



OPTIMIZE YOUR
CROSS-BORDER BUSINESS

**Grow internationally
with the right shipping
and carrier strategy**



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International e-commerce: a huge growth market

Online trading on the international market offers tremendous growth opportunities for your business. 217 million out of 286 million European online consumers have already ordered products across national borders – and this trend is growing.¹ It's time for e-commerce retailers to take advantage of this new impulse and take their business to a new level. But achieving cross-border success demands an optimized shipping strategy. We show you how to use the delivery experiences to conquer new markets, scale existing ones, and secure an international customer base.

The e-commerce market in Europe reached EUR 171 billion in 2021 and will reach EUR 220 billion by end of 2022.²

59% of consumers will choose another online retailer if that retailer's delivery options better meet their needs.³

36% of online shoppers will never buy from the same online merchant again if they have a negative delivery experience.⁴

28% of German, 46% of British, and 55% of French online consumers say that they would choose one online merchant over another if it offered more delivery options.⁵



Your delivery performance is a differentiating factor

To provide your customers—even those in new markets—with a perfect delivery experience from day one, and turn your shipping into a competitive advantage, **offer a shipping experience tailored to the demands of your target customers**. Meeting customers' expectations helps you to gain their loyalty quickly. Satisfied customers will complete the order process, appreciate proactive communication during shipping and successful delivery, and return to your shop and recommend it to others. This is the result of a positive purchase and shipping experience.

Consider local delivery preferences – and increase the repurchase rate

When it comes to shipping, retailers have much greater opportunities to stand out from the competition than they may realize. A prerequisite for a successful customer delivery experience is a strategy that reflects the customers' local preferences and the

geographical characteristics of the country or region in question.

A localized approach is the only way to **ensure fast and reliable delivery abroad** and demonstrate to your customers that—even as a foreign retailer—you are committed to an excellent customer experience that includes attention and care during the post-purchase phase. This will increase customer satisfaction and the repurchase rate of your customers.





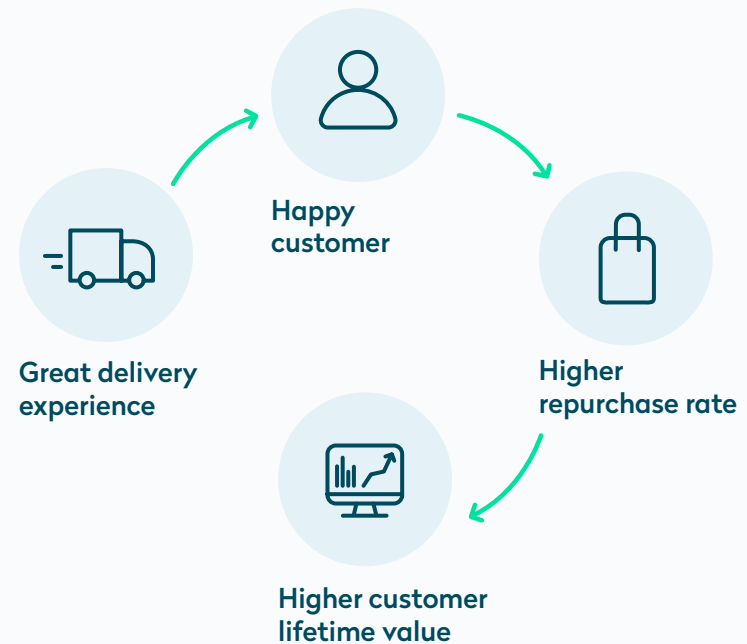
Excellent delivery plays a decisive role in the repurchase rate

16% of online shoppers will abandon a purchase due to shipping problems.⁶

56% consider fast delivery to be their top or second-highest priority.⁷

74% expect to be able to view all the shipping options on the product website.⁸

63% of online customers say that a positive shipping experience encourages them to make recurring purchases from the same merchant.⁹



International carrier or local market leader – which delivery option is right for your business?

When choosing the best shipping strategy abroad, merchants have two options. Either they can use the shipping services of an international shipping company or work with local carriers in the destination country.

International shipping service provider:

- + One service provider, less integration effort
- + Single contact person for international shipping
- + Use of the supply and hub network of the service provider
- Often a more expensive alternative
- Delivery options and services may not be adapted to the local market
- Rigid structures, less flexibility
- Longer average delivery times

Local carrier:

- + Reduced costs
- + Local service, better shipping experience
- + Delivery requirements are met
- + Shorter delivery times on average
- + Greater flexibility, even with fluctuating quantities
- Negotiation with individual service providers
- Cooperation with different carriers may be necessary to achieve the best possible service
- Goods must be delivered to the local hub of the carrier
- Labeling and integration may be more time-consuming (with a large number of local carriers)

With the right carrier, you can achieve customer satisfaction and trust

In every country, customers have local delivery preferences. Ultimately, **customers want to choose when, where, and how their parcel is delivered.** The time they spend waiting for or tracking down packages is one of the main concerns customers have after placing an order.

Creating a delivery experience tailored to the customer's needs is all about choosing the right carriers with the right services. Many **local carriers specialize in specific services**, such as timed delivery slots, delivery and pick up at parcel lockers, or sustainable delivery methods, e.g., by bicycle or electric vehicle.

However, delivery providers often offer such services only in specific regions. To take advantage of these services, the shipper must deliver their parcels to the local hub of the local carrier via the fastest possible route. This planning requires significant logistical effort: transport has to be seamless and service providers optimally coordinated.



Every country has individual shipping requirements and local delivery heroes

In the same way that the preferred payment method differs between Italy and Switzerland, or that different goods are in higher demand in France than in Germany, there are also country-specific particularities when it comes to shipping. Every country has its unique infrastructure, and thus, customers are accustomed to different conditions with regard to delivery methods.

The carriers you work with are the ones who ensure the delivery promise is kept, that the shipping status is transparent, and that returns are smooth. This mosaic of individual factors is what determines customer satisfaction and follow-up orders.

You should bear the following in mind when choosing your carrier:

- ✓ Services and network suit the requirements
- ✓ Adherence to promised terms
- ✓ High degree of flexibility and availability
- ✓ Innovative and alternative delivery solutions
- ✓ Convenient returns option
- ✓ Seamless communication on the shipping status

France, Italy, Austria, Switzerland, and the UK: five growth markets and their shipping characteristics



Profitably combine the strengths of different carriers

In France, customers rely primarily on a mix of home delivery and deliveries to parcel shops. Here, too, some carriers specialize in precisely these offerings. To cover all the most popular and expected delivery methods working with a mix of carriers is recommended.

Working with multiple carriers allows you to combine the strengths and different cost structures of the various service providers most profitably and, ideally, will give customers the advantage of choosing their preferred delivery method.

In France, innovative last mile carriers are also gaining market share, scoring points with real-time tracking– accurate within 15 minutes, delivery seven days a week, or out-of-home delivery to a PUDO (pick-up/drop-off) point or locker. From **Stuart** to **Tousfacteurs (GLS FR)** – local carriers are winning with environmentally and customer-friendly last mile solutions.

Most popular delivery methods among French online shoppers¹⁰

72% home delivery

19% parcel shop

3% parcel locker

Increase sales and reduce costs with the right delivery partner

Anyone wanting to ship to Italy needs to be aware of the country's size and diversity. A mix of carriers is recommended for comprehensive coverage, as the various delivery service providers have focused on specific areas, resulting in regional price differences. With the right choice of carrier, you will be able to increase customer satisfaction and reduce costs.

BRT is the delivery provider most frequently offered by online stores in Italy and is known for its extensive PUDO network. Other popular carriers include **Poste Italiane** and **HR Parcel**, a last mile carrier specializing in the e-commerce sector and home delivery.

In addition, offering a "cash on delivery" payment method in Italy is a decisive factor in customers' willingness to order and can significantly increase the conversion rate at checkout.

Preferred delivery methods for online orders¹¹

77% home delivery

5% parcel shop

6.8% parcel locker

Rely on fast and convenient delivery

The Austrian market is relatively simple. Almost half of all imports come from Germany. The services of the last mile carriers focus on fast delivery, automated SMS or email messages in the event of failed first delivery attempts, and collection of returned parcels by the delivery provider.

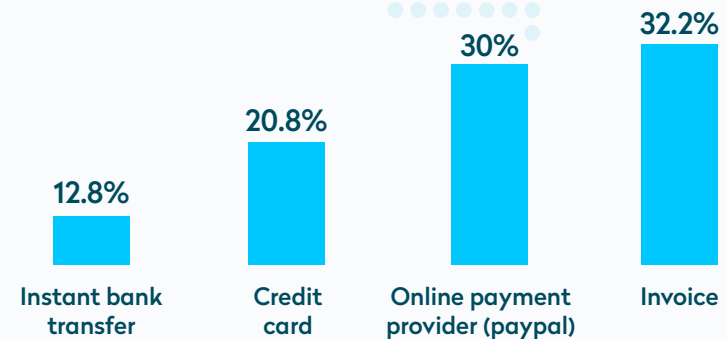
Preferred delivery methods for online orders¹³

89% home delivery

2.8% parcel shop

2.2% parcel locker

Preferred payment methods in Austria¹⁴



When it comes to delivery providers, there are two main players in the market: **DPD Austria** and **Austrian Post**. 89% of all Austrian customers prefer to have deliveries made to their doorstep. Austria is very innovative when it comes to the last mile.¹² From delivery robots that navigate autonomously to the destination and notify the customer in advance by text message to delivery using environmentally friendly cargo bicycles or e-vehicles, the Austrian carrier landscape offers unique solutions for every customer group.

Benefit from high purchasing power – and ship like a local player

Switzerland has a lot to offer for e-commerce retailers: strong purchasing power and a very mobile, multilingual, and tech-savvy consumer base with a disposable income well above the European average.

Preferred delivery methods¹⁵

82% home delivery

7% parcel shop

5% parcel locker



Benefit from high purchasing power – and ship like a local player

Since Swiss customers are naturally familiar with the subject of customs clearance, they do not put great emphasis on fast delivery. Delivery times of two to three days are acceptable. Delivery to the front door or free delivery is nevertheless important to Swiss customers.

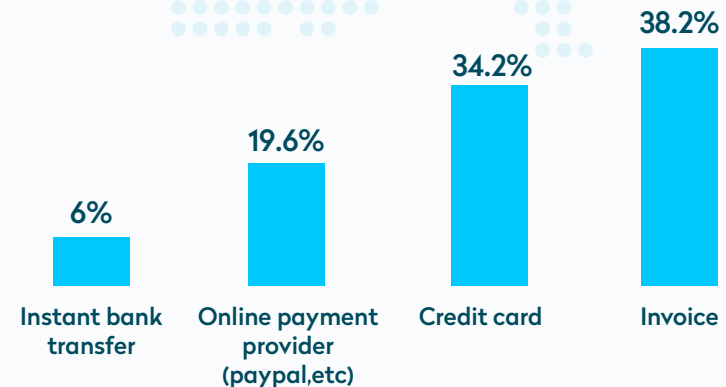
What is the acceptable length of delivery when ordering from abroad?¹⁶

43% 3-4 days

25% 5-6 days

11% 1-2 days

Popular payment methods¹⁷



In addition to customs clearance, the currency and the payment method are also unique characteristics of this market. The Swiss prefer to pay in Swiss francs and often by invoice.

When it comes to choosing the right carrier, shippers are well served by the **Swiss Post**. Nevertheless, it is worth looking closely at local carriers such as **Päckli Punkt** or **Quickpac** with their innovative and cost-effective last mile services.

Take advantage of a strong market with worry-free customs clearance and shipping

Despite Brexit, shipping to the UK is still valuable, with British e-commerce achieving the highest sales in Europe. However, shippers need to keep in mind that e-commerce in the UK is more advanced, and customers' standards for the delivery experience are higher than in other countries.

Working with a mix of carriers to ensure the most suitable delivery partner for the product type you are shipping is advisable. Some carriers, such as **Yodel**, **Evri (formerly Hermes UK)**, and **Royal Mail**, set prices by parcel type, and each parcel type has different weight limits and dimensions.

Preferred payment methods:¹⁸

42%

Online payment providers
(e.g. PayPal)

41%

Credit card

10%

Instant bank transfer

Take advantage of a strong market with worry-free customs clearance and shipping

Additionally, a diverse carrier network allows retailers to offer multiple delivery options like PUDO, home delivery, and parcel lockers for delivery and returns.

Seven Senders helps online retailers unlock the potential of this strong market, offering a cost-effective customs solution and end-to-end parcel management via one single integration. Shippers benefit from minimized customs duties and gain an increased level of visibility throughout the supply chain process – including returns.

UK customers stand out for their desire to receive as much information as possible during the shipping/delivery process¹⁹

74% want to be notified that the order has been received

73% want to be notified that the order is out for delivery

75% want to be notified that the parcel will be delivered within a specific time slot

Satisfy shipping requirements with locally adapted delivery strategies

Retailers who want to leverage the full potential of their delivery performance as part of their growth strategy need individual solutions for each target country when it comes to their shipping strategy. The best way to meet international shipping requirements is to build a comprehensive carrier network that incorporates the strengths of individual carriers into its planning. In addition, retailers need to keep abreast of the local carrier situation, as the carrier market is constantly changing. Particularly with regard to last mile services, innovative startups are emerging that pick up on trends such as sustainability, timed delivery, or real-time tracking, thus offering retailers further differentiation.

Choosing the right shipping partner or the right mix of carriers is crucial, as it offers growth opportunities and cost savings. The right shipping partner will meet the requirements of your pan-European customers with pinpoint accuracy. With a local carrier, you also benefit from their local expertise, which helps ensure that your business develops internationally in the best way possible.



Seven Senders

Seven Senders is the leading delivery platform for parcel shipping. The company, founded in 2015 by Johannes Plehn and Thomas Hagemann, connects senders with a carrier network of more than 100 parcel delivery agents throughout Europe to offer local shipping as a competitive advantage. Seven Senders takes over the organization and implementation of cross-border parcel deliveries for retailers of all kinds 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 additional delivery services, from a plug-and-play label solution and EU-wide digital claim management to analytics and tracking tools, and a customs solution tailored to help retailers reduce the effort and complexity of customs clearance processes, focusing on costs, compliance, and efficiency. Seven Senders makes international shipping easy!

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



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