



THE LITTLE BOOK OF SHOPPERS

GREEN AND CONVENIENT DELIVERIES AND RETURNS



DHL
eCommerce

WE KNOW YOUR SHOPPERS

THE GREENER AND MORE CONVENIENT CHOICE

**There's no one-size-fits-all way to buy.
Offer deliveries and returns on their terms.**

Let customers Click & Collect or drop off return parcels at our out of home locations, found across the UK in local convenience stores.

And because their leg-work means no last mile emissions, it's the greener option too.

THE ERRAND RUNNER

OUR QUICKEST PICK UP
& DROP OFF OPTION

“

I do the school run for my grandchildren every Thursday. So I drop them off at school, and then I drop off my returns at the corner shop!

Sandra, Retired Professor

”



**Opticians? Check.
Weekly shop? Check.
Pick up new coffee machine
(and return other coffee machine)? Check.
When they're in town ticking off their
to-do list, they'd prefer to do it in one place.**

Shoppers can easily collect and drop off parcels at nearby ServicePoints.

And because they're open 8am until late, they're perfect for popping into on the school run or when picking up a pint of milk!

**WHEN RUNNING ERRANDS,
75% OF PEOPLE WOULD
FIND IT CONVENIENT TO
COLLECT PARCELS FROM
A NEARBY SHOP
AND 76% SAY THE SAME
ABOUT RETURNS***

*DHL eCommerce UK Delivery Persona Audience Survey 2024

THE CONSCIENTIOUS BUYER

OUR GREENEST DELIVERY OPTION

They shop local and love their community.
They cycle into town to buy in-season fruit.
They choose slow fashion. They won't use that
shampoo if they can't recycle the bottle.

For them, offering **Click & Collect** at
their local convenience shop – makes all
the difference. No extra emissions
in that final mile.

*Descartes Home Delivery Sustainability Report 2023

“

We have to be sustainable and do more
for the planet: we don't have any choice.

Retailers reducing emissions is great
and eco-friendly deliveries could
do so much good in the long run.

Gemma, Nurse

”

60% OF CONSUMERS
ARE QUITE OR VERY
INTERESTED IN
USING MORE
ENVIRONMENTALLY-
FRIENDLY DELIVERY
METHODS*



OUR CONVENIENT COLLECTION OPTION

They're commuting, car-booting, dog-walking, bottomless-brunching, restaurant-munching. A delivery window is no use when they're never at home.

Picking up parcels at their local **DHL ServicePoint** (which they're only 10 minutes away from) puts convenience in their hands.

25% OF CONSUMERS MISS DELIVERIES A FEW TIMES A MONTH, 15% MISS THEM A FEW TIMES A WEEK, AND 7% MISS THEM "ALL THE TIME"!*

“

I'm often away working, so when I order things to the house I miss deliveries all the time. If I can just go to the local convenience store after work to collect it instead, that's great.

Joseph, Actor

”

THE **OUT** & **ABOUTER**

IF A BRAND OFFERED RETURNS
VIA A LOCAL CONVENIENCE SHOP,
**72% OF UK CONSUMERS
SAID THEY'D BE MORE LIKELY
TO BUY FROM THEM!***

OUR EASY DROP OFF POINTS

**They're buying it in a size 10 and 12. And in black.
And brown. And grey. Get that returns process
right and 9 in 10 will shop with you again!***

With DHL eCommerce UK they can return
their spares at their local convenience shop.

Super convenient for them.

Quick and easy for you.

THE

HAPPY RETURNER

“

**I take my returns to the corner shop
because it's easier when you're
sending lots of stuff, and I get
my money back quicker.**

I can order again before pay day!

Pooja, Waitress

”

72% OF UK CONSUMERS WOULD RATHER COLLECT A PARCEL FROM A CONVENIENCE SHOP THAN LEAVE A DELIVERY UNATTENDED IN PLAIN SIGHT*

“
Sometimes my orders get delivered to the front door and left unattended. We have a camera, but it doesn't stop me worrying. I'd prefer to pick it up, if I'm not home instead.

Mark, Business Owner



*DHL eCommerce UK Delivery Persona Audience Survey 2024

THE

WORRIER

OUR TRUSTED COLLECTION POINTS

What if the weather turns and their nominated safe place is exposed to the elements? What if the neighbour's dog gets to their parcel before they do? Eliminate the "what ifs" and replace them with "no worries".

By Click & Collecting orders, and dropping off returns in-person at their local DHL ServicePoint, **their items are in safe hands.**

WHY **DHL** **eCommerce UK?**

**Increase loyalty and boost sales by
helping customers shop their way.**

Find out more

[dhl.com/eco-on-the-go](https://www.dhl.com/eco-on-the-go)

