

CUSTOMER SUCCESS REPORT

How ASOS meets customer requirements by fulfilling individual delivery options



Flexible and environmentally friendly: International online retailer ASOS and Seven Senders join forces to ensure that online customers receive their orders exactly when it suits them best.



Why strong logistics is essential for customer satisfaction

The e-commerce company ASOS knows from many years of experience how important a **consistent customer focus combined with strong logistics** is for success in the growing e-commerce business. In order to significantly improve the Customer Experience (CX) in terms of ordering and delivery experience, the international expert for fashion and lifestyle is cooperating for the Swedish, the Danish, the Dutch and the Finnish market with the delivery specialists from Seven Senders, Budbee and PostNord.

ASOS addresses very different, but mostly younger target groups. The e-tailer with British roots serves its 21.7 million customers from fulfillment centers in the UK, the US and Europe and delivers packages to almost every country in the world. **Germany is the most important market** in Europe, which is why the ASOS EU warehouse is located in the Grossbeeren freight center (GVZ) near Berlin. **99 percent of the goods** ordered by European customers outside the UK have been shipped from here.

In addition to fashion, shoes and cosmetics, ASOS is also committed to providing inspiration, and to accompany customers along the entire customer journey. This is why **innovative delivery options** supported by the cooperation with Seven Senders are a component of the customer and partner-focused company strategy.

Facts & figures

-  **Founded in 2001**
-  **10 languages**
-  **Over 200 markets**
-  **Over 85,000 products**
-  **850 brands**
-  **21.7 million customers**



ASOS' new set-up for the last mile for happier customers

In Sweden, the fashion retailer records a delivery volume of more than 1.1 million items. ASOS in Scandinavia has recently faced some challenges in terms of delivery and an overloaded network in the last-mile area, the people in charge were looking for a more [flexible solution](#) in order to prevent difficulties in peak times. “The network of our former carrier did not grow at the same rate as e-commerce in Scandinavia as a whole. The tracking visibility was also expandable,” reports Riccardo Mannhöfer, Head of Delivery Solutions EU at asos.com.

In addition to [pick-up](#) and [drop off \(PUDO\)](#), [Click-and-Collect](#), i.e. picking up ordered goods in the store was for many years the standard delivery method of choice in the Scandinavian countries. The fact that more and more customers requested [home delivery](#) in Scandinavia, increased the need for a more flexible delivery solution. Riccardo summarizes: “ASOS wants to score points with more service options and a smarter customer experience. The focus is on the last mile.”

Most popular delivery options in Scandinavia



Home delivery



PUDO



Click-and-Collect



A new carrier mix to make delivery more convenient in the Nordics

The choice fell on the logistics service provider Budbee, founded in Sweden in 2016, for the home delivery option and PostNord for pick-up and drop-off (PUDO). The traditional carrier covers the entire country, while Budbee is mainly active in urban centers such as the state capital Stockholm. 50 percent of ASOS' customers live in cities.

In Sweden, 20 percent of customers now opt for home delivery via Budbee powered by Seven Senders. "The customer's active decision shows that offering home delivery was the right one for us," says Riccardo Mannhöfer, Delivery Solutions Manager EU at ASOS. Since the project in Sweden, that started in November 2019, and the combination of different delivery options via one channel works very well, ASOS is now working with Budbee in the Netherlands via Seven Senders, and with Budbee and PostNord in Denmark. In Finland, the fashion retailer uses Budbee as an additional carrier. "We benefit from

having Seven Senders as one contact person for all these countries and carriers instead of many different ones. This filtering simplifies international deliveries immensely," says Riccardo.





Innovative shipping solution for a positive ecological footprint

Budbee also offers the option of time-bound delivery: the customer can choose, for example, that their order is delivered between 5 and 10 pm or choose for a particularly quiet delivery. One further step towards the best possible customer experience. The fact that Seven Senders consolidates shipments and hands them over to the delivery partners only in the country of destination means that **no empty truck has to leave the warehouse** in Berlin—a big plus for environmental protection and sustainability.

Based on positive experience, ASOS is currently also testing Seven Senders' delivery services offer for the volume of more than 8 million shipments in Germany, with which delivery developments, possible bottlenecks and the like can be automatically forecast with improved analysis. The primary objective is to enhance the **visibility of carrier performance** in Europe. "For us, consulting expertise paired with cost efficiency due to potential payloads and flexibility are the top three reasons for working with Seven Senders," concludes Riccardo.

"Seven Senders helps us to bring delivery partners together for the best possible customer experience, to bundle contacts and to get one step closer to our customers."

Riccardo Mannhöfer

Head of Delivery Solutions EU at ASOS





A win-win situation for the last mile delivery



“Performance, delivery options, customer experience, trust, price and expertise are simply convincing.”

Riccardo Mannhöfer

Delivery Solutions Manager EU at ASOS

“We are ASOS: young and dynamic. That’s the reason why we fit in well with Seven Senders because we are on the same wavelength. The cooperation with Seven Senders is in general pleasant on a personal level—both professionally and on an equal footing, but also always relaxed, innovative and creative.” says Riccardo. According to Riccardo, it doesn’t matter whether a company has its own logistics experts or is an absolute logistics novice. For companies that need support in delivery and logistics from the ground up, as well as experienced and large players such as ASOS, who are well versed in logistics, Seven Senders is an **ideal partner** who can adapt well to respective needs and requirements.

About Seven Senders

Seven Senders is the leading delivery platform for parcel shipping. The company connects shippers with its carrier network of over 100 parcel delivery companies in Europe, enabling them to use excellent local shipping as a competitive advantage. With additional shipping services such as claims center, insurance, returns portal and labels, Seven Senders makes international shipping a simple matter. Automated shipping notifications, tracking and monitoring solutions ensure a transparent shipping process. Monthly reports and analyses enable the data-based optimization of international shipping performance. Shippers receive everything from a single source and reduce complexity.

**Any questions?
Get in touch with us!**

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