

# a guide for European companies wanting a UK fulfilment partner for selling goods to UK consumer

## introducing **diamondlogistics**

**diamondlogistics** has been offering outsource logistics solutions for UK companies since 1992. Now that the Brexit effects have stabilised, it is a great opportunity for European companies to tap into the huge UK consumer market.

The UK is a leader in e-commerce sales in Europe, with a high demand for products ranging from electric vehicle chargers to alcohol products to children's wear and toys and much more. European companies can maximise their sales in the UK by using **diamondlogistics** as their fulfilment partner.



# maximise

# how UK fulfilment partners can help European companies succeed in the UK market

**The United Kingdom (UK) is a lucrative market for European companies who want to increase their sales online. However, to succeed in this competitive market, they need to understand and meet the expectations of the UK consumers, who are savvy and demanding online shoppers.**

One of the key expectations of the UK consumers is fast delivery. They are used to getting their orders within 24 hours, or at most 48 hours, and any longer delivery times can result in poor customer reviews and reduced loyalty. Therefore, European companies need to ensure that they can deliver their products quickly and reliably to their UK customers.

Another important expectation of the UK consumers is no extra charges. They do not want to pay additional customs fees or taxes when they receive their orders from outside the UK, as this can significantly increase the cost and discourage them from buying again. Therefore, European companies need to ensure that they take care of the initial import and store their products locally, so that they can ship them to their UK customers without any extra charges.

A third crucial expectation of the UK consumers is transparency and communication. They want to know when their orders have been processed, dispatched, and delivered, and they want to track their orders along the way. This means that the logistics provider that European companies use must have a high level of technology that can provide real-time updates and notifications to the customers.

A fourth and final expectation of the UK consumers is quality and service. They want to receive their products in good condition and as described, and they want to have easy and convenient options for returns or refunds if needed. This means that the logistics provider that European companies use must have high standards of compliance and quality, and offer excellent customer service and support.

To meet these expectations, European companies need an EU fulfilment partner who can provide them with efficient and reliable e-commerce fulfilment services in the UK. A fulfilment partner is a third-party logistics (3PL) provider who can handle various tasks such as receiving, storing, picking, packing, shipping, and tracking online orders on behalf of online sellers.

By using an EU fulfilment partner in the UK, European companies can benefit from:

- Lower shipping costs and faster delivery times: By storing their products closer to their customers, European companies can save on transportation costs and offer faster and cheaper delivery options.
- Easier customs procedures: By shipping their products in bulk to a fulfilment partner in the UK, European companies can avoid the hassle and expense of dealing with customs declarations, duties, and taxes for each individual order.



- Better compliance and quality: By using a fulfilment partner in the UK, European companies can ensure that their products meet the UK standards and regulations, such as safety, labelling, packaging, etc.
- More transparency and communication: By using a fulfilment partner in the UK, European companies can provide their customers with real-time updates and notifications about their orders, as well as tracking information.
- Higher customer satisfaction and retention: By using a fulfilment partner in the UK, European companies can deliver their products quickly and reliably to their customers, without any extra charges or issues.

However, not all fulfilment partners are created equal. European companies need to choose a reliable and reputable fulfilment partner who can offer high-quality services and meet their needs and expectations. For example, **diamondlogistics** is a leading fulfilment partner in the UK who offers innovative products and services such as **despatchlab**, a cloud-based logistics platform that integrates and streamlines the logistics process.

Using an EU fulfilment partner in the UK can be a viable option for European companies who want to expand or optimize their distribution in the UK market. However, they need to be aware of the advantages and disadvantages of this option and comply with the relevant rules and regulations. By doing so, they can increase their chances of success and profitability in the e-commerce sector.

## challenges facing European companies in UK fulfilment

Some of the challenges facing European companies selling to the UK consumer market are:

- Brexit: The UK's departure from the European Union (EU) has created uncertainty and complexity for EU online sellers who want to access the UK market. They have to deal with new customs procedures, duties, taxes, and regulations that may increase their costs and risks, and affect their competitiveness<sup>1</sup>.
- Logistics: EU online sellers have to find efficient and reliable ways to fulfil and deliver their orders to their UK customers, who expect fast, accurate, and convenient delivery options. They may have to use UK fulfilment houses or third-party logistics (3PL) providers to store and ship their products closer to their customers, which may involve additional requirements and responsibilities<sup>2</sup>.
- Competition: EU online sellers have to compete with hundreds of other sellers who are offering similar or better products, services, or deals to the UK consumers. They have to differentiate themselves by offering unique value propositions that appeal to their target segments<sup>3</sup>.
- Consumer behaviour: EU online sellers have to understand and adapt to the changing needs, preferences, and behaviours of the UK consumers, who may be influenced by various factors such as the pandemic, the cost of living crisis and the environmental and social impact. They have to offer products and services that meet or exceed the expectations of the UK consumers.



# reliable





# what does a European company need to successfully fulfil in the UK?

## Quality fulfilment

Process is important. From when your goods are received in the UK, to when they are ready in stock, to pick, pack, despatch and delivery you need to know it is being done, well, quickly and to a quality that aligns with your service level agreement.

*Not all 3PLs in the UK are the same so check experience, systems and process for great fulfilment.*

## Great technology

If you are in Europe and your goods are in the UK how do you know that they are being fulfilled in line with your expectations? And how does your customer know that too? By great integrated technology that gives 100% transparency from the stock in your warehouse to the delivery time at final destination.

*Technology can vary from inadequate WMS (Warehouse Management Systems) to great end to end full logistics management systems. So ask for a demo with your first meet with your new 3PL.*

## Seamless marketplace integration

From your own marketplace on your brand website, to eBay, Amazon and many others you need to know that your collective systems can be simultaneously integrated. Not only does this open up your products to maximum consumer exposure, this integration means that you can run live stock synchronisation meaning customer won't be able to purchase goods out of stock, enabling great customer experience.

*Many 3PLs offer the standard Shopify, Woo, Amazon and eBay – but there are over 50 other key platforms out there that you may utilise so check this in your fact finding.*

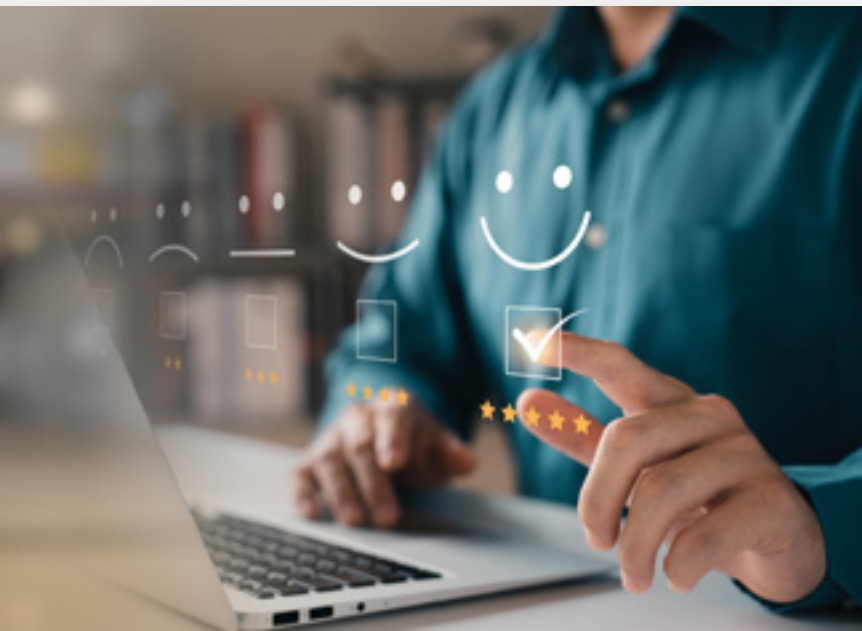
## Flexibility of delivery

24 and 48 hours solutions, UK Mainland, Scottish Highlands, Northern Ireland, to consumer to businesses from small items to up to 1.8m lengths and various values – all these can be covered with providers who have a multi carrier solution. What does this mean? It means access to lots of integrated carriers who can provide the best solution regardless of what where and who you are delivering to.

*Check your 3PL has multiple integrated carrier options to suit all your product and delivery needs.*



# solutions



## Customer service and carrier management

If you're not in the UK or English isn't a first language to your customer service teams great 3PLs can employ your very own office based customer service agents to support your deliveries. If something is delayed or missing good 3PLs should be empowered to act to resolve customer enquiries quickly to make sure the customer can be as satisfied as possible

*Ask your 3PL what services they can provide to help you with this, and if they have a sample Service Level Agreement or Customer Service Template to guide this process.*

## Great Rates

Cost is important – and whilst 3PLs provide managed logistics the rates shouldn't be exponentially more expensive than standard carrier rates. It's also important to have the right carrier taking the right goods to the right places.

*This is technologically led so check that whatever systems your 3PL is using awesome algorithms to route your deliveries correctly and has the breadth of carrier you need to deliver most efficiently and cost effectively.*

## Monitored performance and business continuity

How is your carrier performing and how quickly your goods are being picked and how your customer queries are being dealt with is important so demand full transparency for this. And ask if something goes wrong, like a carrier has a systems error or is overwhelmed, ask what the business continuity plan is in the event of this. Great managed logistics should have answers to all these issues.

*Having a multi carrier solution is essential because if one carrier malfunctions then a great 3PL should be able to switch another provider on straight away, without any noticeable drop in your end users experience.*

## Support with damages and claims

When things go wrong, as they sometimes do, make sure there is a simple and effective policy for your 3PL to deal with this on your behalf. It's not easy dealing with the carriers and their claims teams but great 3PLs should incorporate this in their SLA for you.

*UK Carriers have very different insurance levels and claim experiences so ask your 3PL for the details on each and they will support your decision on what carrier to use to match your client experience.*

## What's important to UK Consumers

### Speed

Speed of delivery is essential to online shopping experience, as it affects customer experience, loyalty, and convenience – all factors driving repeat purchase and long term customer value. According to a survey by Statista, more than half of global shoppers said that speed of delivery influenced their purchase decision.

# effective

# innovation

## Customer Service

Customer service is very important for online purchases, as it can affect the customer's satisfaction, loyalty, and trust. According to a survey by Microsoft, 90% of global consumers said that customer service is a key factor in their choice of and loyalty to a brand<sup>1</sup>. Moreover, 61% of global consumers said that they have stopped doing business with a brand due to poor customer service<sup>1</sup>.

## Sustainability

Sustainability is an important factor for many UK consumers of online products, according to various surveys and studies. For example, a report by OC&C Strategy Consultants found that 62% of UK consumers consider sustainability when making online purchases, and 33% are willing to pay more for sustainable products.

## A solution with all the answers

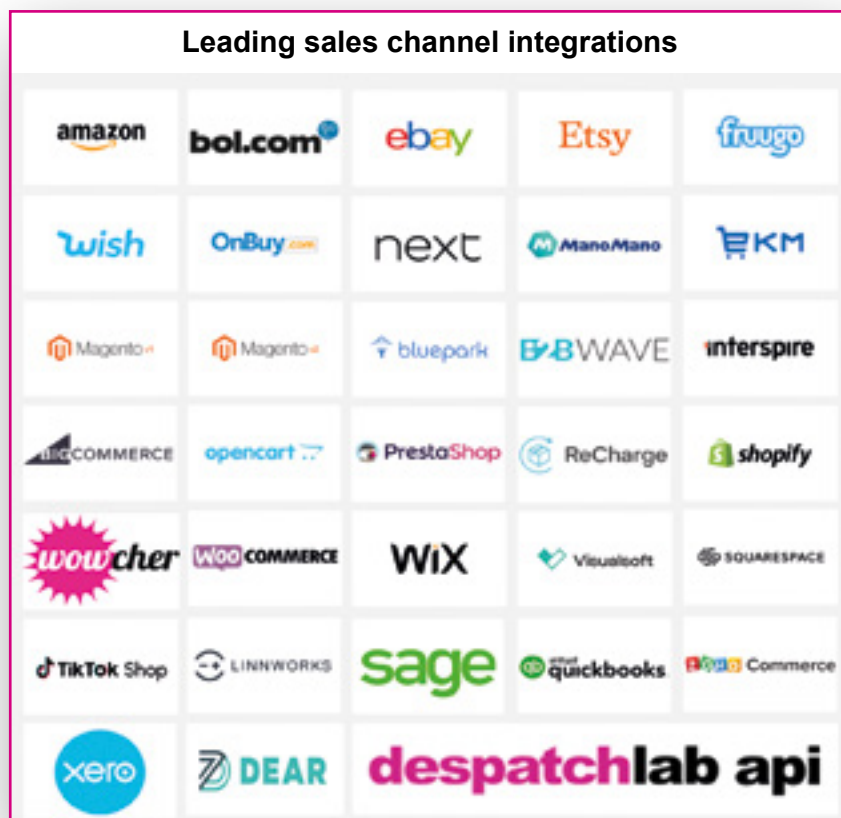
**diamondlogistics** is part of the **diamondlogistics** and Technology Group Ltd – founded originally in 1992. It is a heritage company with innovation at its heart, founding its own technology arm 10 years ago with the creation of **despatchlab** – its logistics management platform.

It is owner managed and led both nationally and regionally, with a core management team with 100's of years of collective logistics experience. It's a partnership business model meaning every stakeholder is 100% engaged in delivering great service, to you, our clients, and to your customers.

## Its unique in that it offers both specialisms in sectors including:

All integrated with multiple marketplaces

And products and destinations twinned to the right integrated carriers



## At its heart and the biggest difference between **diamond** and its competitors is:

- Wide UK geographical reach with over 35 service centres (**despatchlabs**) around the UK
- Next day and international delivery via a multi carrier solution
- Same day delivery UK wide

**despatchlab** – the technology created by logistics experts

### What is **despatchlab**?

It's the science behind great delivery.

**despatchlab** is a digital logistics platform that enables online sellers and courier companies to manage their fulfilment and delivery processes. It integrates with various online marketplaces, global carriers, and local couriers to provide a one-stop logistics solution. It also offers a customisable dashboard, live updates, and supply chain transparency.



### Award-winning, values driven

We believe passionately in:

- Partnership: **diamondlogistics** believes in mutually beneficial partnerships between the **diamond** team, network partners, carriers, couriers and their number one priority, their clients. The company's motto is "Shared Success" and its mission is to enable growth of your business through great systems, services, people and technology<sup>2</sup>.
- Innovation: **diamondlogistics** embraces new technologies and innovations to improve its services and capabilities. **diamond** has developed its own logistics platform, **despatchlab**, which integrates and streamlines the logistics process. The company also offers innovative products and services, such as despatchbay, a multi-carrier solution that allows online sellers to choose the best delivery option for their orders<sup>2</sup>.
- Client focus: **diamondlogistics** puts client satisfaction and retention at the centre of its work. The company delivers tailored logistics solutions that meet the needs and expectations of its customers. The company also provides excellent customer service and support, as well as transparency and communication throughout the delivery process<sup>2</sup>.
- Quality and compliance: **diamondlogistics** ensures that its products and services meet the highest standards of quality and compliance. The company follows the UK standards and regulations for safety, labelling, packaging, etc. The company also has various credentials and certifications that prove its compliance and quality standards<sup>2</sup>.

## Awards

**diamondlogistics** has received or been nominated for are:

- Finalist Digital Transformation Award 2023 Supply Chain Excellence Awards 2023
- Finalist UKWA Digital Innovation Project 2023
- The Logistics Awards Finalist 2020 – Innovation Award
- CILT Awards for Excellence 2020 – Diversity Champion
- TIL Awards 2020 Finalist – Best Place to Work
- Talent in Logistics "Inspirational Leader of the Year 2020"
- European Business Awards Ones to Watch 2019
- The Logistics 100 2019
- IoC Diversification and Innovation Awards 2019
- FT Future 100 2018
- SHD Logistics Awards 2018
- FT 1000 Europe's Fastest Growing Companies 2018
- SME of the year 2017
- Sunday Times Virgin Fast Track 100
- UK Business Excellence 2016 Winners
- European Business Awards Young Director of the Year Finalist 2015
- Entrepreneur of the Year 2015
- Business Woman of the Year UK 2015
- National Entrepreneur Awards 2015
- European Corporate Excellence Awards
- Toast of Surrey 2015
- City AM Awards 2015



These awards show that **diamondlogistics** is a leader and innovator in the logistics sector, and that it delivers high-quality services and solutions to its customers and partners.

### Professional membership:

UKWA Member

RHA Member

IoC Member



### Driving sustainability

We are always looking for new ways to improve our environmental performance and meet our sustainability goals. We monitor and evaluate our environmental policies and practices regularly to ensure we are doing our best.

What we have done so far:

- We use a business model that optimises load and efficiency to minimise our environmental impact
- Our logistics platform, **despatchlab**, helps us make the best use of our fleet
- We work with packaging companies who offer the most eco-friendly products to our clients
- We avoid single-use plastics and use recyclable and biodegradable products where possible
- We counter our carbon emissions monthly working with Carbon Footprint Ltd
- We use digital tools for sales prospecting and communication across our network
- We have met our green office target for more than 20 years in a row
- We are on track to achieve our carbon neutral goal by 2026 and carbon zero by 2031
- We regularly encourage a green agenda to our network and through the logistics industry
- We recognise good environmental practices at our AGM
- And in 2023 we appointed our very own sustainability champion Melanie to support us getting greener, faster



### Would you like to find out more?

If you are a European company seeking a UK fulfilment partner, then look no further. For a great logistics provider for your UK consumer market look no further than **diamondlogistics**. Experience and innovation twinned with great personalised service with over 35 UK based sites and multiple sector experience.

### For more information get in touch today:

Info@**diamondlogistics**.co.uk