



STRUGGLING WITH E-COMMERCE DURING LOCKDOWN? POP-UP FULFILMENT BY DHL CAN HELP

“In collaboration with DHL, we were able to quickly set up a solution that’s helping us fulfil orders, manage ongoing online demand, and maintain the level of service that our customers expect from us.”

Gavin Chappell, MD, Holland and Barrett

The Covid-19 lockdown has had – to put it mildly – a dramatic effect on UK retail. Hampering trading conditions with unforeseen speed and severity, it’s forced virtually every business in the UK to rethink their operations from the ground up. And with locked-down consumers moving their spending almost entirely online, it’s e-commerce that’s been the key focus for many.

Unprecedented times call for outside-the-box thinking. Which is why we at DHL have devised Pop-Up Fulfilment. It’s a service designed to help businesses such as yours get through this challenging time – at the very least intact, and potentially thriving. Here’s how it works.

What is Pop-Up Fulfilment by DHL?

On a pay-as-you-go basis, DHL can store, pick, pack and deliver your products to your customers – expanding your e-commerce capability, or even creating it from scratch. And because we know that time is of the essence right now, we’ll get this service up-and-running within 48 hours. Your business can go from zero to 10,000 orders fulfilled, almost overnight. We can also set up fulfilment operations for you across multiple locations.

What kind of businesses can Pop-Up Fulfilment help?

Pop-Up Fulfilment can provide a vital lifeline for retail and consumer brands of all shapes and sizes. We’re working with independent retailers selling focused ranges of niche products, and we’re working with mainstream, multinational chains offering hundreds of different lines.

Whatever your business, Pop-Up Fulfilment gets you expert e-commerce assistance from the world’s largest logistics company – on tap.

Why might a business want to use Pop-Up Fulfilment?

Key motivators can include:

- Mounting backlogs of customer orders, caused by spiking online sales and/or reduced operating capabilities.
- A desire to maintain connections with customers. With retail locations unlikely to return to pre-lockdown conditions anytime soon, staying front-of-mind in the meantime is a must.
- Not wishing to miss out on potential sales, and not wanting to lose customers to competitors.
- Breathing space: for many businesses, the current crisis has led to management having to focus almost entirely on keeping day-to-day operations up and running. With your e-commerce logistics taken care of, time is freed up for longer-term strategising.

What commitments does Pop-Up Fulfilment entail?

There are no long-term contracts to be signed. Costs are calculated on a pay-as-you-go basis, with an initial outlay of £10k to £15k for set-up, depending on the complexity of your needs. Given the speed and scale of mobilisation, this makes for an extremely lean and cost-effective option.

How Pop-Up Fulfilment helped Holland and Barrett

DHL Supply Chain is supporting Holland and Barrett with a Pop-Up Fulfillment centre in Northamptonshire. Set up in just 48 hours, the operation is alleviating pressures caused by a huge surge in online orders, twinned with the closure of the retailer's physical stores.

In the days following the lockdown, Holland and Barrett's existing e-commerce operation faced insurmountable pressures. The new DHL-run facility has enabled the business to both clear its order backlog and to process 3,000 new orders daily.

The fulfilment centre operates to the highest standards of health and safety, with staff following the social-distancing guidelines set out by Public Health England.

"Retail brands have had to make an overnight switch to a new way of serving customers," says Martin Willmor, DHL's MD of Supply Chain Solutions. "For many, this has been a steep learning curve – particularly those who've had to create an e-commerce proposition from scratch. But even brands with established e-comm operations have found it challenging to meet online demand and keep their customer-service promises. Our hope is that Pop-Up Fulfilment supports the retail and FMCG industries through the immediate crisis, and offers them a route to recovery."

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