



OPTIMIZE YOUR  
CROSS-BORDER BUSINESS

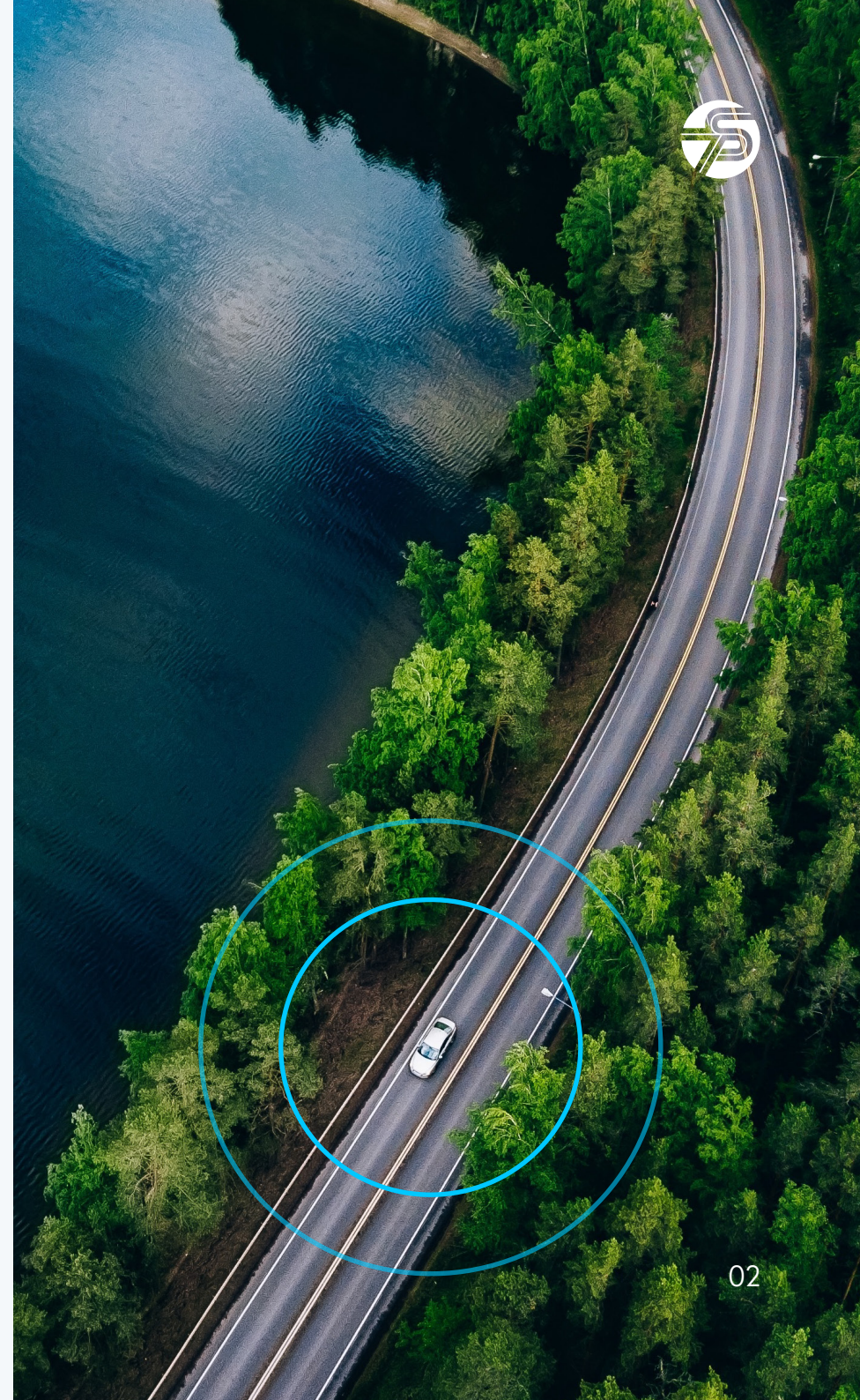
**Grow internationally  
with the right  
carrier strategy**





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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.<sup>1</sup> Be a part of these online transactions! Conquer new markets, grow in existing ones and secure a customer base across national borders. Create the optimal delivery experience and boost your shipping performance!

The e-commerce market in Europe is predicted to reach EUR **163** billion in 2020, and EUR **245** billion by 2021.<sup>2</sup>

**37%** of online shoppers will never buy from the same online merchant again if they have a negative delivery experience.<sup>3</sup>

**58%** of consumers will choose another online retailer if that retailer's delivery options better meet their needs.<sup>3</sup>

**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.<sup>4</sup>





# Your delivery performance is a differentiating factor

In order to provide your customers in new markets with a **perfect delivery experience** from day one and turn your shipping services into a competitive advantage, you need to offer a shipping experience that is tailored to the needs of your target customers. Meet your customers' needs and you will win their loyalty. Satisfied customers will complete the order process, appreciate good communication during the shipping process and successful delivery, 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 quality** in particular, retailers have a much greater opportunity to stand out from the competition than they may realize. A prerequisite for successful delivery is adapting to local needs as a retailer. In doing so, you should know and take into account the local preferences of the customers and the geographical characteristics of the country in question. This is the only way to ensure fast and reliable delivery abroad and to prove to your customers that you – even as a foreign retailer – care about an **excellent customer experience** right up until the point of delivery. This will increase customer satisfaction and the repurchase rate of your customers.



# Excellent delivery plays a decisive role in the repurchase rate

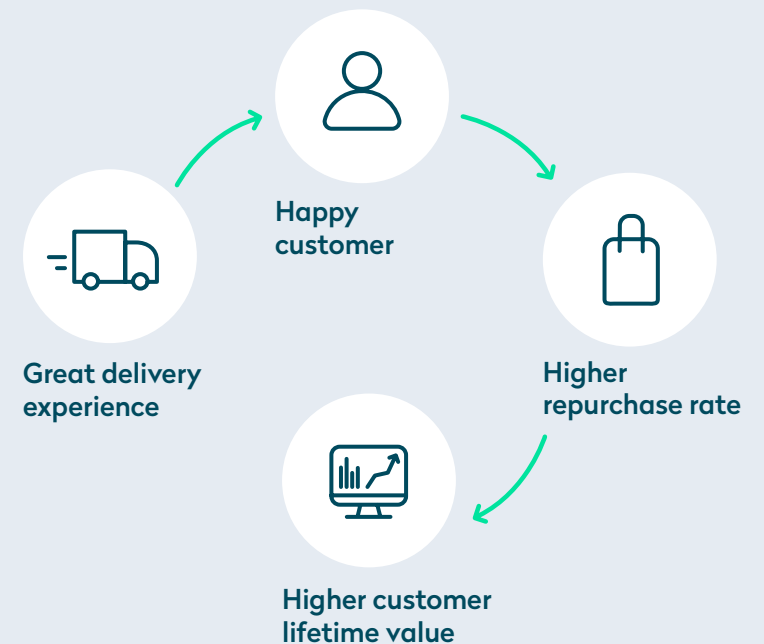
**23%** of online shoppers will abandon a purchase due to shipping problems.<sup>5</sup>

**54%** consider fast delivery to be their top or second highest priority.<sup>6</sup>

**75%** expect to be able to view all the shipping options on the product website.<sup>6</sup>

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**61%** of online customers say that a positive shipping experience encourages them to make recurring purchases from the same merchant.<sup>6</sup>





# 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 to choose from. Either they can use the shipping services of an international shipping company, or they can work with local carriers in the destination country. Both options offer advantages and disadvantages that merchants should explore in terms of their growth strategy.

## 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
- Goods must be delivered to the local hub of the carrier
- Cooperation with different carriers may be necessary to achieve the best possible service
- Labeling and integration may be more time-consuming (with a large number of local carriers)

## 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
- Rigid structures, less flexibility
- Delivery options and services may not be adapted to the local market
- Longer average delivery times





## CARRIER SELECTION



# With the right carrier, you can achieve customer satisfaction and confidence

In every country, customers have **local preferences** in terms of location, delivery and payment method. They want to be able to choose when, where and how their parcel is delivered. The time they spend waiting for or searching for packages is one of the main concerns of customers after they have placed an order.

Getting the delivery right is all about choosing the right carrier with the right services. Many local carriers specialize in specific services, such as timed delivery slots, parcel lockers or sustainable delivery methods, e.g. by bicycle or electric vehicle.

However, delivery services often offer such services only in specific regions. In order 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 requires a significant amount of logistical effort: transport must be planned seamlessly and service providers must be optimally coordinated.



# Meet customer needs with the best local carriers

The carriers you work with are the ones who make sure that the delivery promise is kept, that the shipping status is transparent and that returns are smooth, if necessary. This patchwork 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
- ✓ Innovative and alternative delivery solutions
- ✓ Adherence to promised terms
- ✓ Convenient returns option
- ✓ High degree of flexibility and availability
- ✓ Seamless communication on the shipping status





# Every country has individual shipping requirements and local delivery champions

Just as different payment methods are required in Italy than in Switzerland, and just as different goods are in demand in France compared with Germany, there are also country-specific factors when it comes to shipping. Every country has its own infrastructure – and customers, wherever they are located, are used to different conditions with regard to delivery methods, payment methods and delivery times.

### Which delivery methods do customers prefer in different European countries?<sup>7</sup>

(Multiple answers)



#### France

1. Front door (78%)
2. Parcel shop (54%)
3. Post office (18%)



#### Germany

1. Front door (80%)
2. Neighbour (15%)
3. Packing station (12%)



#### Switzerland

1. Front door (85%)
2. Post office (10%)
3. Work (9%)



#### Italy

1. Front door (78%)
2. Work (16%)
3. Alternative address (11%)



#### UK

1. Front door (81%)
2. Click and collect (14%)
3. Neighbour (11%)



#### Austria

1. Front door (86%)
2. Post office (12%)
3. Work (9%)



# Italy, Switzerland, France and Austria: four growth markets and their shipping specialties

Impress customers with excellent delivery –  
and grow internationally!







## Increase your sales through proper delivery

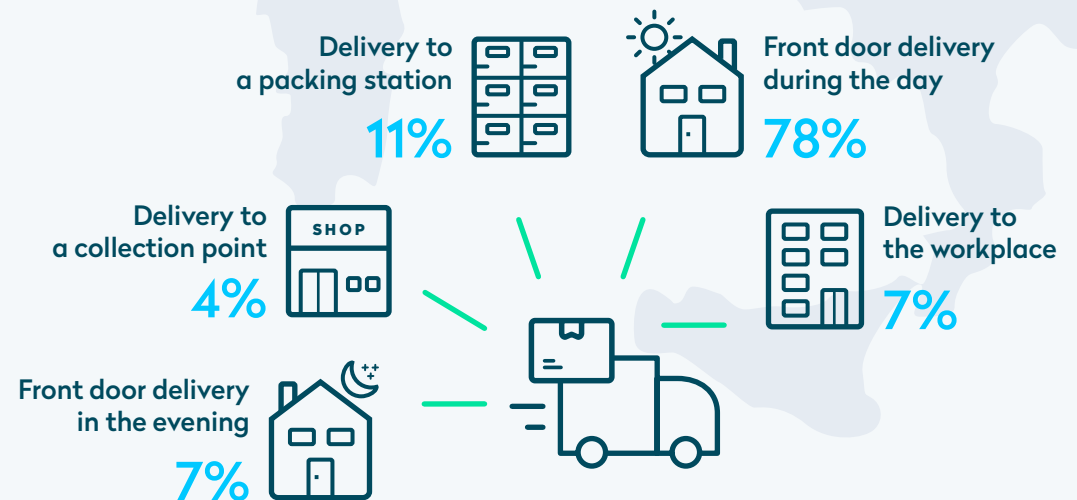
In **Italy**, an awareness of the size of the country is required. A **carrier mix** is recommended for comprehensive coverage, as the various delivery services are focused on specific areas. This results in regional price differences.

By choosing the right carrier, you can achieve more satisfied customers and lower costs. In addition, the “cash on delivery” payment method is a decisive factor in customers’ willingness to order, especially in Italy. Offering this payment method in online shops can increase the conversion rate at the checkout by up to **44%**.

With premium delivery services from providers such as Milkman or PUDO expert Fermopoint, which deliver within an exact time window or to the desired location, you can achieve successful delivery rates of **97.5%**.

### Preferred delivery methods for online orders<sup>8</sup>

(Multiple answers)



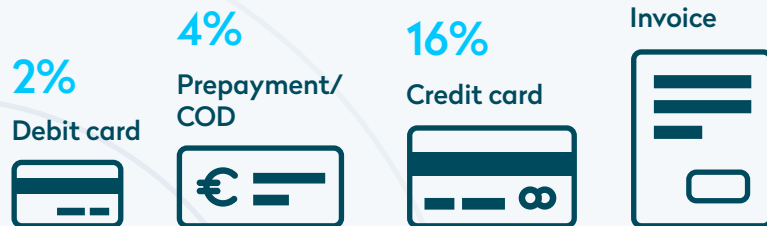


## Benefit from high purchasing power – with country-specific shipping

Due to its high purchasing power and lack of language barrier, **Switzerland** is particularly interesting for German retailers. In addition to customs clearance, the currency and the method of payment are special features of this European market. The Swiss pay in Swiss francs and very often **by invoice**.

### Popular payment methods<sup>9</sup>

Swiss customers also prefer to pay for online purchases by invoice – so this is a payment method you should offer.



### Shipping options – how important are they to the customer?<sup>10</sup>

(Multiple answers)



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

When it comes to choosing the right carrier, shippers are very well served in Switzerland by Swiss Post. Nevertheless, it is worth taking a closer look at local carriers such as Päckli Punkt, LuckaBox or Quickpac with their innovative and cost-effective last-mile services. The biggest challenge in shipping goods to Switzerland lies in **correct customs clearance**. Companies such as MS Direct and others can provide support with this.





## Profitably combine the strengths of different carriers

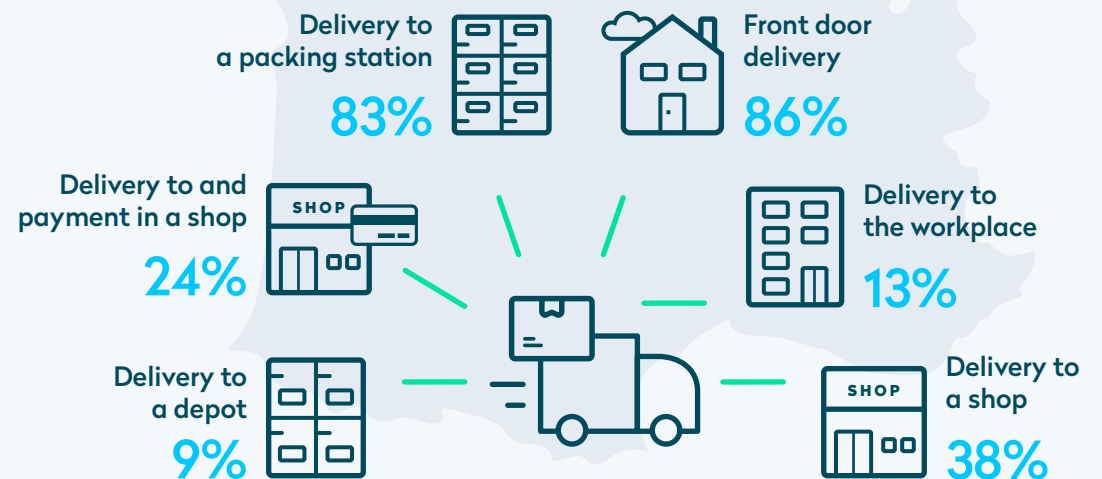
In **France**, customers rely primarily on a mix of home delivery and deliveries to parcel shops. Here, too, there are carriers who specialize in precisely these requirements.

Since both delivery methods are very popular, a **mix of carriers** is recommended, especially in France. This allows you to profitably combine the strengths and different cost structures of different carriers and, ideally, gives customers the opportunity to choose the delivery method.

In France, too, innovative last-mile carriers are also gaining market share, scoring points with real-time tracking – delivery accurate to within 15 minutes, seven days a week – or app-controlled delivery or pick-up. From Stuart, to Mr Pasha or Tousfacteurs (GLS FR) – this is where local carriers come up trumps with environmentally and customer-friendly last-mile solutions.

### Most popular delivery methods among French online shoppers<sup>11</sup>

(Multiple answers)





## 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 case of failed first delivery attempts and collecting returned parcels.

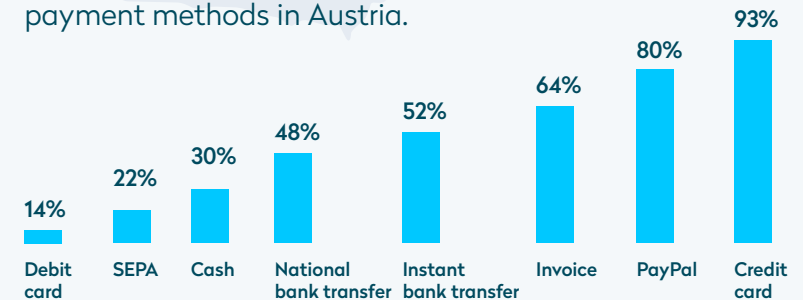
**12%** of Austrian customers prefer delivery to a parcel shop.<sup>12</sup>

**68%** of Austrian online shoppers want to know which carrier will be delivering the package.<sup>12</sup>

**86%** of Austrian customers prefer home delivery.<sup>12</sup>

## Preferred payment methods in Austria<sup>13</sup>

Due to the high number of foreign orders, credit card payment is one of the most popular payment methods in Austria.



In addition, there are two very strong players in the market: DPD Austria and Austrian Post. 86% of all Austrian customers prefer to have deliveries made to their own doorstep.

Austria is very innovative when it comes to the last mile. 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 special solutions for every customer group.



# 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. This helps ensure that your business develops internationally in the best way possible.



## Conclusion: grow internationally! With shipping perfection

For successful country-specific delivery, merchants need to identify the right carrier services and work with the providers that are best suited to their customers' needs in terms of flexibility, delivery options and transit times.

It's the right combination of carriers and their strengths in last-mile services that makes the difference. By choosing the right carrier, merchants can gain a market advantage that should be maximized. Satisfied customers ensure a higher repurchase rate and thus higher sales.



"We help ensure that retailers abroad act like local players, fulfil their shipping promises and thus retain customers in the long term."

**Thomas Hagemann**  
Founder of Seven Senders



## About us

**Seven Senders** was founded in 2015 by Dr. Johannes Plehn and Thomas Hagemann in Berlin. As the leading **delivery platform** for parcel shipping, it connects shippers with a carrier network of over 100 parcel delivery companies in Europe, enabling retailers to use excellent local shipping as a competitive advantage.

With additional shipping services such as a claims center, insurance, a returns portal and labels, Seven Senders simplifies the complexity of international shipping. Automated shipping notifications, tracking and monitoring solutions ensure a transparent shipping process. Monthly reports and analyses enable data-based optimization of international shipping performance. Shippers receive all their services from a single source and can offer their international customers the perfect shipping experience.

### A selection of our customers:



**Any questions?**  
**Get in touch with us!**  
**We look forward to**  
**hearing from you.**

**Visit us online!**  
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