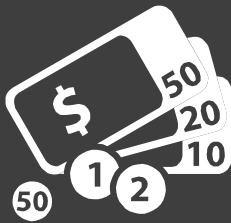


GOING GLOBAL

How to adapt your online checkout and delivery processes for the international market



Global
Coverage



Delivery
option

Simple
Pricing



Tracking



Local
Carriers

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CONTENTS

4



**MANAGE YOUR
COSTS**

5



**TRACKING
DELIVERIES**

6



**PERFECT PAYMENT
PLATFORMS**

9



**FACILITATE CROSS
BORDER RETURNS**

10



GLOBAL GROWTH



PRELUDE

The continued growth of ecommerce provides retailers with a massive opportunity to expand their customer base across the world. By 2018, retail ecommerce sales are expected to reach **£1.78 billion**. Understandably, retailers are alive to the potential of this global market but many will not yet have the strategy to realise their international ambitions. Expanding sales and delivery routes takes planning and expertise, particularly where **checkout and delivery processes** are concerned.

There are a multitude of factors to be considered before adapting your **fulfilment and delivery processes** for **international success**, and failure to plan accordingly can have disastrous consequences. Our research shows that experiencing delays or delivery problems just twice or more would convince **87% of people to switch to another supplier**². We've seen **hesitation in consumers** buying habits when they are purchasing from an overseas online shopping website. **61% of consumers** surveyed expressed reluctance to buy from overseas online shopping websites³. So it's fundamentally important that you create your delivery processes with the goal of building your customers trust in that specific country.

So how can you **avoid these pitfalls** and **win customer confidence**? What are the key steps **to international expansion and success**?

1. eMarketer – 'Retail Sales Worldwide will top \$22 Trillion this year' – Dec 2014

2. P2P Mailing – 'Are You Delivering?' - May 2012

3. Ibid



MANAGE YOUR COSTS

While engaging with overseas customers provides a clear opportunity for growth, some tricky hurdles must first be overcome.

Identifying the most cost effective distributor for each territory can be exasperating, especially when it comes to long distance deliveries where many operators will be involved. For many online retailers, **engaging with a third party postal delivery and fulfilment provider makes sense.** The best providers will have:

- 1** Established relationships with postal operators, not only in the UK but in the destination territories
- 2** Evolved appropriate direct entry solutions in to market leading final mile service providers to key markets offering a range of final mile delivery options
- 3** Met the challenges of customs clearance for destinations outside of the EU
- 4** Developed simple and effective integrations in to these networks - therefore with all this in place will be in a position to advise on the most fail-safe and cost effective way of managing distribution

In doing as described the service provider will be **enabling the retailer to offer best in class delivery services to the local consumer.** Better, this is achievable at a cost that is realistic and viable to retailers who have established volumes already or are dipping their toes in to the market. Upshot being consumer confidence at checkout, costs that are not going to put the consumer off and the scale to cope with the growth.



TRACKING DELIVERIES

There's also the question of whether to offer trackable delivery. In the UK, an estimated **12% of deliveries fail first time**, costing the online retail industry an estimated **£1bn in redeliveries**⁴ - and one might expect the potential for mistakes to be far greater once delivery to other countries is added to the mix. Given these figures:

It is clear why some retailers consider trackable delivery to be a must-have for consumers.

But does providing such a service fit your type of product offering? Research amongst online consumers purchasing from UK sites found that the **desirability of track and trace was very much linked to product type and value**. For example, 15% of buyers of electrical goods said that they would use track and trace delivery compared to between 1% and 3% for other products⁵.

Here are some of the most used delivery methods by country:

Traditionally, trackable options for retailers selling **lower value items** via a standard delivery service have been **limited**, with a stark choice between relying on **international packet post with little or no tracking**, or **premium express parcel services which offer tracking** but add **significantly to delivery costs**. However, this situation is changing with solutions that now offer **trackable, cross-border delivery** for smaller parcels at **lower rates**.

Our top two tips regarding tracking deliveries are :



The best solutions proactively communicate with customers (as opposed to waiting for a problem) – telling them how to track parcel movement and identifying the final-mile carrier to them.



Choose your suppliers carefully, focus on technology focused suppliers that integrate multiple delivery partners into a single solution that can be accessed by retailers via a single link, allowing final mile carriers to be changed or added without impacting front-end services.

4. BBC News Magazine, The parcel conundrum, 6 July 2012

5. P2P Mailing, Setting the Standard, 2011

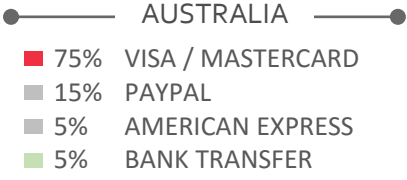
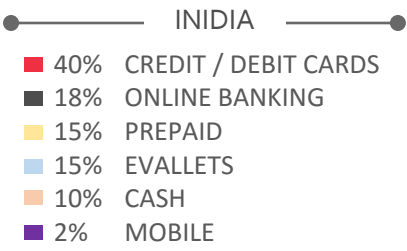
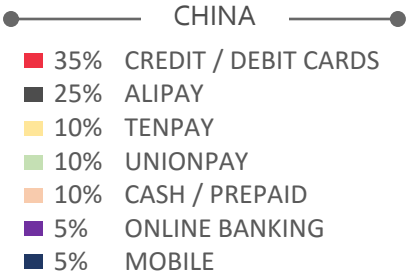
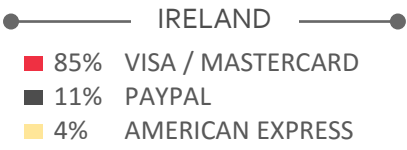
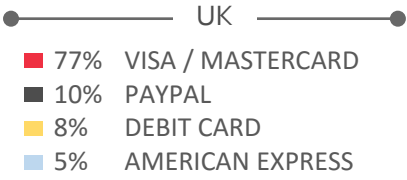
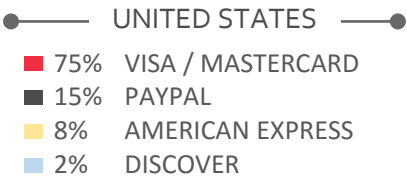
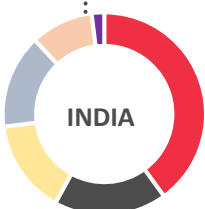
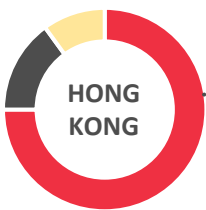
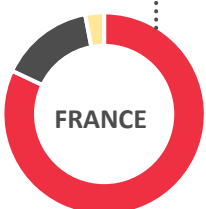
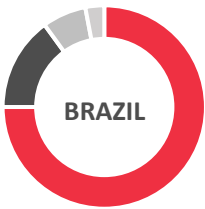
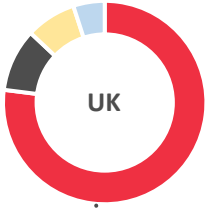
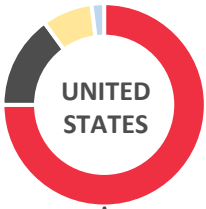
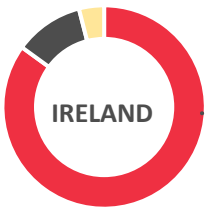


PERFECT PAYMENT PLATFORMS



Of course, deliveries rely on purchases being made in the first place. Again, local knowledge can be essential here, particularly around trusted payment platforms. In the UK, PayPal might be a recognised payment method, but pushing this option in other territories may result in blank-faces and stalled transactions. China, for example, favours China UnionPay – but how many UK-based retailers have this insight?

MOST TRUSTED PAYMENT PLATFORMS FOR THE TOP 10 INTERNATIONAL DELIVERY ROUTES



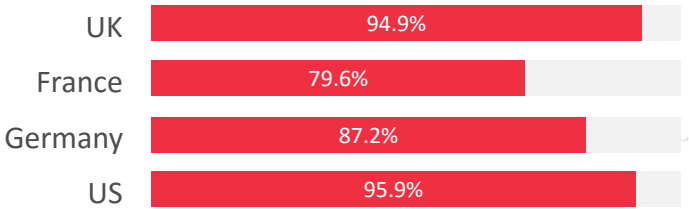
International Delivery Preferences

The UK is the most active nation for Click & Collect services, whereas France's collection points are integral to its delivery networks.

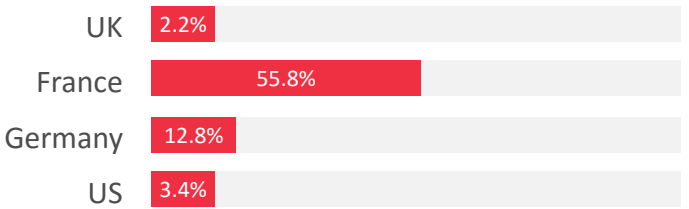
In the UK, the delivery preference is to leave it outside or with a neighbour. However in France and Germany many homeowners prefer secure boxes outside their houses to receive packages whilst they're out.

The percentage of customers who used various delivery methods at least once over the past 12 months per nation

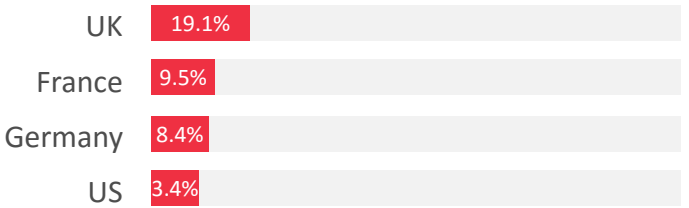
Deliver to home/work



Collection Point



Click and collect



Collect from depot/warehouse



China

- Mobile is the device of choice to shop online significantly more than the UK, in China **70%** use their mobile compared to the UK at **24%**.
- When it comes to delivery location, half of online shoppers would prefer to have purchases delivered to their homes, while just over a third prefer having items delivered to their work.
- In the UK **71%** prefer home delivery whilst only **5%** prefer delivery to their work address.
- Online shoppers in China place a greater emphasis on speed, delivery status and convenience.
- Chinese online shoppers love UK products with **40%** saying they bought something from the UK in the past three months. The main reason they buy from the UK is that products are thought to be of high quality and authentic.



FACILITATE CROSS BORDER RETURNS

In addition to working out how items will be delivered, it's also **vital to consider** how you might **get them back**, should the need arise. Online shopping by its very nature requires a **high level of trust** between the **consumer** and the **vendor**. Money is exchanged before the goods are received and shoppers don't have the opportunity to try on or examine their purchases before the transaction is completed. It is essential to make your **returns policy** clear to customers **from the outset** and to ensure that policies are compliant with regulations, which will differ across countries.

Top tip: Bullet point the key terms from international return policy on the checkout page or on the order confirmation email. This often avoids unnecessary contact with your customer service team later down the line.

It should also be possible **to integrate with existing IT systems** and **logistics providers** to ensure **minimal disruption** and **cost**. Ideally, the returns process should be integrated into the website on a white label basis, so that as far as the customer is concerned, **everything looks and feels the same**.



GLOBAL GROWTH

Unquestionably, delivery processes have **become more complex** as the international carrier market becomes **increasingly competitive**.

The challenge for retailers is to stay on top of this complexity so that the service presented to consumers is concise, clear and fail-safe.

Often, the **expertise** to **drive best-practice international fulfilment** will **not reside in-house**. But **third-party providers** can deliver precisely this level of competence to **enable your business to expand effortlessly** and at a pace that suits.

Realizing your **international ambitions** takes **planning** and **careful analysis**. But the rewards are well worth the effort. After all, which retailer wouldn't want a **slice of that £1.78 billion pie?**

ABOUT P2P

P2P Mailing Ltd is an independent distribution provider dedicated to e-commerce. P2P supports e-retail clients globally by breaking down barriers to cross-border trade. The company's delivery and returns services have been developed in close dialogue with online retailers to address the challenges of the retail sector.

Every local market has different delivery expectations, and consumers are increasingly demanding delivery and returns options to suit their specific lifestyles. P2P's focused range of services clearly demonstrate this "global reach with a local touch" approach, and the company is continuously adding trusted, familiar delivery and returns options to meet the demands of international shoppers.

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