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# The Retail Hive: Virtual Meeting International eCommerce

## International Fulfilment & Returns

- Finding one 3PLs for your international network is impossible. If possible, look at it in terms of region e.g. Asia, Europe, North America, and find a 3PL partner for each.
- Localised warehouses and DCs are the future of international shipping and returns. Some find that they return an item from the US to the UK, only for it be shipped back out again. Not only is this costly, its incredibly unsustainable.
- Localisation also has the benefit of giving customer refunds faster. Currently the average wait time for a refund is 14 days, which is far too long.
- Crediting customers upon receipt, instead of waiting until your DC's have received the product, is the best way to increase customer satisfaction. There appears to be a myth that customers will use this opportunity to scam you. While the majority will not, if you are concerned about this there are steps you can take e.g. look at that customer profile, are they are a serial returner?
- Keep your communications with your customer and your 3PLs honest and clear. Many businesses have had to loosen their SLAs for international shipping due to lockdown. Communicate this to your customer.
- Similarly, ask your 3PLs to do the same. Some will say business is fine/normal, when the reality is far from that. Ask them to be honest so that you know how to communicate with your customer.
- If you do have several 3PLs for delivery, it is your responsibility to make the experience as seamless as possible for your customer. Try and integrate it all together.

Guest moderator:

The ASENDIA logo is a yellow rectangle containing the word "ASENDIA" in bold black uppercase letters, with "BY LA POSTE & SWISS POST" in smaller black uppercase letters below it.

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## Post-Purchase Customer Experience

- Agility in your supply chain is crucial. You must be able to link together all elements and communicate effectively to improve customer experience.
- International customers are not necessarily looking for next day delivery, instead they want specific days or times and locations for their delivery.
- There is an increase in shopping on non-localised sites, but an increased expectation on localised sites.
- There has been a focus on creating new, great experiences for your customer, but you must think about the customer journey beforehand. Make sure to identify common fractures to make a better experience!
- Tracking internationally can create some challenges for providing the experience you want. All logistics partners will offer a different services, and if a customer orders multiple items they may be shipped with multiple carriers and end up going to multiple courier sites to track their parcel which is bad customer experience.
- How can we pass on the cost of international returns to our customer?
- Localisation in your delivery can really help with business agility, as they will have a great local knowledge and understanding.

Guest moderator:



## Localised Digital Marketing

- International success is more about the right localised approach to marketing and understanding.
- A structured strategy and roadmap is essential, and part of that is with test and trial method. Brand reputation is often impacted by going live too quickly in a new country or region.
- Some markets are not linguistically simple and not understanding the nuances can be a mistake. For example Hong Kong has different varieties of Chinese language, but if you use mainland Chinese this will significantly impact both brand reputation and CVR to sales.
- Distribution is a huge challenge to support growth in new regions. Many new regions will require you localise operations in order to compete.
- Understanding local cultures is key to success. Marketing and localisation teams need to work together on new sites, images, content and be aligned. Localisation teams sets the context and strategy, whereas marketing focuses on the execution of this strategy.
- Understand the tipping point from one site with geo locators to a dedicated localised website. Localised websites will be required for expansion and should form part of your plan.
- Fast delivery and localised payment options often form two of the biggest inhibitors to international growth for brands, and these two aspects often dictate the ability to compete in market.
- Marketplaces are a great route to market for testing new regions, as they are recognized by customers as a discovery vehicle for new brands and products. This can help you understand the idiosyncrasies of both region and customer before a huge direct investment.

Guest moderator:

