TAKING CARE OF BUSINESS TOGETHER
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At DHL Express we are a trusted partner of many of the leading names in the beauty and personal care sector. Our network, speed, excellence and reliability sets us apart and allows us to support your fast-moving business – because in the age of immediacy, where a taxi can be ordered in minutes and movies streamed in seconds, your customers want their orders fast. They’re excited to receive the latest makeup release, to try a new scent. Your products bring them joy and we love being a part of that journey.

We know that excellence, reliability and speed is key to maintaining your competitive edge and upholding the high standards your customers enjoy and expect when shopping with you. With a network covering more than 220 countries and territories worldwide, we own the delivery routes and control the process end-to-end, delivering an excellent customer experience from start to finish.

Alongside social media influences, we keep up with the key trends in the sector. From subscription services to male grooming, it’s a crowded marketplace where everyone is fighting to be the first to set new trends. We partner with many leading brands as they navigate the fast-moving world of beauty and personal care, and can scale up and support you as needed.

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To ensure you get the best service, we work hard to keep our employees motivated, happy and passionate about their jobs. Our employees undergo a ‘Certified International Specialist’ (CIS) program, which is designed to engage every member of DHL Express and brings to life a commitment to invest in our employees’ future. Customers and colleagues worldwide benefit from the inspiration, know-how, and passion that sets DHL Express apart from the competition. We’re also extremely proud to have been ranked as the number 4 UK Best Workplace 2021 according to Great Place to Work UK as well as number 2 World’s Best Workplace in 2020.

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KEEPING UP WITH THE CLICKS

We know that product excitement can spread like wildfire on social media. An influencer posts a photo, a Story or a review and suddenly you have an influx of orders and a peak to manage. You might also be running social media advertisements or promotions, and again we understand that can lead to increased orders too.

We are well versed in supporting our customers through peaks and our global network means we can scale up your delivery requirements when needed, and keep up with the speed that your customers crave.

E-COMMERCE, IT’S BE FAST OR BE LAST. AND WE DON’T DO LAST.

STAYING ON TREND

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OUR MOTIVATED WORKFORCE DELIVER

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GROWING YOUR E-COMMERCE IN THE AGE OF IMMEDIACY

As a passionate supporter of British business, DHL Express, with our team of international and e-commerce specialists, is here to support you with guidance to ready your business for international e-commerce success. We help many of our beauty and personal care customers consider how to remove barriers to purchase and increase customer satisfaction.

Our advice includes international e-commerce growth support, using bespoke tools and analysis of customer profiles visiting your website, through to logistics support covering customs advice, pricing strategies for duties, tax and shipping and best practice for easy returns solutions.

The global DHL Express network has the capability to support you to deliver all over the world and keep your e-commerce operation running smoothly. We can help you to create a competitive advantage with delivery options to meet your e-commerce needs.

E-COMMERCE: THE INTERNATIONAL OPPORTUNITY

With more than 2 billion online shoppers worldwide, are you ready to seize the opportunity of international e-commerce? To make sure your business is prepped and open for international business your website needs to act as your storefront to the world. Follow our top recommendations to prepare your e-commerce website for international trade.

E-COMMERCE CHECKLIST

- Tell your customers you sell internationally
- Offer your website in multiple languages
- Offer different currencies and payment options
- Include duties & taxes within your product pricing
- Offer an express service internationally
- Keep your customers informed with proactive delivery notifications

60%
Retailers who offer premium shipping grow 60% faster than those who don’t

70%
Introducing Express leads to higher shopping cart spend and it’s not unusual to see increases of 70%

20%
Studies have shown 20% increases in conversion when landing pages and adverts were translated into the local language

29%
In a DHL survey, 29% of online shoppers said they had changed aspects of their delivery ‘on the fly’ to secure a more convenient time or location to take receipt of their order
SUSTAINABILITY

We are passionate about driving sustainability within the logistics industry but also work to help our customers get on board with sustainability efforts that shoppers are looking for.

50% of digital customers state that environmental concerns impact their purchasing decisions. (GlobalWebIndex)

88% of customers are more likely to be loyal to a company which supports environmental issues. (Cone)

74% of customers say a company’s sustainability practices matter more than they did a year ago. (Salesforce, 2019)

SUPPORTING SUSTAINABLE RETAIL

As we help businesses go further, we are committed to supporting them grow sustainably. GoGreen is the programme helping to drive DHL’s wider goal to reduce all our logistics-related emissions to net-zero by the year 2050. Our GoGreen services give businesses a transparent look at their carbon footprint, allowing them to improve their sustainability credentials – an accolade their customers are valuing more than ever as they look beyond the label to consider the environmental impact of their purchase.

OFFSETTING YOUR EMISSIONS

Our GoGreen Climate Neutral Service provides the following benefits to your retail business:

- Reliably calculate your CO₂e emissions.
- Neutralise your CO₂e emissions through approved environmental protection programs.
- Offset the CO₂e emissions from your shipments traveling by air or road.
- The credibility that the entire process is verified by an independent body accredited by the Société Générale de Surveillance (SGS).

PROMOTING YOUR SUSTAINABILITY CREDENTIALS

As customers increasingly measure the environmental impact of their purchases, your website should include any sustainability credentials you have already achieved. Consider the following improvements and, where you can, be transparent about your goals and accomplishments.

- Is your business working to be sustainable and to high ethical standards?
- Do you consider sustainable principles at product creation stage?
- Do you know how green and ethical your manufacturers and suppliers are and the processes they use?
- Do you show customers the carbon footprint of the products they are purchasing?
- Can shoppers find out where your products are made?
- Do you use plastics in your logistics and packaging?
- Do you tell customers that your packaging is sustainable and/or recycled?
- Are you offsetting your carbon emissions for product logistics and/or delivery?
- Do you have green end-of-life solutions for products?

REDUCING EMISSIONS

We’re committed to reducing emissions across our network, through investing in

- Our Road Fleet – in the UK by 2030 we aim to be delivering in 100% electric vehicles or city-hub cargo bikes.
- Our Air Fleet – we are replacing aircraft with the latest fuel-efficient airplane and investing in sustainable aviation fuels which reduces emissions by 80%. By 2024 DHL will take sustainable aviation further by introducing a fleet of 12 electric aircrafts.
- Our Sites – we’re creating greener hub operations with green electricity across our sites.
HOW WE DELIVER FOR OUR CUSTOMERS

Being a DHL customer brings an endless list of benefits – from local pick-up times and extensive customs expertise, to fast, reliable delivery. What’s more, with real-time online shipping tracking at your fingertips, you’ll always know where your goods are.

ON DEMAND DELIVERY (ODD)

We know that customers value choice when it comes to their delivery options – and giving them visibility and traceability with proactive tracking notifications encourages trust and loyalty in your brand. ODD is a DHL service designed to reduce failed delivery attempts and improve the shopper’s experience. Find out more here https://www.youtube.com/watch?v=qkodemnE74FA

OUR ON DEMAND DELIVERY SERVICE TICKS ALL THE BOXES FOR CHOICE AND CONVENIENCE.

NAVERATING DUTIES AND TAXES TOGETHER

With shoppers concerned about hidden costs when online shopping, any surprise charges could damage your relationship with your customers. We offer a Delivery Duties Paid (DDP) service, allowing you to bill all duty and taxes back to your account and absorb these elsewhere, for example in the pricing of your products. Changing your pricing strategy to include duties and taxes can really elevate your business – in fact, retailers who ship offering a Delivery Duties Paid (DDP) service grow at double the rate.

70% of online shoppers worldwide choose to prepay local duties and customs at checkout

INTEGRATING WITH YOUR PLATFORM

We like to make things as easy as possible for our customers, giving you more time to do what you do best. DHL Express services can seamlessly integrate with many leading e-commerce and marketplace platforms, simplifying your outbound and returns logistics.

WE TAKE SECURITY OF YOUR GOODS SERIOUSLY

Working in such a fast-moving and dynamic operational environment, security is a top priority for us at DHL Express. We’re proud to have hundreds of facilities around the world accredited with the Transported Asset Protection Association (TAPA) security certification. This independently audited certification is widely respected as the leading security standard in this sector and confirms that we have implemented the highest security standards for transporting high-value shipments through our supply chain.
CONTACT US

To speak to an international e-commerce expert contact us: Email: growyourecommerce@dhl.com

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