



PEAK SEASON GUIDE

Offering a delivery experience on par with Amazon



Online consumers care about the delivery experience more than ever



As a leader in online shopping fulfillment, Amazon has set the bar high for reliable shipping, making fast, free, multi-option delivery an expectation– and a goal worthy of pursuit. Delivery is a key factor of the Amazon customer experience, and it can be a winning advantage for your business, too.

However, a successful cross-border parcel delivery requires a strategy that is tailored to the expectations of each market. Customers want delivery options that span a range of preferences that are made even broader by the cultural and logistical differences of the European market. Knowing what options your customers prefer and making them available will lead to a satisfying shopping experience that also gives customers a sense of control over their delivery. Delivery options tailored to cultural and individual preferences show customers you understand and value their needs. In order to meet the local delivery preferences, e-commerce retailers need an understanding of each country's infrastructure and a network of reliable local delivery partners to get your products to your customers.



40% of European customers would buy elsewhere next time if they had delivery problems.

Source: YouGov survey carried out on behalf of Seven Senders



A January 2020 survey revealed that fast and free shipping was the most popular reason for U.S. online users to shop via Amazon (**79.8%**). Only **42%** said because it is the best digital buying experience.

Source: [statista](#)



In a recent global survey carried about by [Accenture](#), **57%** of respondents said they would switch retailers if the retailer did not offer them new, fast and flexible delivery options.

Flexible delivery options create a customer-centric focus



In every country, customers have local preferences in terms of when, where, and how their parcel is delivered. For example, customers prefer to pick up orders from a parcel station in some countries, while customers in other countries want flexible timed delivery options, such as deliveries after 6 pm. The ability to customize deliveries according to individual preferences and needs is a must, as it increases customer satisfaction and the likelihood of future purchases.

Online shoppers also want options when it comes to the speed and method of delivery. Thanks to the standards set by big marketplaces, consumer habits have changed, and the expectation for ever-faster deliveries, which nowadays typically means same-day, next-day, or 2-day deliveries, has only increased. At the same time, today's consumers also place high importance on sustainability, for example, greener packaging materials and carbon-neutral delivery options.

Creating a successful delivery experience is really about choosing the right carrier with the right services. Different local carriers have different strengths in the last mile, which can work to online retailers' benefit. To provide the speed and flexibility consumers want, it's necessary to work with a mix of delivery partners to ensure customer satisfaction.

The results of a survey of 8602 online customers in nine European countries carried out by YouGov on behalf of Seven Senders identified several differences in delivery preferences that help inform what delivery options online retailers serving cross-border markets should offer. For example:

88% of Swiss online shoppers prefer home delivery

22% of French consumers want to pick up their order at a post office branch or parcel shop

58% of Italian online shoppers would like the option to choose the carrier for their delivery

49% of Dutch consumers have used a preferred delivery date/time at least once in their last five orders

*Source: YouGov survey commissioned by Seven Senders

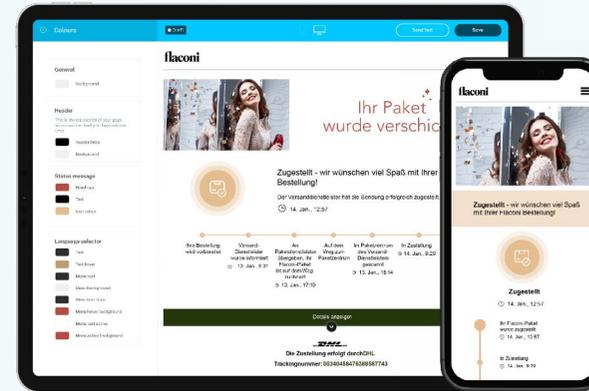
Online shoppers expect brands to use technology to increase convenience



One reason big marketplaces like Amazon lead in the customer experience department is because they are quick to adapt to new technologies, especially those offering more convenience to consumers. By using tech to keep customers informed and engaged throughout all phases of the customer journey, leading marketplaces have created opportunities to increase customer satisfaction and loyalty.

Online retailers can learn from the big marketplaces and use multiple touchpoints to proactively communicate with customers to keep them informed of their shipment progress. Optimize your delivery experience with a convenient tracking system that allows customers to monitor their purchases. By providing a mobile tracking page and notifications on delivery status, customers know what to expect and won't burden your customer support team with unnecessary inquiries. A tracking page is also a great way to drive traffic to your shop, and increased traffic, of course, potentially leads to more sales.

For consumers, returns are part of the delivery experience. And just like with delivery, they are looking for a return process that is as simple, straightforward, and convenient. Digitize the returns process with an online return portal where customers can download labels and track the status of return shipments. Consumers especially want to be notified of the status of their refunds.



For consumers, the buyer's journey doesn't end once they've purchased a product. Leverage all touchpoints available – email, SMS, tracking pages – to proactively communicate with customers.

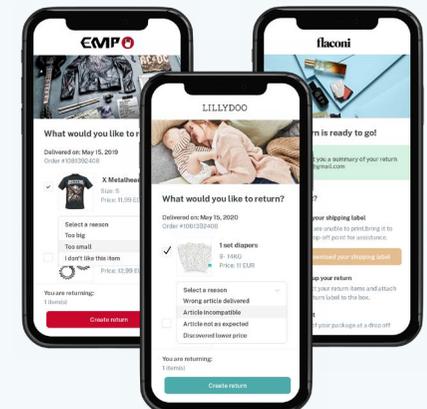


Did you know:

72% of European online shoppers appreciate the ability to download a returns label or form.

87% of Italians & **83%** of Spanish customers want returns picked up at their home or office.

British customers are more interested in monitoring shipping and returns processes than those from other countries.



*Source: YouGov survey commissioned by Seven Senders

The e-commerce company ASOS knows from many years of experience how important a consistent customer focus combined with strong logistics is for e-commerce success. To significantly improve the Customer Experience (CX) in terms of the ordering and delivery experience, the international expert for fashion and lifestyle cooperates with the delivery specialists from Seven Senders, Budbee and PostNord.

The fashion retailer ASOS records a delivery volume of more than 1.1 million items in Sweden. And for many years, the preferred delivery methods were pick-up and drop-off (PUDO) and Click-and-Collect. When customers began to request home delivery increasingly, ASOS realized a more flexible delivery solution was necessary.

The choice fell on the delivery provider, Budbee, for home



deliveries and PostNord for PUDO. 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.

When it came to offering faster delivery between Germany and the Netherlands, Seven Senders accommodated with next-day evening delivery. Parcels are collected from ASOS at their warehouse in Grossbeeren near Berlin in the evening on the day of the order and fed directly into the hub of the last mile carrier Budbee in the morning the following day. Deliveries are received by customers in the Netherlands every evening between 6 pm and 10 pm. The fact that Seven Senders consolidates shipments and directly injects them into the destination country means no empty truck has to leave the Berlin warehouse—a big plus for reducing carbon emissions.

And there are even more environmental advantages. Last mile delivery in the Netherlands with Budbee is completely emissions-free as they deliver exclusively with an electronic fleet, including e-bikes and cargo bikes. The increasing customer demand for sustainability and resource conservation is a strong sales argument for online shoppers in the Netherlands. Besides the sustainability aspects, customers also appreciate using the Budbee app to decide how, when, and where they receive their parcel. According to Riccardo Mannhöfer, Head of Delivery Solutions EU at ASOS,

“ 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. ”

Seven Senders is the leading platform for cross-border parcel delivery in Europe and supports retailers to successfully implement their growth and internationalization plans. The company was founded in Berlin in 2015, now has offices in 5 European countries and 220+ employees, generating annual revenues of 100+ million euros.

Seven Senders takes over the organization and implementation of cross-border parcel deliveries for retailers of all kinds, optimizing shipping to France, Italy, Austria, Switzerland, and other European countries for companies such as ASOS, Shop Apotheke, or Tamaris. Whether the focus is on speed or cost, Seven Senders offers direct access to Europe’s best local carriers (La Poste Colissimo, Bartolini, Post AT, Royal Mail, etc.) and is responsible for the daily end-to-end supply chain from the warehouse to the customer.

As a one-stop solution, retailers can access various additional services, from a plug-and-play label solution and EU-wide digital claim management to analytics and tracking tools. Of course, each parcel can also be shipped climate neutral. So, if you value offering your customers a local shipping experience to increase your conversion and retention while optimizing costs, there’s no way around Seven Senders.

Any questions? Please contact us!
We look forward to hearing from you.



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