

What to look for when sourcing new delivery technology

Operations Technology



ENTERPRISE
CARRIER
MANAGEMENT

HELPING YOU TO SEE
DELIVERY DIFFERENTLY

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Open the door to new delivery technology



This year, 100 billion packages will be sent across the globe, and that figure is set to double by 2030,¹ so how will we deliver all those packages?

It's clear delivery technology is undergoing continual innovation – with development budgets being spent on the likes of drones, droids (small robots), and even parcel lockers

affixed to autonomous vehicles. But, the future is not about using robots from sci-fi movies, it's about working smarter and more efficiently and using technology to help your business thrive.

Well, to help you make the right choices and minimise any disruption, we've put together this simple guide.



Make sure it's multi-carrier



As delivery services continue to evolve and consumers become more demanding, businesses are continuously expanding and adapting their delivery options, not only to provide a choice of delivery options to customers, but to enable operational flexibility and contingency.

“

Having worked closely with many UK sellers and international marketplaces, in our experience where many sellers fail is when delivery doesn't meet the expectations of the marketplace or the customer.

”

This means that multi-carrier shipping is becoming the norm for many businesses, but with this comes additional complexity as different carriers have different processes, technology systems and customer care teams.

Thankfully, you can use delivery technology to simplify carrier management and consolidate

multi-carrier despatch. Look for multi-carrier technology that manages delivery across multiple different carriers, including labelling and tracking. This will streamline your processes and give you better control and visibility of your carrier services, from warehouse floor right through to the last mile – with minimal difficulties and headaches.



Automation is your friend!



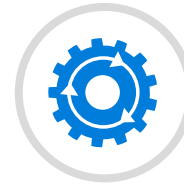
Technology can save you time and increase the efficiency of your business, especially when you're under pressure to deliver parcels across multiple carriers, different sales channels and to different countries – all of which have their own processes and requirements. Despatching parcels is not quite as simple as popping an item in a box and handing it to the carrier anymore! But you can use technology to automate some of these processes to not only take away the manual headaches and boost efficiencies, but increase productivity and improve shipping accuracy.

Features to look out for:



ADDRESS VALIDATION

You want to make sure the address that your customer has provided is accurate and valid to prevent any parcels getting lost or misrouted.



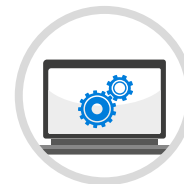
PARCEL ROUTING

This enables you to set specific rules so the system selects the best carrier service for each order based on the size, weight, address location and customer selection.



LABELLING

Look for a system that enables automated parcel labelling. If it's integrated with your eCommerce platforms or your WMS you can set it up to automatically print the correct carrier label for each parcel.



ELECTRONIC CUSTOMS CLEARANCE

Cross-border delivery restrictions and requirements are complex and there are hefty consequences for getting it wrong, make sure your despatch technology can electronically import the correct documentation with your parcel to prevent any hold ups or delays at the border.

Multi-carrier technology powers despatch across all carriers, channels and countries through one single software platform to automate and streamline integral despatch processes, maximise efficiency and manage costs.



Integrate and adapt



Make sure the technology can integrate with your existing eCommerce platforms so your supply chain links seamlessly and easily without any the need for additional development work.

This will greatly save you time and money. You should also find out how easy it is to make changes, such as adding/removing delivery services or carrier integrations. Ensuring your IT systems can integrate and adjust with new technologies will enable your business to see accelerated growth over the long-term – so don't overlook this vital component.

Streamlining processes and maximising efficiency will enable your organisation to grow. As the company achieves success in domestic markets

and potentially grows internationally, it's vital that you have the technology to meet the ever-changing needs of this expansion. So, while looking for a multi-carrier management system, make sure it not only integrates with your existing processes, but also has the ability to evolve and develop in line with your future operations. If you are unsure what these future requirements may be, ask industry experts and specialists who are already looking towards the next wave of delivery opportunities.



Drive a first class customer experience



GREAT EXPERIENCES



I had a great customer service experience with this shop. Product quality as well!! Many thanks. I highly recommended!



Delivery is an integral part of any shopping experience, and a bad delivery experience can lose you customers.

Research shows that around

60%

of consumers consider poor delivery to be the most frustrating part of online shopping, and...

38%

have said that they'd never return to an online retailer after a bad delivery experience.²

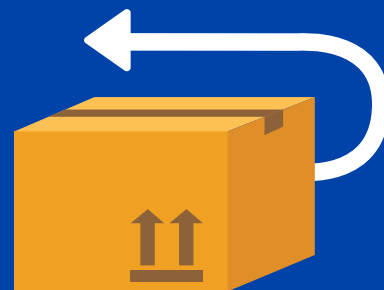


When choosing delivery technology, ensure you choose a system that helps you drive excellent customer service. Your system should have the ability to send automatic notifications and tracking details to your customers, either via email or SMS. Even offering

real-time mapping of your delivery driver's location will enhance the customer experience. Communication is a vital part of providing memorable customer experience, and in today's world, this communication is dependent on innovative technology.



Get ready for returns



When choosing delivery technology, returns are just as important.

A recent report found that

92%

of respondents rated returns as being a priority when shopping online, with

49%

stating it was "very important".³



A good returns policy can increase sales and encourage customer loyalty, giving customers confidence to buy knowing they can get a refund if they're unhappy.

With this in mind, you may want to consider whether your delivery management system can easily facilitate returns, and how this fits in with your existing fulfilment operation and customer service.

Returns need to be just convenient for customers as delivery so an ideal returns portal will also offer your customers the same level of choice of method, whether this be to arrange a collection from an address of their choice or drop off to a shop or depot that's close by.

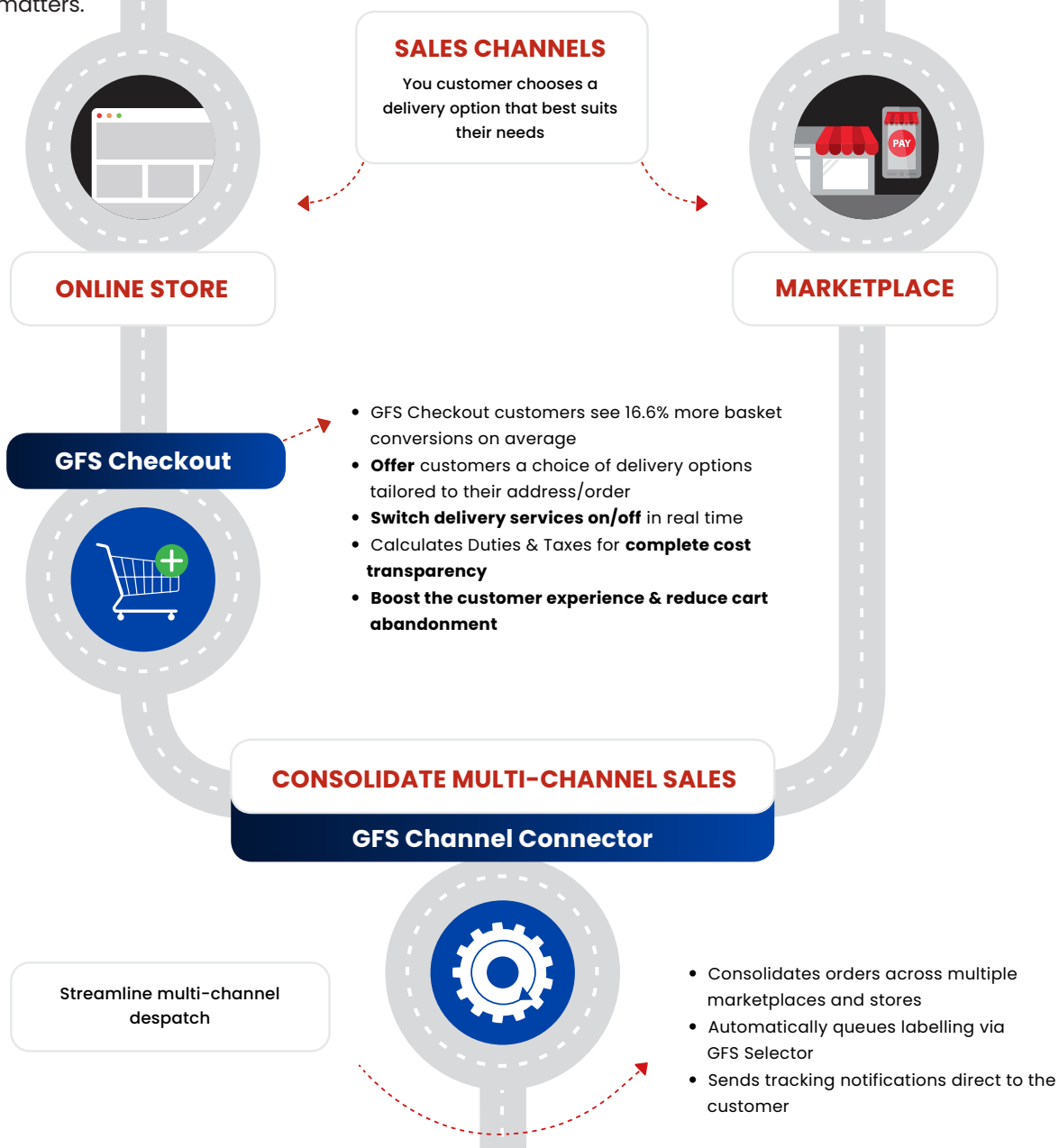


See efficiency differently with GFS



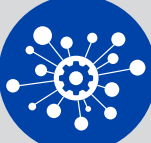
When it comes to delivery technology there are a few factors you need to consider – does it simplify multi-carrier? Does it integrate with your existing processes? Does it keep communications open? Does it enable you to maximise the efficiency of your operations? Does it allow you to provide flexible options for returns? And vitally, does it help you provide the best customer experience? This sounds like a big ask, but there's a simple solution.

At GFS, we take the difficulty out of delivery, so you can operate with ease. Our multi-carrier management platform unifies your current processes and does it all. We're expert partners when it comes to delivery – our technology offers a complete end-to-end solution for every stage of the delivery journey, from delivery options at the checkout to labelling, tracking and reporting. We offer an all-in-one delivery solution that simplifies despatch and augments warehouse efficiencies. We remove obstacles surrounding delivery, so that you can relax and focus on what matters.



**YOUR ORDER
MANAGEMENT
SYSTEM**

**YOUR WAREHOUSE
MANAGEMENT
SYSTEM**



LABEL & DESPATCH

GFS Selector

Automated label printing to manage high order volumes and reduce manual errors - tailored to suit you.

- Simplify multi-carrier, multi-channel, cross-border shipping
- Automates parcel labelling for 1000+ carrier services
- Prints up to 50,000 labels an hour
- Generates tracking and electronic customs documentation
- Optional add-on: GFS Expert routes parcels to best carrier service



**SINGLE COLLECTION
SERVICE**

GFS Operations

GFS Managed Multi-carrier Services

Visibility of all parcels across all carriers



- View tracking history for all parcels worldwide
- Filter by date, carrier, location and more
- Manage claims, collections and schedule reports
- Resolve parcel issues quickly with GFS Customer Care

TRACK & TRACE

GFS Seeker

Analyse and measure delivery performance across all carriers



ANALYSE CARRIER PERFORMANCE

GFS Reporter

- Visibility of all delivery data insights on a single dashboard
- Filter by carrier, date, country, postcode and more
- Save graphs and charts as images or PDFs



GFS is the pioneer of **Enterprise Carrier Management** and has been managing parcels since 2001. Trusted by hundreds of retailers and partnered with 50+ carriers, including:



To simplify your processes, maximise your efficiency, and enable your business to grow, [speak to our experts today](#).

Join GFS and see delivery differently.

CONTACT US TODAY



Thank you for reading!



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www.gfsdeliver.com

Catch up on our webinar:

**How to make delivery & returns to
the EU friction free**

WATCH NOW

Appendix:

¹ The Next Normal The Future of Parcel
Delivery 2019, McKinsey

² [https://allegrologistics.co.uk/the-
importance-of-efficient-delivery-
management-for-ecommerce-
businesses-and-online-retailers/](https://allegrologistics.co.uk/the-importance-of-efficient-delivery-management-for-ecommerce-businesses-and-online-retailers/)

³ [https://www.veeqo.com/
blog/ecommerce-returns-
statistics-2019](https://www.veeqo.com/blog/ecommerce-returns-statistics-2019)

