



ECOMMERCE PROVING VITAL IN THE RETAIL WORLD

Tips on how to pivot your business quickly in the new normal.

The world of global retail has been turned on its head, and business is a far way from being normal. The eCommerce world as we knew it may have been changed forever.

There has been a huge uptake in eCommerce, which is unsurprising considering how many physical retailers have closed globally.

The biggest question we've asked ourselves has been, is the rest of the value chain ready for this massive increase? It seems not, as logistics, fulfillment and delivery services have been struggling to keep up with the pace.

On our own platform, we've seen a huge increase in the number of shipments, and we've been running at near Black Friday levels for weeks now. There have been a few measures implemented to combat this struggle, Amazon for example only shipped what were deemed to be "essential" items, but this was only temporary.

So, how do you ensure that your brand stays on top of things and is able to maintain customer engagement?

1. SHIP FROM STORE



Do you have excess stock that is sitting around in your physical retail outlets? Why not take a hint from the hospitality industry and use your physical hubs as distribution centres?

We've seen a number of restaurants turning into eCommerce delivery businesses, using their physical space as distribution centres. In the Netherlands, there are a number of carriers that offer same day or evening delivery, and will collect your orders from your retail outlets for delivery. Think of [Packaly](#), [Red Je Pakketje](#) and [Trunkrs](#) for example.

Ship from store enables you to move existing stock, and to get your products to your consumers, fast. Maybe it's time to add this option and move that excess product.

89% increase in shipments*



*Friday 15/3 (before isolation rules in NL) vs Friday 15/4

Increased carrier flexibility:
add/remove carriers,
pickup points*



*Recorded among Paazi top 10 clients

Platform operating consistently at Black Friday Levels*



*Based on Paazi data from Black Friday 2019

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We've put together a few tips that could help you through the struggles that have been presented since the start of the COVID-19.

“OUR PLATFORM HAS BEEN OPERATING AT NEAR BLACK FRIDAY LEVELS FOR WEEKS.”



2. CARRIER FLEXIBILITY



Carrier Flexibility refers to the way you adjust your carrier and/or delivery options based on your business' current situation. In countries like Spain and France, for example, you are currently not allowed to use pickup points due to lockdown restrictions, so it may be advisable to remove this option from your checkout.

The same applies to certain carriers, who may be experiencing enormous pressure at the moment. This is where a multi-carrier strategy comes into play, and a multi-carrier platform can be vital. If necessary, you can add one or more extra carriers to deal with the additional volume that you may be experiencing.

By making these changes, you remove pressure and potentially save money, as some carriers begin to charge extra fees when you start shipping in larger volumes.

3. CLEAR COMMUNICATION



It may seem obvious, but clarifying your delivery times and potential delays means that your consumers stay engaged with your brand, and trust your communications.

If your checkout is still offering next day delivery, but your carrier has already told you this is not possible, then this could result in less than satisfied customers, who may end up waiting far longer than originally expected. The same applies if in-store pickup is still showing as an option, while your retail outlets are all closed.

Within the Paazl Checkout Widget, you can easily adjust your messaging, and these changes are applied instantly to your webstore's checkout. We've suggested extending your expected delivery timeframe to between 3 and 7 days, to cater for the extreme pressure on carriers.

You can also add a description text, to explain the delay to your usually prompt delivery service. With Paazl, you also have access to industry-leading track and trace, that will update your clients along the last-mile, so they know when their package has been shipped and when it's out for delivery.

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To summarise, eCommerce is gearing up for an exciting few months. This is a key moment to prepare for the future, and to offer your consumers the services that will set your business apart. Flexibility may prove to be the most important quality in your business.

If you'd like to receive more information about Paazl, our products or services, please visit www.paazl.com or contact our sales team via sales@paazl.com.