

the 2023 guide to eCommerce fulfilment

in this guide we will help explain: what eCommerce, eCommerce fulfilment and third party logistics are, the benefits of their existence and how it all works.

Essentially why the world needs us. What makes what we do special.

Did you know... **diamond** are the UK's **ONLY** national and local fulfilment partner. With over 30 sites around the UK we are specifically tailored to provide local fulfilment.

“ Brilliant, could not ask for a better team of people to deal with my orders UK and Worldwide. I have trust in them to deliver what is required from us and follow up in a professional manner. ” **Bartell Global – Homeware Sector (construction tools)**

“ **diamond** have revolutionised our business. We had hit a growth barrier where we didn't want to take on extra storage or staff. **diamond** has enabled us to double our turnover in one year. ” **Bawny Leisure – Sports and Leisure Sector**

“ We love working with the team very much. Bryn is our key contact person. He is always available for us and has a great energy. We trust **diamond** Twickenham as a partner. Prit is also always a great support, we love working with him. ”

TAKK – Beauty Sector

what is eCommerce?

eCommerce is buying and selling goods and services online, using channels such as your own website, plus other marketplaces such as Amazon, eBay, OnBuy, Wowcher or GroupOn or even other retailer sites like Marks & Spencer or B&Q with their DIY.com.

What are the 4 major types of eCommerce?

- #1. **B2B** – business-to-business (websites such as Shopify),
- #2. **B2C** – business-to-consumer (websites such as Amazon),
- #3. **D2C** – direct to consumer (from manufacturer direct to end purchaser)
- #4. **C2C** – consumer-to-consumer (websites such as eBay)

what is eCommerce fulfilment?

eCommerce fulfilment: the storage, pick, pack and despatch of goods, supplying the purchaser with their order. It usually clearly states time and cost of delivery at point of sale.

Outsourced fulfilment: when a 3PL (third party logistics provider) stocks and arranges shipping for your products, with the best ones being integrated with all your marketplaces and having availability to all the carriers you would need, to send anything, anywhere, at anytime.

what is a 3PL?

A 3PL is used to outsource a substantial part or all of your logistics to another party. The 3PL is a conduit between clients and their customers, organising storage, inventory management, distribution and returns. Great 3PLs will have integrations with client systems regardless of the marketplace they are on and will provide them with a plethora of carriers to use to their advantage.

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benefits of a 3PL

Saves

- Time
- Money – people, premises, IT etc
- Ease of Expansion
- Knowledge
- Recruitment
- Minimalise Hassle

how does eCommerce fulfilment work?

You host and maintain your own website and are responsible for attracting customers to that. You are also responsible for hosting your products on other marketplaces such as Amazon or OnBuy. Many of our eCommerce clients utilise digital

advertising and social media to drum up business. With outsourcing the fulfilment arm of your business you can keep your team focused on two major things (or what we call the 'fun stuff!') - product sourcing and marketing/sales.

“ This means you can also keep premises costs low too - you can run your business from your home or small office - with no expensive warehousing costs. ”

Outsourcing logistics means you can order your goods from the manufacturer and get them dispatched direct to one of **diamond's** 30 + warehouses around the UK. We can quality check them and put them into stock and then they're ready to send out to your customers.

From toys to alcohol to beauty products to fashion wear to sports and leisure accessories **diamondlogistics** has a multitude of fulfilment customers all round the UK.

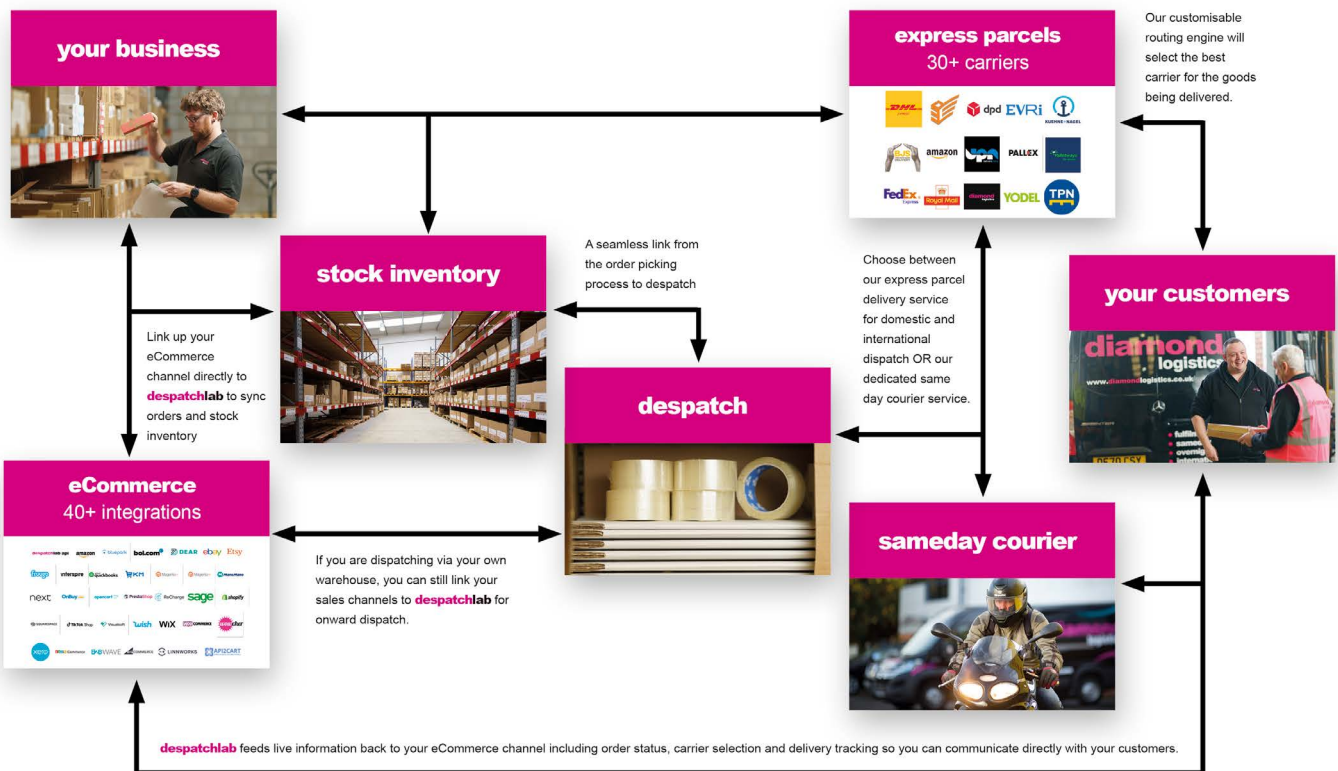
“ Our technology is VERY important - **despatchlab** offers 100% transparency of every step of the eCommerce fulfilment process. ”

From your goods arriving at our warehouse, putting goods into stock, orders being submitted by your customers, orders being picked, packed and dispatched to the end destination, you have complete visual transparency. How? Via **diamond's** unique logistics platform, **despatchlab**.

technology

system overview

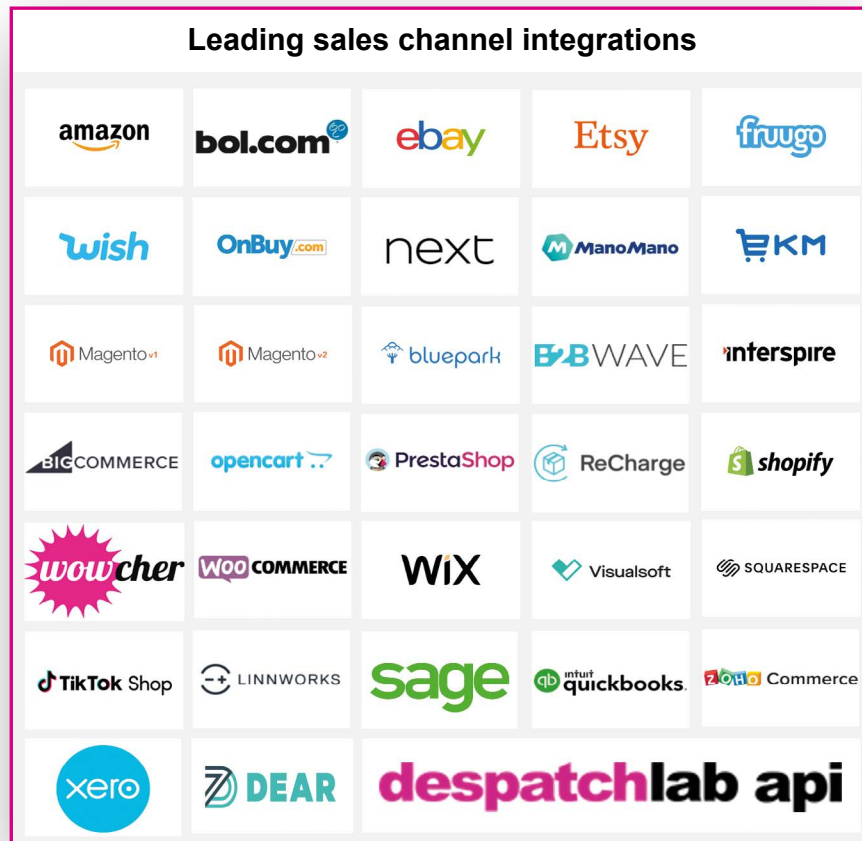
welcome to **despatchlab**



integrate

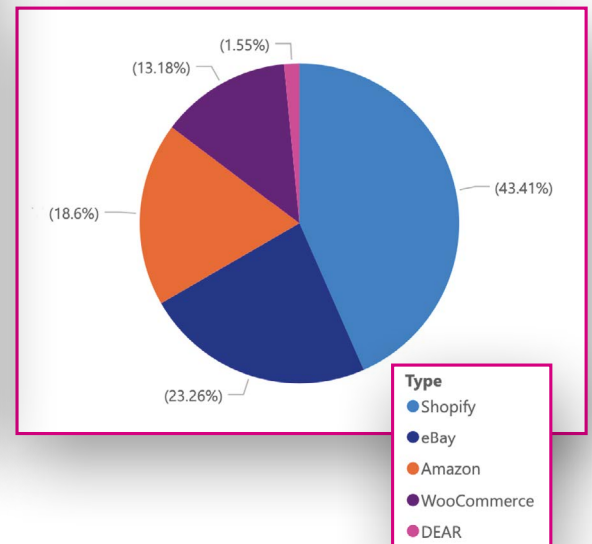
What marketplaces can I sell my goods on?

Here are the marketplaces that **diamond** integrates with:



What marketplaces do **diamond** clients typically use?

You can choose from over 30 marketplaces so the world really is your oyster. But our most successful clients and regular users use the marketplaces as shown. They may use multiple marketplaces too i.e. be on Shopify, Amazon, eBay and OnBuy simultaneously.



What goods can you store and despatch?

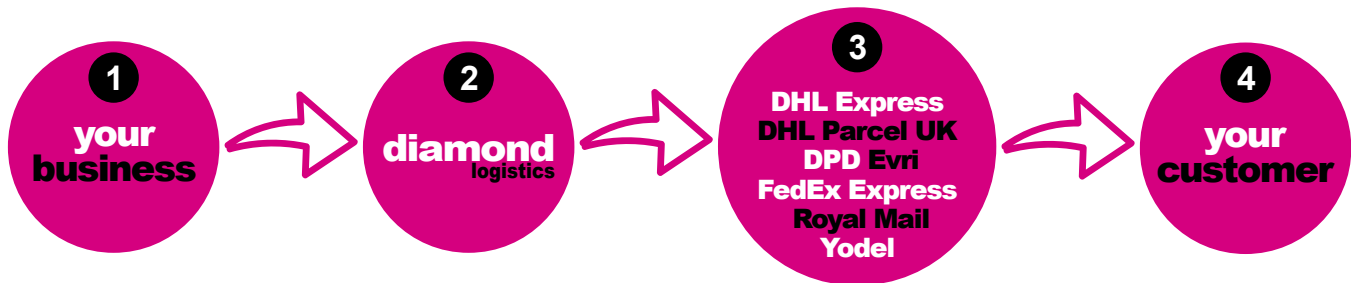
Almost anything! From spicy marinades, fine wine, health supplements, body lotion – the list of goods we have in our fulfilment centres is endless! Size ranges from 10 foot long paddle boards, to a 250 kilo mini Jeep to a tiny packet of vitamins. We really can despatch most fast moving consumer goods (FMCG).

One of the reasons **diamond** is able to do this is that it has a multi carrier solution. Multi carrier solution means that we have multiple carriers and couriers on **despatchlab** which means that regardless of what size your consignment is, where it's going or how quickly it needs to get there, we have a service option for you. With over 15,000 different services you are sure to find one to fit your exact requirements.

What goods can you NOT store and despatch?

Drugs and pharmaceuticals. Highly flammable goods or dangerous chemicals. Live animals. Please ask for a list of all the goods that we cannot store.

sales



Ok, so I am not familiar with logistics, fulfilment, eCommerce etc. How does this work in easy steps?

- You order your products from the manufacturer.
- You start building your marketing to sell them.
- Your products are transported to the local **diamond** fulfilment warehouse, where they are received, checked, and added to your stock synced* inventory.
- Orders are received from your sales channels (e.g. your Woo Commerce website, Amazon, eBay etc).
- The orders are picked and packed at the local fulfilment centre into the packaging you've agreed on.
- Orders are despatched to your customers – and they are sent a pre-despatch notification to tell them its on their way, and given tracking too, so they can keep an eye on their shipments.

What is 'stock synch'?

'Stock synch', or stock synchronisation, for its full title. simply means that regardless of what marketplace you're advertising your products on there is a live and accurate inventory coordinated by **despatchlab** so that your customers only buy the goods in stock.

What packaging do I need for my goods to be safely delivered?

Packaging is a subject all of its own and we have a handy packaging guide on the Resources page on our website. The most important thing about packaging is that your goods arrive in the same shape they were despatched from our warehouse. We have specialist sector experience from despatching electrical goods to children's toys to beauty products to glass bottles so please ask for our advice on your individual packaging requirements. The rule of thumb really is you should have a secure box, good padding so that goods are protected and don't move within the sturdy box and the despatch box does not have round edges so that it will be easy for it to go on a conveyor belt. Ideally you should be able to drop a box and the contents not break. That's a really good measure of your packaging adequacy.

IRL or eCommerce?

IRL (in real life) shopping experiences are back with gusto since the end of the COVID-19 pandemic. But retailers are wanting to maximise the client experience have a multi modal retail plan now. In simple language this means that goods need to be available on an eCommerce site too.

Whether you're a major retailer or a local small business your products need to be:

- A) Searchable – for specific item purchase (SIP)
- B) Marketed – for Impulse decisions led purchase (IDLDP)
- C) Available on client led time scales (CLTS)

top tip:

Your website needs to be, not only a brochure, but a shopping cart to so if a customer simply wants a functional SIP they are enabled. And equally, if they want an IRL experience they want to see you've got stuff in stock. Nothing more frustrating than finally getting back to the good old retro shopping only to find that your shops don't have the goods that people are looking for. Out of stock shops is one of the major things that is driving the demand in online sales.

time to deliver

Delivery can be challenging. That's why **diamond** has always subscribed to a multi carrier solution.

A multi carrier solution means we have lots of different carriers that we use for lots of different eCommerce sales.

Dependant on what type of eCommerce sales you're doing (i.e. B2B or B2C) may dictate what kind of carrier you would use. Also the size of the goods. The size of goods whether there's one or multiple items in your delivery, whether it's international, UK, Africa or all Europe – all these different permutations impact on the type of carrier that's used.

But don't worry – you don't have to have a degree in logistics! **despatchlab** and it's very clever algorithms works this all out for you, set on your consumer preference for delivery.

Least cost, fast delivery or best route – we can tailor your carrier selection to your desires and needs.

It may seem pretty obvious, but delivery time and costs vary based on things like:

- Your packaged products value, dimensions and weight
- Stock location and customer address
- The speed of delivery (e.g. standard, 2-3 day, next day, named day or even same day)
- Extras: insurance, tracking and signed for services

choosing your carriers

There are many things to consider when choosing who you send your parcels with. You'll need to think about how your carrier reflects your products – cheap and cheerful might be okay for a T-shirt – but not so much for a £300 pair of shoes for example, where a premium carrier might be expected.

Price is important but so is quality of delivery experience. It is possible to get fast and reliable and cost effective if you select well. And your **diamond** team can help you do this, to match your products.

You can expect up to 2% delivery failure regardless of carrier.

Which? recently surveyed the top carriers – all bar two we have in our carrier suite. They asked about customer satisfaction in three key areas:

#1. Time slots offered

#2. Communication from shipping company

#3. Where the parcel was left

Rank	Delivery company	NET satisfaction score
1	DPD	86%
2	Amazon	85%
3	DHL	80%
4	Hermes/myHermes	77%
5	Yodel	76%
=	Royal Mail	76%
6	Royal Mail (signed for)	73%
7	Parcel force	71%
8	UPS	62%

Sample size 8,917

delivery versus cost of goods

As a rule of thumb we find our clients try and have shipping as less than 10% of overall product cost. A £3 carrier charge for a £30 T-shirt is end user friendly but if it was £10+ then it's a barrier to sale. It's all about knowing what you can afford to either charge extra, incorporate into cost or encourage customer to buy enough to make delivery worth your while. Minimum purchase amounts for free delivery are pretty standard. Up to £5.95 is a typical for UK delivery prices as extra delivery cost for our clients to their customers.

“ For the super savvy, if you charge enough in postage and packaging your entire fulfilment can be cost neutral. Effectively free! ”

packaging

This topic is a stand alone guide in itself but basically you want to make sure that your packaging is eco friendly, does the job (i.e. preserves your product) and gives your customer a nice unwrapping process.

There is a lot to consider so please go to our packaging guide that you can find on our resource is page at www.diamondlogistics.co.uk/guides

delivery management

Delivery management is something that you really don't want to be doing. And using **diamondlogistics** as your eCommerce fulfilment partner means, quite simply, you don't have to if you don't want to. Our technology gives you complete transparency of all deliveries so you can see what's going where and if it's been delivered. But more importantly the **diamond** despatch team proactively manages any exceptions i.e. If something goes wrong, we will know about it before you and your customer do and we can work to mitigate any outcome. Delivery issues may only represent 2 to 3% of your outbound dispatches but they can be a huge time vampire so with our technology twinned with our experience getting us to help you with the delivery management is absolutely the way to go.

“ My previous courier only had one delivery partner who were consistently delaying deliveries and losing parcels. **diamondlogistics** offers a variety of options which is perfect for the range of parcels our business despatches. We can now breathe a sigh of relief! ” **Sportsal U.K. (B-Spoke Group Ltd) – Sports and Leisure Sector**

If you need more information on any of the above get in touch today. Call 0333 567 5888, email sales@diamondlogistics.co.uk or visit our website www.diamondlogistics.co.uk

We really look forward to hearing from you! 😊

transparency