POWER UP YOUR POTENTIAL

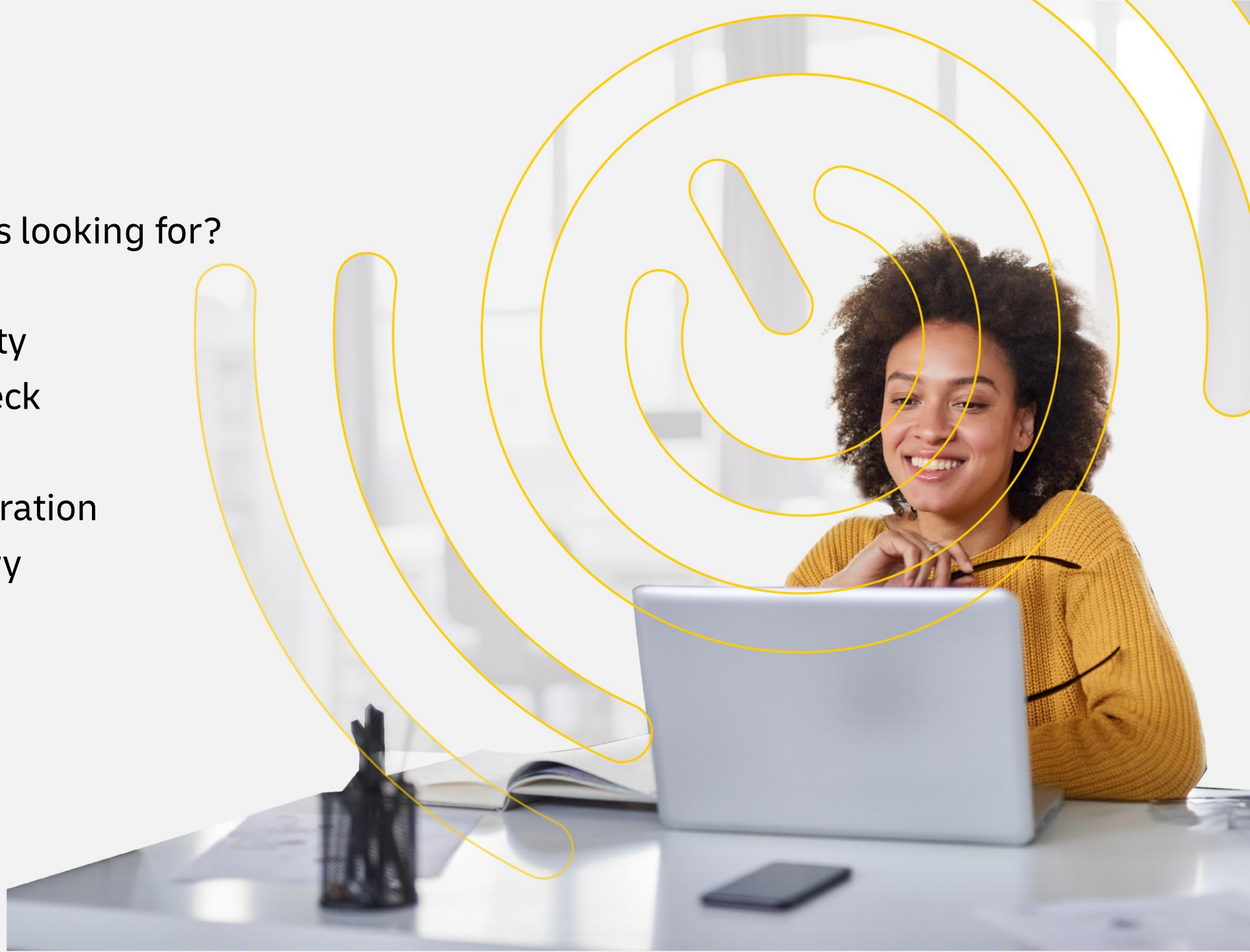
TAKING YOU TO THE NEXT LEVEL WITH DHL

POWER UP YOUR POTENTIAL

FOR INTERNAL USE

AGENDA

- What are customers looking for?
- Ecommerce Trends
- A Global Opportunity
- Website Health Check
- Social Selling
- Hassle free IT Integration
- On Demand Delivery
- Case Study



WHAT ARE YOUR CUSTOMERS LOOKING FOR?

91%

of Consumers look for the available delivery options before reaching checkout.

80%

of shoppers say that they are more likely to choose a retailer who offers a range of convenient and flexible delivery options.

37.5%

of shoppers would choose a retailer who offers a premium/next day service.

WHAT ARE YOUR CUSTOMERS LOOKING FOR?

50%

of shoppers abandon carts because of limited shipping options.

80%

of online shoppers worldwide choose to prepay local duties and taxes at checkout.

67%

of online shoppers check the retailer's returns policy before making a purchase.

WHAT ARE YOUR CONSUMERS LOOKING FOR?

76%

of shoppers prefer to pay in their local currency.

81%

of Consumers said sustainability is an influence on their purchasing decisions.

2x

Consumers are twice as likely to return to a retailer after a positive delivery experience.

ECOMMERCE TRENDS

ECOMMERCE TRENDS

Here are some of the broader trends to bear in mind:

- Consumers **expect everything on demand.**
- Information is readily available, leading to more **informed purchasing decisions**.
- They require more **personalization and** more **sustainable solutions**.
- An optimized online shopping will lead **to increased visits, sales, and repeat purchases**.

TAKE A LOOK AT THE EXPANDING GLOBAL MARKETPLACE

Your opportunity is truly global.
Here are some stats from some of the biggest ecommerce markets.

CANADA
29 million online shoppers
71% cross-border buyers

US
219 million online shoppers
46% cross-border buyers

UK
53 million online shoppers
35% cross-border buyers

BRAZIL
46 million online shoppers
44% cross-border buyers

EU
353 million online shoppers
51% cross-border buyers

MEXICO
57 million online shoppers
59% cross-border buyers

AUSTRALIA

21 million online shoppers
71% cross-border buyers

UAE

7 million online shoppers
84% cross-border buyers

SOUTH KOREA

47 million online shoppers
48% cross-border buyers

NEW ZEALAND

4 million online shoppers
77% cross-border buyers

HONG KONG

5 million online shoppers
37% cross-border buyers

JAPAN

100 million online shoppers
34% cross-border buyers

SAUDI ARABIA

19 million online shoppers
79% cross-border buyers

A GLOBAL OPPORTUNITY

YOUR INTERNATIONAL OPPORTUNITY

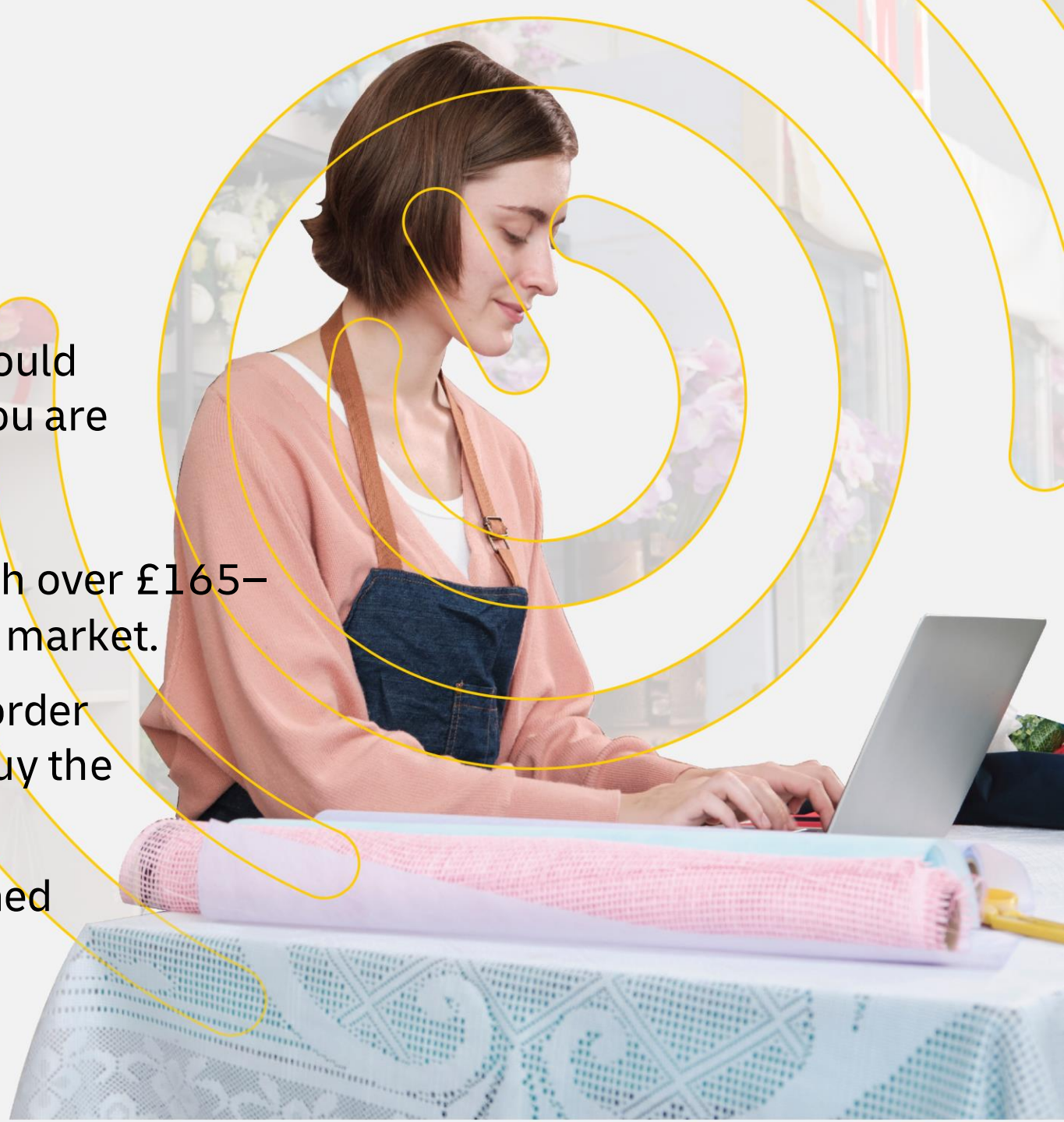
HOW DHL EXPRESS CAN SUPPORT YOUR INTERNATIONAL GROWTH

- Consumer cross-border order values are **17% higher** compared to average domestic sales.
- Countries with **high De Minimis values** (i.e. Australia & USA) are attractive for ecommerce retailers to ship to.
- The return rate of international shipments is **half that of domestic shipments**.

NOT SELLING INTERNATIONALLY YET?

The global opportunity for your business could be huge, there are so many markets that you are missing out on by selling domestic only.

- **20%** of international purchases are worth over £165– a higher basket value than the domestic market.
- **67%** of global Consumers shop cross-border because prices are lower or they can't buy the products in their own market.
- **50%** Goods are half as likely to be returned when shipments are cross- border.



SHIPPING INTERNATIONALLY, BUT NOT OFFERING AN EXPRESS SERVICE

If you aren't offering different delivery options, consumers may bounce from your site not completing the purchase. If consumers want something delivered quickly, why aren’t you giving them that option?

- **60%** of retailers offering premium shipping grow faster than those who don’t.
- **70%** increase in basket value that offer express shipping adds.
- **45%** of shoppers abandon their basket because of unsatisfactory delivery options.
- **39%** of these said it was because delivery was going to take too long.

SHIPPING INTERNATIONALLY BUT NOT WITH DHL

DHL Express are a part of your business. The delivery experience is as critical as the website experience for the consumer.

- **85%** Decrease your service calls by 85% by using DHL and our On Demand Delivery tool.
- **Positive delivery experiences** are now being seen as a marketing strategy to improve the shopping experience.
- **74%** of Consumers found convenience of delivery most important.
- **50%** of Consumers claim they would **switch** to a new brand **after just one bad experience**.

YOUR WEBSITE HEALTH CHECK

THE CONVERSION OF WEBSITE TRAFFIC INTO POTENTIAL SALES

POWERED BY SimilarWeb

WEBSITE HEALTH CHECK

DHL EXPRESS

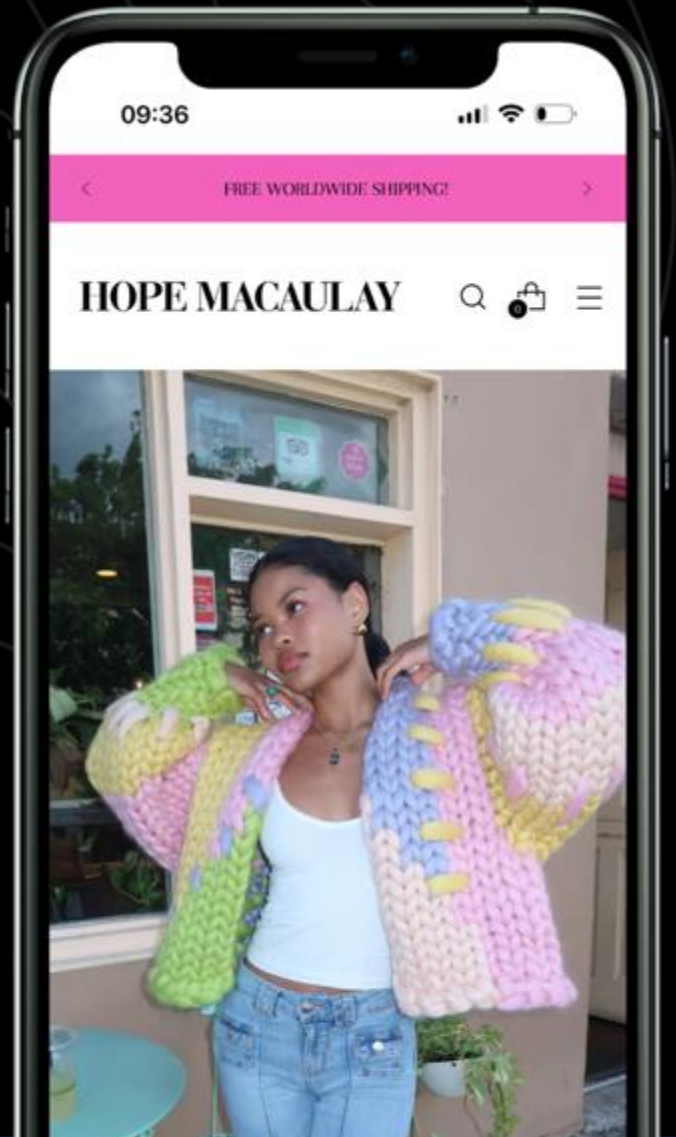
- [x] Do you sell internationally? Do you mention this clearly on your **homepage**?
- [ ] Do you have a **clear delivery information** page? Is it easily accessible on your homepage?
- [ ] Do you offer an **express delivery** option?
- [ ] Do you give your Consumers the option to pay import **duties and taxes** at checkout? Or do you include them in your shipping charges?
- [ ] Is your website available in multiple languages, do you display prices in multiple currencies and do you offer **local payment options**?
- [ ] Do you display **accurate delivery times** and costs at your checkout?
- [ ] Can your Customers **track** their orders from your website? And do you offer pro-active **delivery notifications** and changes in delivery options?
- [ ] Do you offer easy international **returns**? Is it available on your homepage?
- [ ] Do you offer **sustainable** delivery options to your Customers? Do you promote your sustainable practices clearly on your website?
- [ ] Do you review your **Customers feedback** on their delivery experience?

Do you sell internationally? Do you mention this clearly on your homepage?

Retailers pop up all over the globe so you need to be clear who can buy from the moment a Customer arrives on your website – open your store up to the world.

Our advice is to place a clearly visible banner on the homepage, so people know right away that your goods are accessible to them, this saves Customers scrolling through your website to find out where you ship to and can help improve your bounce rate.

- Global ecommerce is expected to be worth **$8.1 Trillion by 2026!**
- A **quarter** of all ecommerce **shipments globally** are **cross border.**
- On average, international sales are **17% higher** than a domestic sale.
- International retailers are boosting their sales by **10 - 15% when selling internationally.**

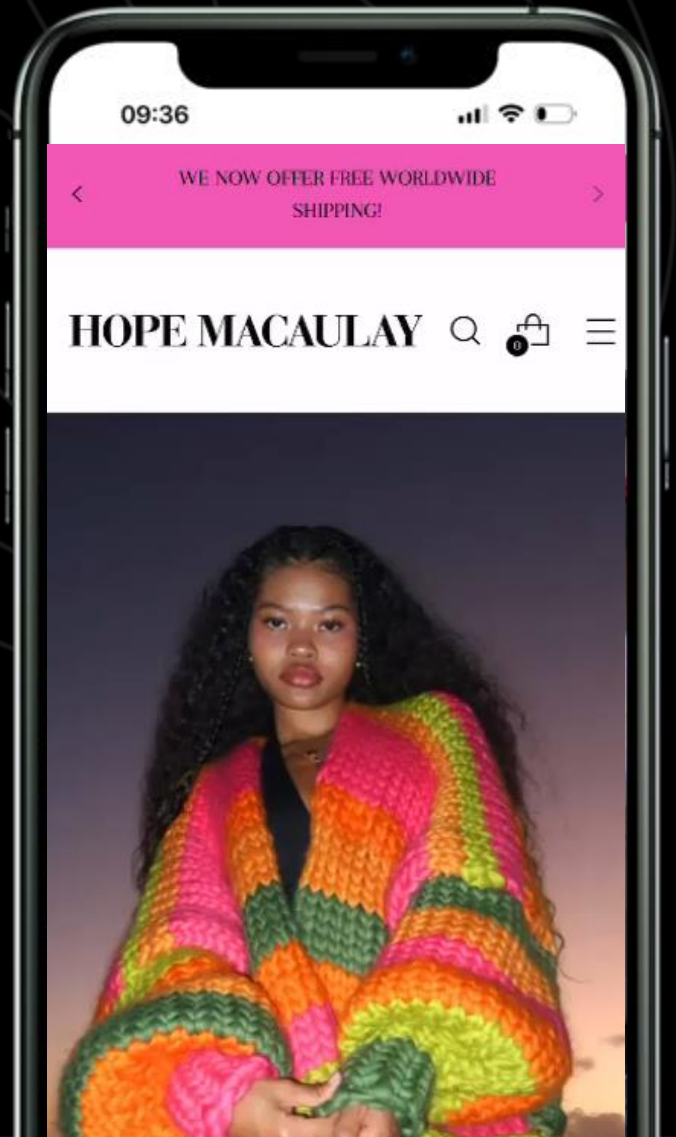


Do you have a clear delivery information page? Is it easily accessible on your homepage?

If your delivery information page is too complex, this could be another reason Consumers bounce from your website. The hardest part is getting the Customer to visit your website, don't give them any reason to leave.

- The average time that a shopper will spend on your website **is 53 seconds** – this shows that shoppers need to be able to access delivery information quickly and easily.
- **95%** of online shoppers said they have **abandoned a purchase** because of the **delivery option.**
- **70%** of global shoppers want to know **who will deliver their parcel** before they confirm their purchase.

This video shows the Consumer journey as soon as they click on a website:



Do you offer an express delivery option?

There are many different understandings of what “standard” delivery is, this could range from 5 days to 3 weeks – depending on where you are in the world. By offering standard and express delivery options – this gives your Customer the choice.

- It’s not uncommon for express delivery to be more expensive… Charge the Consumer for Express shipping – experiment with how this can increase your international orders and order value.
- **80%** of shoppers say that they are more likely to choose a retailer who offers a range of **convenient and flexible delivery** options.
- Retailers who offer **premium shipping grow 60%** faster than those that don’t.
- Evidence shows that introducing Express leads to higher shopping cart spend. It’s not unusual to see **increases of 70%.**

Do you display accurate delivery times and costs at your checkout?

You want the checkout process to be as quick as possible, you don't want to give the Consumer any reason to second guess their purchase at the checkout. The more time people have to think about their purchase, the more chance there is of them changing their mind.

- **63%** of people **abandon shopping carts** because shipping **costs too much.**
- **60%** of Consumers reported buying goods from one retailer over another, because the **delivery option was more convenient** for their needs.
- **73%** of Customers purchased more to **take advantage of a minimum spend 'free delivery'** option.
- Whatever pricing strategy is decided upon, it is extremely important to be open and clear with the end Consumer so the Consumer is never surprised by charges.

Top Tip: Ensure your delivery information page and checkout transit times match.

Things to consider – if you subsidise standard shipping then subsidise express as well.
We recommend flat shipping charges with a free shipping threshold higher than your average order value.

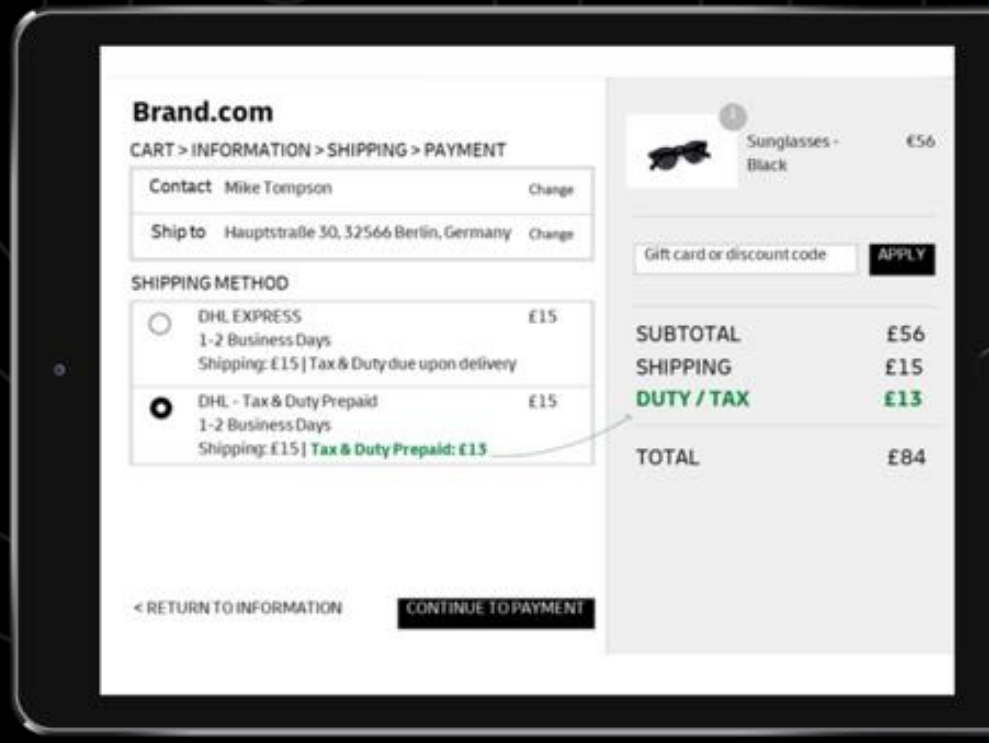
Do you give your Customers the option to pay import duties and taxes at checkout? Do you include them in your shipping charges?

All research shows that Consumers are worried about hidden costs. By giving your Customers the option to pay import duties and taxes at checkout this tells them what fees are expected, so they can pay them at checkout or know what to expect upon delivery.

Top Tip: Make it clear on your delivery information page if you offer a duties and taxes paid option at checkout.

Things to consider: Countries that have low 'de minimis' values mean that duties and taxes would be charged for most orders.

- It's **80%** of Customers would like to pay these **charges at checkout**.
- Retailers who offer a duties and taxes paid option grow at **double the rate** of those that don't.
- **20 of DHL's top 20** ecommerce Customers send their shipments **Delivery Duties Paid**.

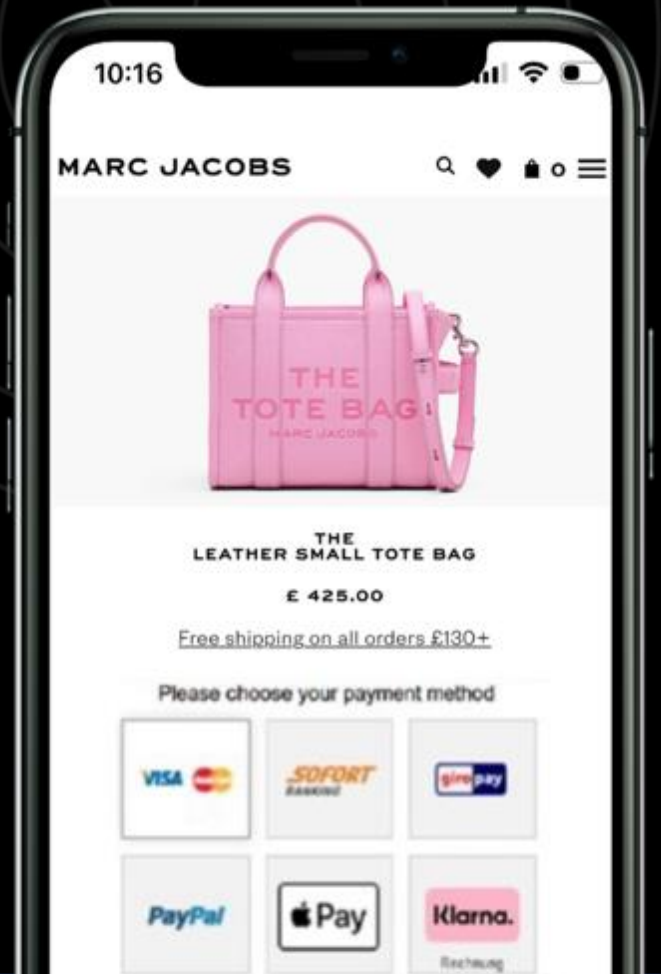


Is your website available in multiple languages, do you display prices in multiple currencies and do you offer local payment options?

It can sometimes be difficult to know which country a retailer is situated in, the most successful ones are making their cross-border website into a local experience. With 220 countries worldwide, there are hundreds of local payment options and currencies available. By utilising a cross border technology partner, like Global-e, you can take your website localisation to the next level.

- Studies have shown **20% increases in conversion rates** when landing pages and adverts are **translated into the local language** and a staggering **70%** when websites are **fully localized.**
- **56%** of shoppers said the ability to obtain information in their **own language** is even more important than price.
- **75%** of internet users **do not** make important purchasing **decisions** unless the product description is in a language they can speak.
- **76%** of online shoppers **prefer to pay** in their **local currency.**

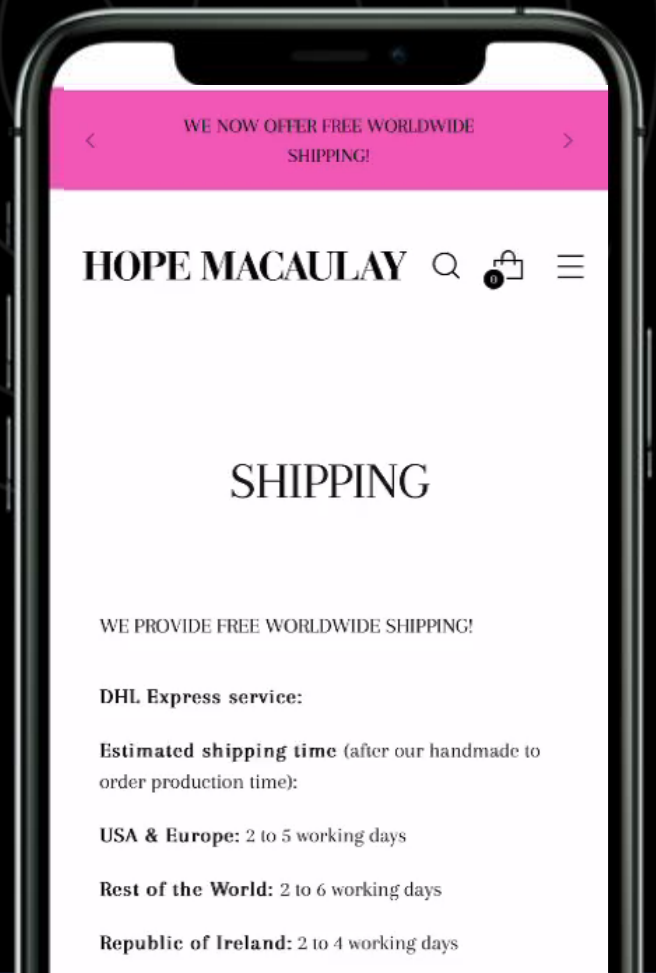
Once you've opened your website to the world, this would be the next step on your global growth/journey?



Can your Customers track their orders from your website? Do you offer proactive delivery notifications and changes in delivery options?

By having all of the information about delivery on your website this reduces Customers coming to your team with ‘where is my order’ queries. As a retailer your time is critical and should be spent on revenue related activities, not logistics...

- **50%** of online shoppers said if delivery options were available in-flight then they would have used it to make their **delivery more convenient** for them.
- **81%** of shoppers say the availability of **proactive shipment notifications** is critical to their decision to buy again from a retailer.
- Some Customers have seen **a reduction of up to 85% in Customer service queries** since having **On Demand Delivery.**
- **45 languages** are available for delivery notifications. **165 countries** are live.



ON DEMAND DELIVERY

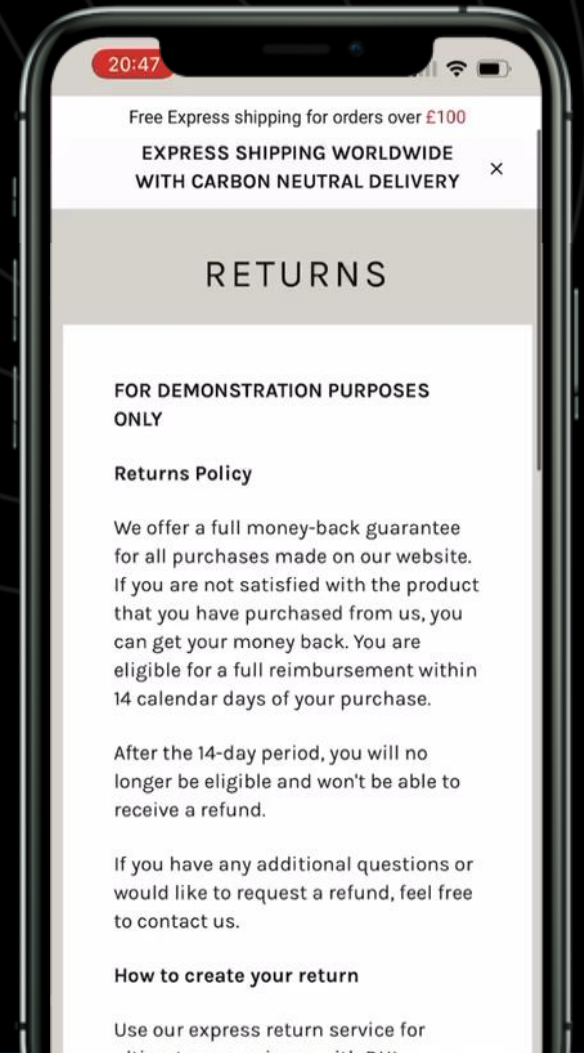
Do you offer easy international returns? Is it available on your homepage?

What are easy international returns? It is giving the Consumer a way to return without them having to organize their own shipping. Offering an easy returns service encourages a higher shopping cart spend, as Consumers feel reassured that they can return unwanted goods easily.

- **67%** of Customers **review a return policy** before making a purchasing decision.
- **95%** of Consumers say how well retailers **handle returns influences** their decision to order from them again.
- By offering an express international return, means you get your stock back quicker to resell, and the Customer gets their refund faster which can increase Customer loyalty.

Top Tip: This could be the retailer providing the label for drop off or collection of their return.

Many ecommerce companies have noticed **conversion rates increase** when their Customers know that they have a **flexible and easy way to return**, if they want to.

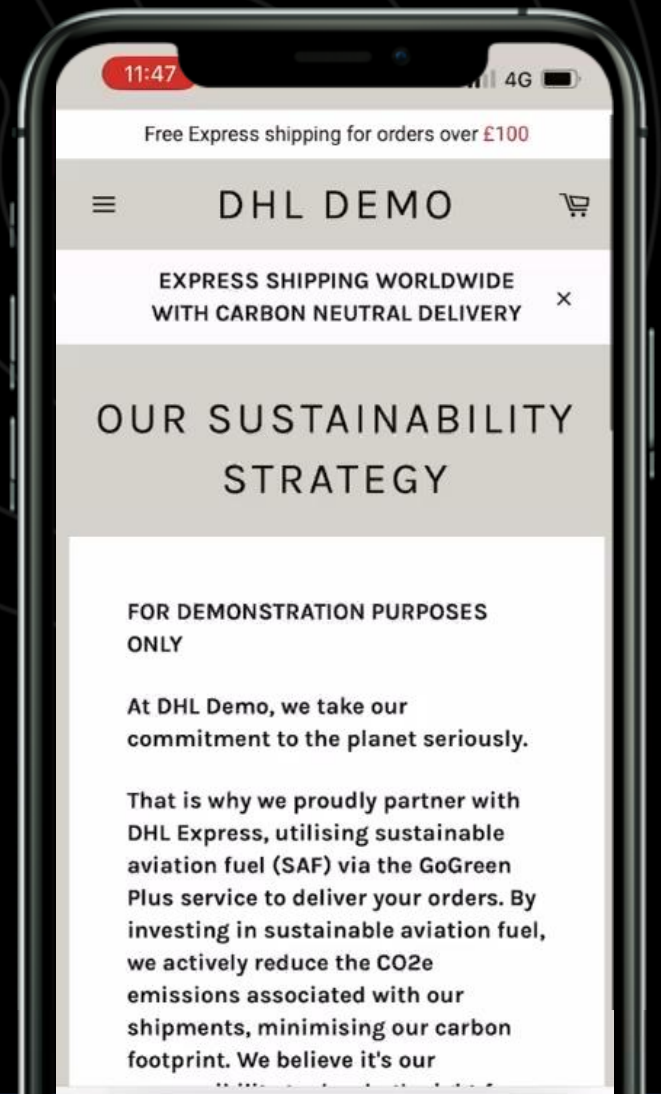


Do you offer sustainable delivery options to your Customers?
Do you promote your sustainable practices clearly on your website?

In today's ecommerce landscape, sustainability is increasingly vital. DHL Express can uniquely assist Customers on this journey. Consumers now seek eco-conscious brands, with sustainable delivery showcasing commitment to reducing carbon footprints, attracting eco-conscious Customers.

Building this image is crucial in competitive ecommerce, differentiating brands, fostering trust, and meeting Customer expectations.

- **81%** of people are likely to **choose a brand** with a positive approach to **environmental sustainability.**
- **50%** of digital Customers state that **environmental concerns impact their purchasing decisions.**
- Over **43%** of shoppers would pay **£1 or more for eco-friendly delivery.**
- **88%** of Customers are more likely to be loyal to a company which **supports environmental issues.**

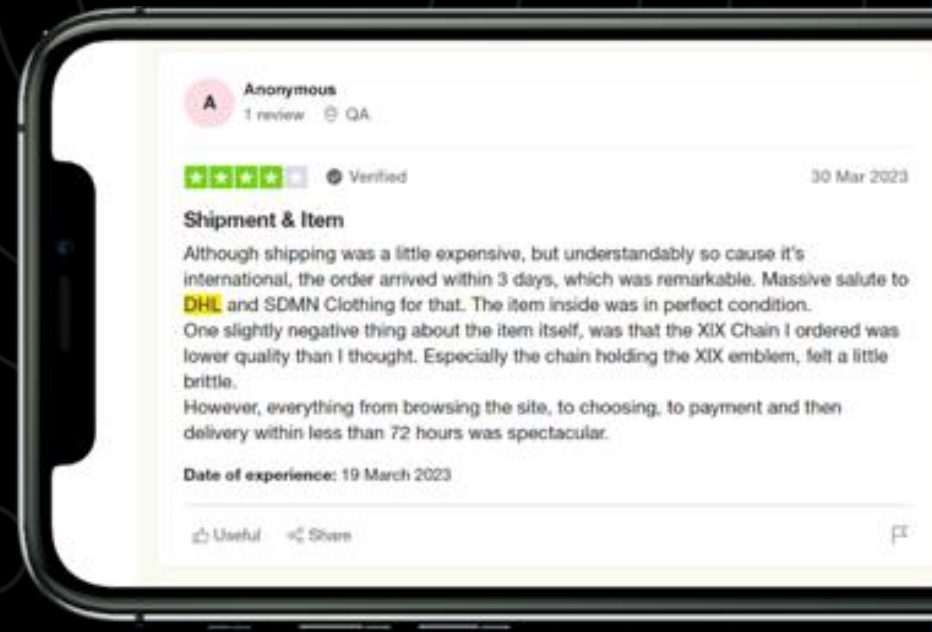


Do you review your customers feedback on their delivery experience?

Online reviews and testimonials are all about building trust. A lack of reviews makes buyers feel increased risk, which makes them less likely to buy. This could be reviews displayed on your website, on external partners like Trustpilot, Google etc or even on social media.

- **90%** of shoppers **read at least one online review** before deciding to visit a business.
- Customers are **63%** more likely to **trust brands with online reviews** compared to brands with no reviews.
- **85%** of Consumers have **purchased** a product or service after seeing it **advertised or reviewed on Social Media platforms.**
- **50%** of Consumers claim they would **switch** to a new brand **after just one bad experience.**

Top Tip: Do you analyse the types of questions that are coming into your Customer service? Have you checked your reviews recently? What are your Customers saying about their delivery experience?

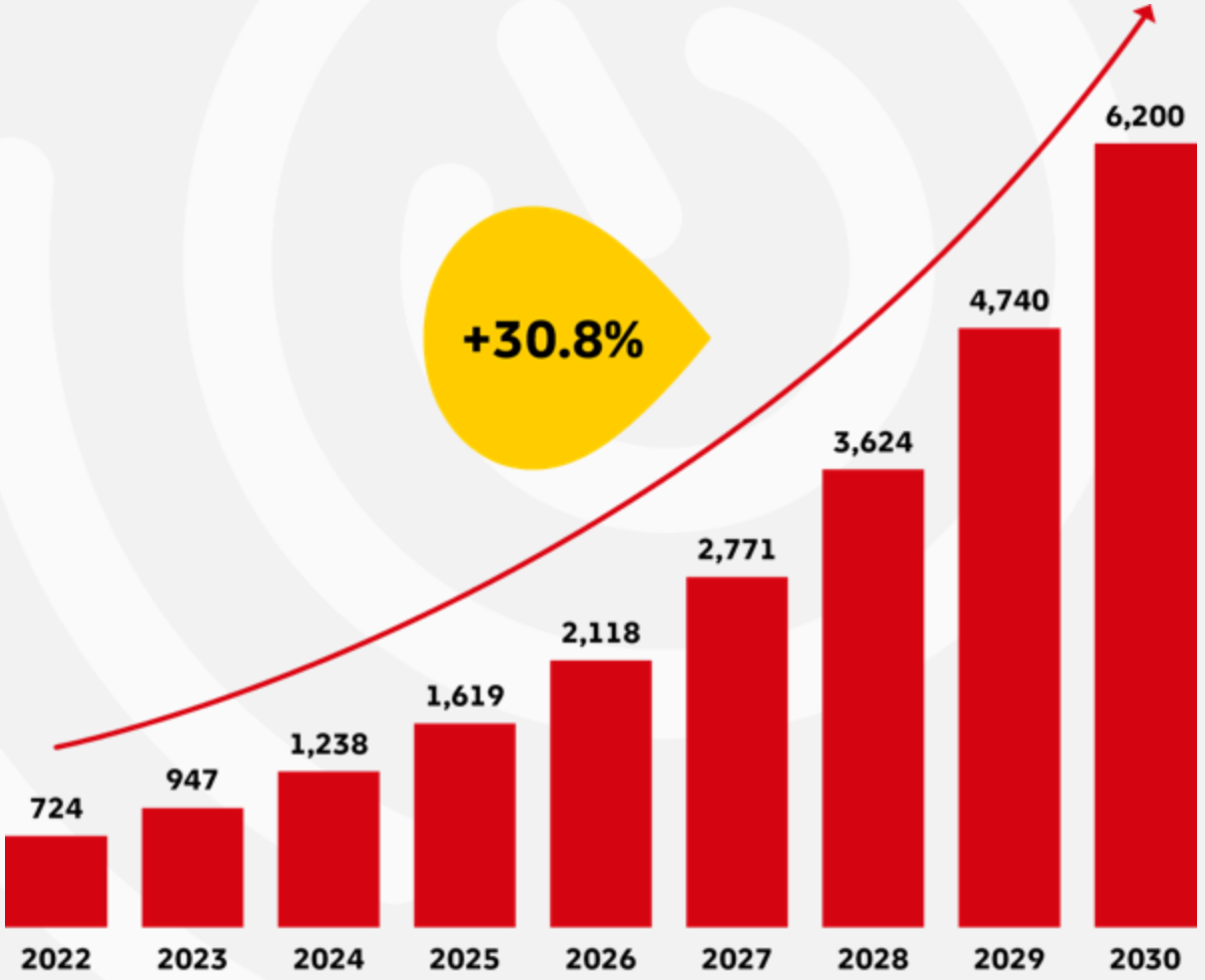


SELLING ON SOCIAL MEDIA

THE RISE OF SOCIAL COMMERCE

Market insights:

- Research found that **3 out of 4** consumers now use social media for shopping.
- **61%** of consumers surveyed said that they also ended up buying something that they saw in their newsfeeds.
- Worldwide social commerce revenue could reach over **$3.4 trillion by 2028.**
- Live shopping is expected to account for **10 – 20%** of eCommerce growth globally by 2026.



Social commerce revenue worldwide, 2022-2023
in billion US$, %

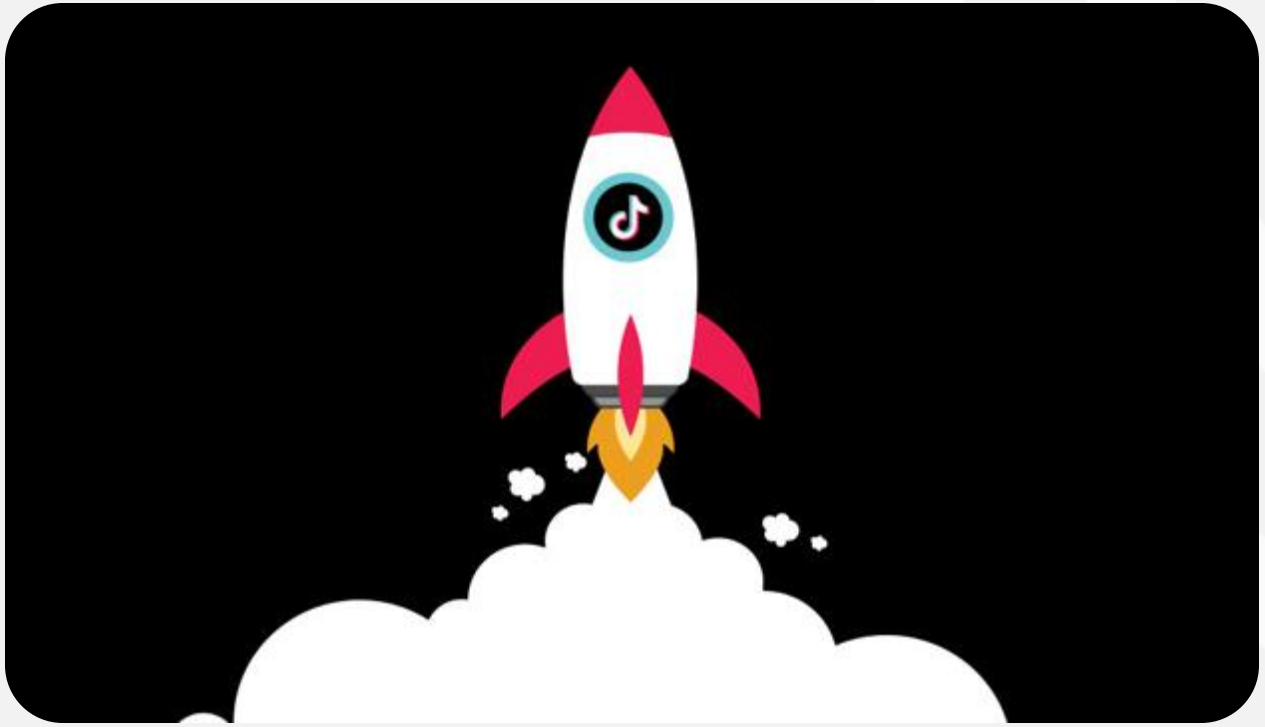
Source: Statista

Source: Statista

THE IMPACT OF SHOPPING ON SOCIAL MEDIA PLATFORMS

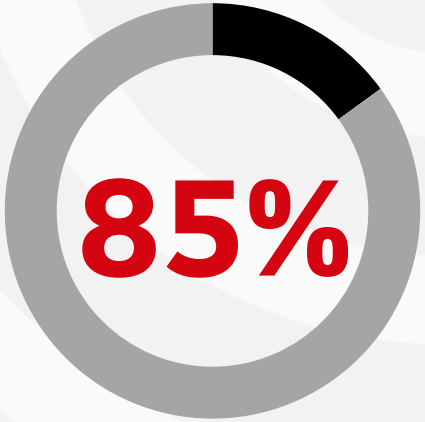
Buying on social media

Social media usage continues to grow by huge **16.5%** year-by-year.



73%

Of businesses are currently selling on Social Media platforms.



Of consumers have purchased a product or service after seeing it advertised or reviewed on Social Media platforms.

4/5

People are likely to buy on Social Media if they have watched a LIVE demonstration of the product.

EXPANDING YOUR ONLINE PRESENCE

Need more website visits?

- 15 billion devices are online right now!
- By 2026 the global ecommerce market will hit over US$8.1 trillion.
- International sales are 17% higher compared to a domestic sale.
- Boost your sales by an average of 15%.
- 67% of global Consumers shop cross-border.
- Leverage the power of social selling.
- Cross-border ecommerce is projected to grow by 26% in the next five years.

LET’S START SHIPPING

WHY DHL EXPRESS COMMERCE IS THE RIGHT CHOICE FOR YOU

DHL Express Commerce has everything you need to effortlessly manage your online orders so you can spend more time working on your business. Integrating with a large range of eCommerce platforms DHL Express Commerce streamlines every step of your fulfillment process.

Features:

- **Free** for DHL Customers
- Seamless Integration
- Efficient Order Management
- Reduces handling time
- Improves customer experience
- Additional add ons

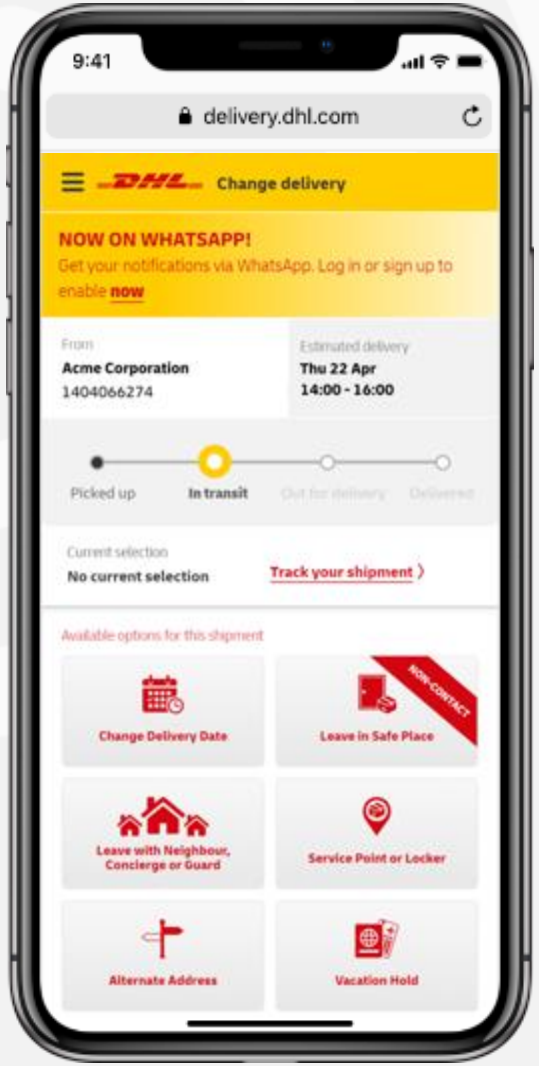
GIVING YOUR CUSTOMERS ON DEMAND DELIVERY

WHAT IS ON DEMAND DELIVERY?

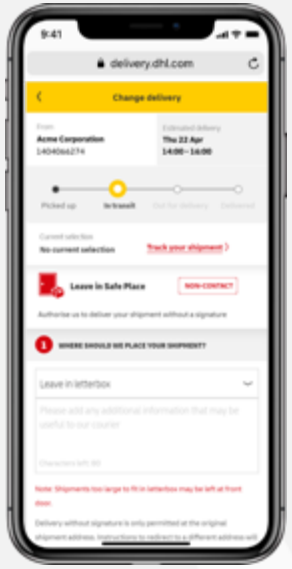
An online platform that allows Consumers to manage their shipment delivery.

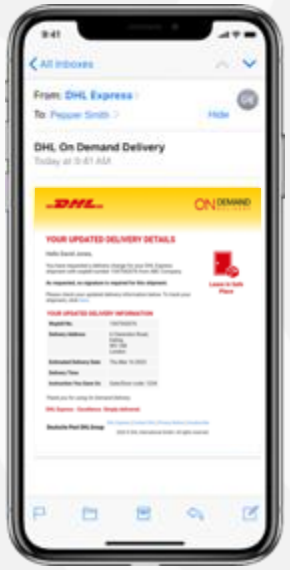
What are the benefits?

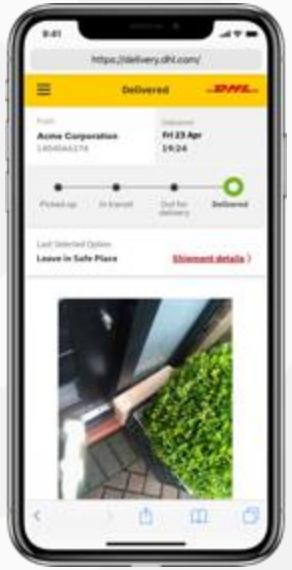
- **Innovative service:** Reduces failed delivery attempts. Improves Receivers' experience.
- **Prompt notifications:** Keeps Receivers informed of estimated delivery dates.
- **Delivery options:** 6 delivery options via website.
- **Global development:** Consistent experience and service in 165 countries.
- **Flexibility for shippers:** You decide on Receivers' delivery options.
- **Receiver registration:** Stores Receivers' delivery preferences.



HOW ON DEMAND DELIVERY WORKS







Get notified

Parcel recipient will be notified by SMS/email

Access ODD

Recipient accesses the service via smart link

Make changes

Makes delivery change request

Confirmed

Request confirmed to recipient by email

Now sending

DHL executes the request

Delivered

Shipment is delivered accordingly

RECEIVER NOTIFICATION

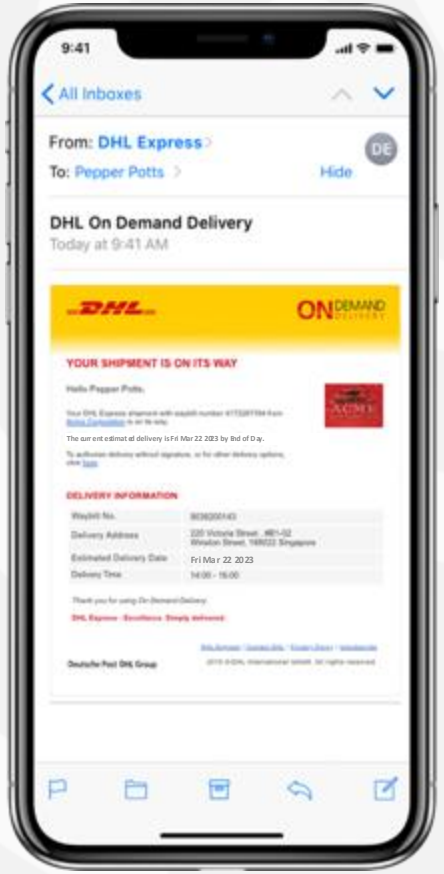
Delivery updates sent to your customers by SMS and/or email

Notifications are sent

- After pick-up
- Before delivery
- Proactively for service incidents

Notifications include:

- DHL Waybill number
- Your company/brand name
- Estimated delivery date
- Shipment-specific smart link to On Demand Delivery



Optional shipper branding

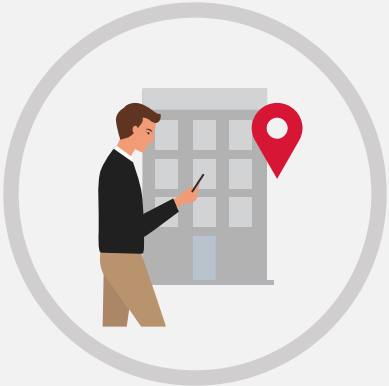
- Your company/brand logo on email
- Customizable email
- Sender name

GIVING YOUR CUSTOMERS CONTROL

LEAVE IN SAFE PLACE

CHANGE DELIVERY DATE

LEAVE WITH NEIGHBOR, CONCIERGE OR GUARD



COLLECT FROM SERVICE POINT OR LOCKER

DELIVER TO ALTERNATE ADDRESS

VACATION HOLD

DHL EXPRESS 9829289116
from hopemacaulay.com is
scheduled for delivery TODAY.
Signature is required.
Manage delivery at

On Demand Delivery
delivery.dhl.com

Click or scan for your ODD Demo

CASE STUDY

NEXT STEPS

It’s an exciting time for ecommerce and we are ready to support you as you take advantage.

Use our Website Health Check to Optimize your site

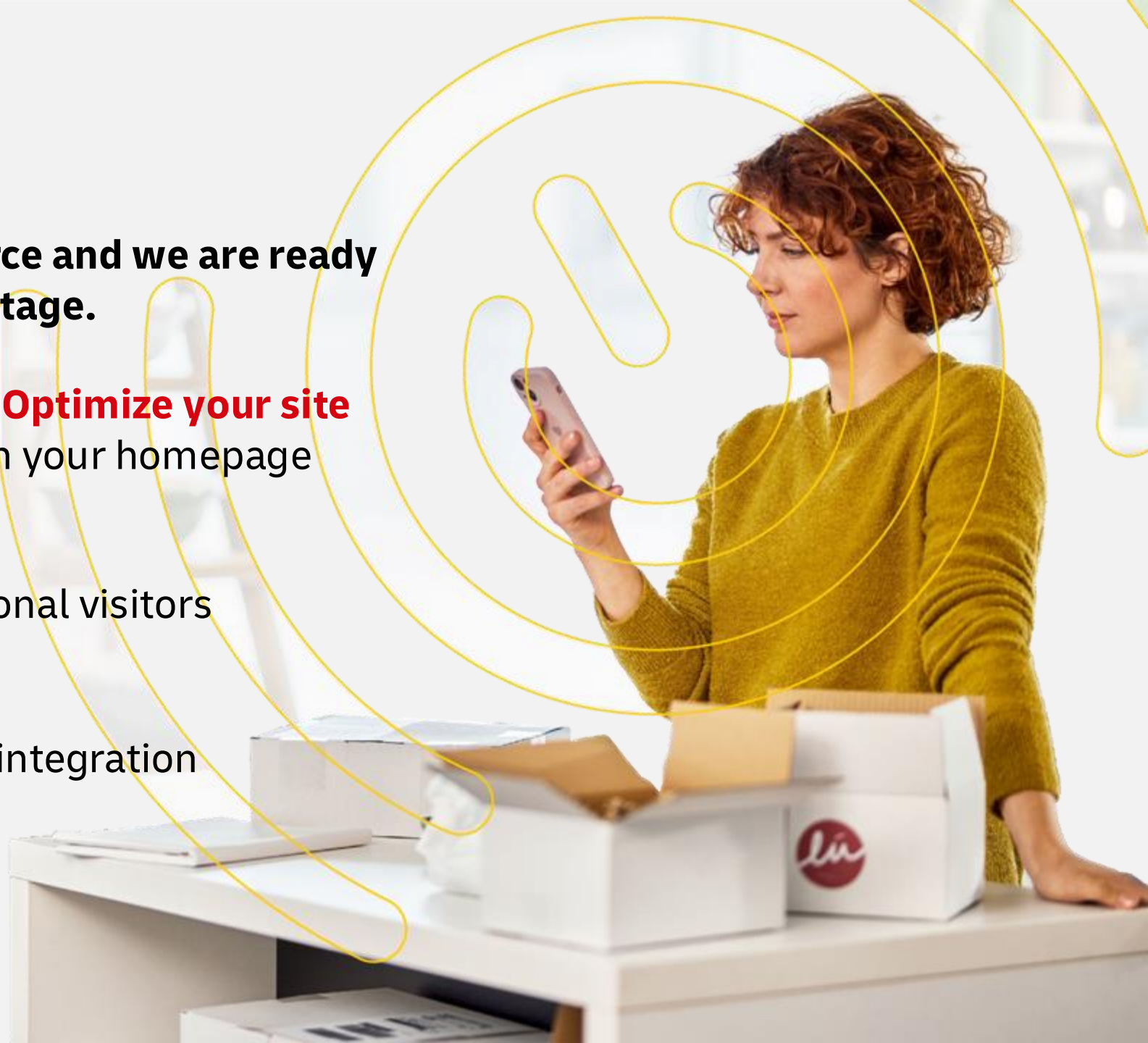
Ensure you are offering Express on your homepage

Tailor to your opportunities

Include the languages of international visitors

DHL Express Commerce

Take advantage of quick and easy integration to access all of DHL’s benefits



NEXT STEPS

It’s an exciting time for ecommerce and we are ready to support you as you take advantage.

Use our Website Health Check to Optimize your site

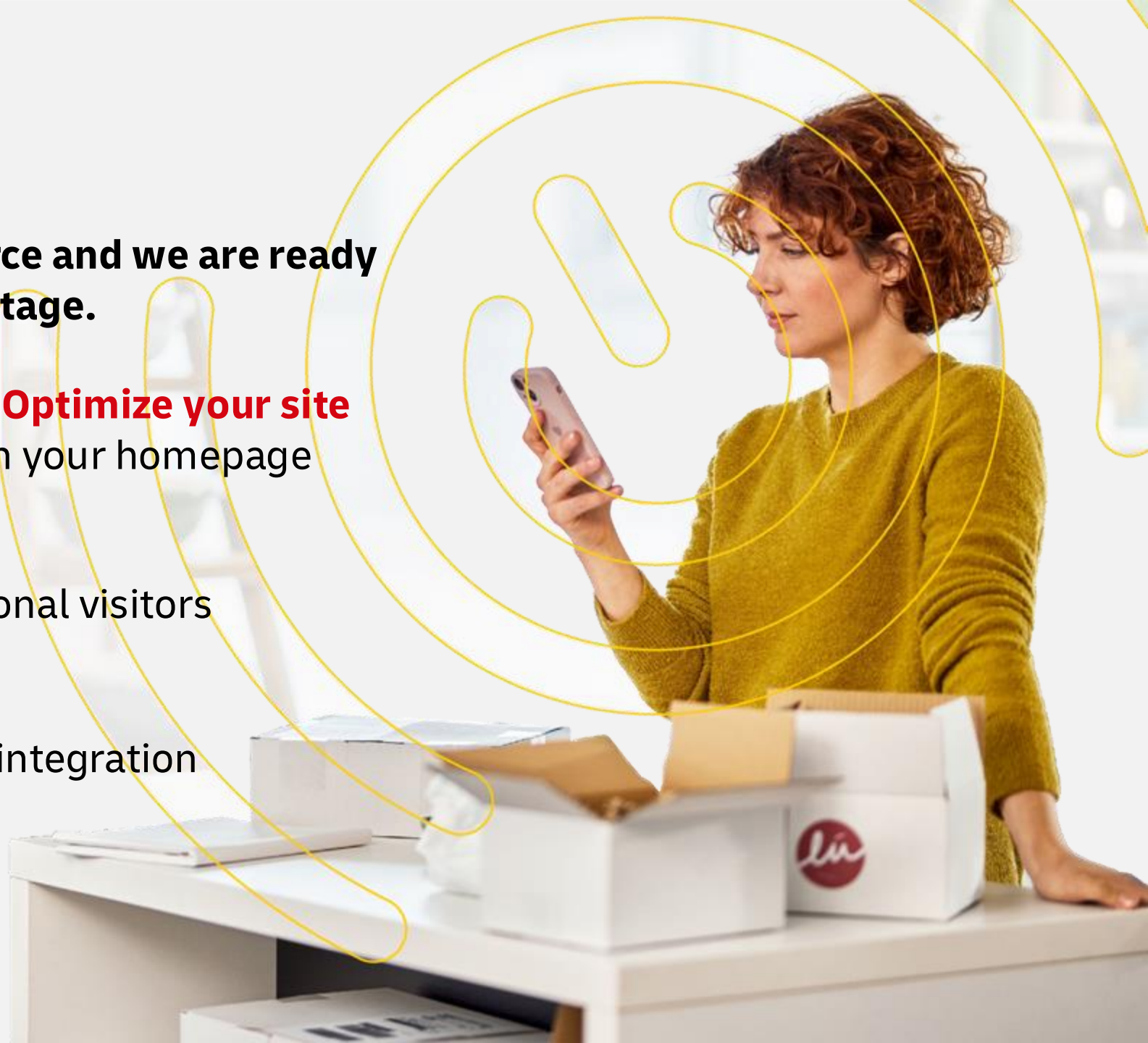
Ensure you are offering Express on your homepage

Tailor to your opportunities

Include the languages of international visitors

DHL Express Commerce

Take advantage of quick and easy integration to access all of DHL’s benefits



THANK YOU

Scan for more insights on how to optimise your business.

dhl.com/discover