
experience tho..

While making a delivery in an alley,  
a Coupang Friend found a cat  
following him, so he took  
the cat on the truck.

.....

He named the cat Bong-gu  
because his last name  
was Bong.



**Sergei, (4x yo),  
got pumped up for a truck after a site visit.**