

E-TAILERS, ECONOMICS AND THE EXPLOSION OF B2C PARCELS

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Explosion is a dramatic word, but it aptly describes the current trend in B2C parcel delivery. In recent years, the shipping industry has witnessed an incredible increase in B2C parcels, especially those sent from the U.S. to other countries. This is occurring for a variety of reasons, including economic conditions and technological advancements. However, the expanded role that companies like DHL Global Mail are playing in the e-tail sector cannot be overlooked. With the volatility of fuel prices, we offer an increasingly attractive alternative to time-definite couriers, delivering customer orders at a lower cost while still providing competitive delivery times and key value-added services.

Catalogs and direct mail have contributed to the proliferation of B2C parcels, but the Web has played a much larger role, making it more convenient for the end customer to order and receive products. E-commerce has grown exponentially in the past decade, as an ever-expanding as-

sortment of goods and services becomes available online. Meanwhile, improved Internet security measures have diminished the potential for fraud. This has allayed the concerns of both consumers afraid of having their credit card information stolen and e-tailers worried about being paid for their goods.

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In recent years, surging gas prices have also helped to increase Internet shopping. Instead of driving around to compare prices, consumers can save fuel by venturing online to discover where the best deal is -- even if that turns out to be another country. In fact, because of the U.S. dollar's well-publi-

cized woes, a growing number of foreign shoppers are finding their money goes farther with American e-tailers. This phenomenon has greatly increased the number of B2C parcels being shipped abroad from the U.S. At the same time, international trade agreements have reduced the cost of buying foreign goods in many countries.

The Benefits Of Working With A Shipping Partner

The Internet has also factored in the B2C parcel increase in another way, by providing access to Web-based reporting tools for merchants and their customers. This heightened transparency facilitates trade for B2C e-tailers around the globe, whether their orders are generated online or through catalogs or direct mail. Working with a shipping partner like DHL Global Mail, which offers services for all three of these media -- catalog, direct mail and Internet -- can provide significant benefits to companies seeking to expand their domestic and cross-border business. In fact, there

are many ways DHL Global Mail -- and other companies that specialize in serving high-volume shippers -- are aiding the rapid expansion of the B2C parcel segment. With fuel and transportation prices soaring, the use of time-definite courier services to deliver B2C parcels is becoming increasingly cost-prohibitive. As a result, instead of continuing to offer delivery only through couriers, e-tailers are providing customers with

less expensive options, such as DHL Global Mail.

That doesn't mean these companies are sacrificing customer service. While DHL Global Mail is more cost-effective than couriers, we provide comparable services in many ways. We don't offer day-definite delivery, but customers still receive their parcels within a set time period (e.g., 2-5 days for our Parcel Plus Expedited product). And with DHL

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Global Mail, e-tailers don't lose access to important value-added services such as tracking, delivery confirmation, and custom reporting via our Web portal. Such services were once available only from couriers, but DHL Global Mail has expanded our offerings (as some of our competitors have also done, to be fair).

Besides offering comparable services at a lower cost, DHL Global Mail also affords e-tailers advantages to help grow their businesses that couriers simply can't. DHL Global Mail also assists customers in targeting specific countries through tailored direct marketing campaigns, another service we provide that couriers don't. One way we do this is by giving direct mail pieces a local look so it appears they were sent from within the target country, helping to increase our clients' response rates -- and, in turn, the number of B2C parcels they will be sending.

One of the most beautiful aspects of the Internet is the way it connects different countries. With an online presence, a mom-and-pop store that once had a small clientele can now count the world's population among its potential customers. At DHL Global Mail, we enjoy playing an important role in this retail revolution. By offering services comparable to those of couriers, but without the high cost, we help our customers save money to reinvest in their businesses, thus facilitating the global explosion of B2C parcels.

For more information about DHL Global Mail, call 866-616-MAIL.



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