



**BOOST YOUR
DHL ECOMMERCE
EXPERIENCE**

**WITH ECO-FRIENDLY
OUT-OF-HOME
SERVICES**



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THE FOCUS IS TURNING

The growth of eCommerce retail has heightened awareness amongst consumers and businesses of the environmental impact of deliveries. Many organisations have already re-evaluated how they handle parcel deliveries, and for other eCommerce operations, it has become a question of when, not if, changes will be made to the delivery model.

But before businesses decide on their strategy, it's important to examine consumer views, weigh up the advantages and costs of different delivery services, and overcome any obstacles to implementation. This eGuide helps you to do that, by exploring consumers' increased desire for more convenient eco-friendly deliveries, and how Out-of-Home (OOH) services help to meet those needs.

TO ECO DELIVERIES



1

THE RISE OF

OUT-OF-HOME DELIVERIES

Out-of-Home (OOH) is a delivery method where items are delivered to a location such as a parcel shop or lockers (also known as pick up and drop off locations [PUDO's]). It offers consumers greater flexibility and is becoming a necessary element of service delivery in eCommerce.

OOH can also be up to 5 times more efficient per route² versus deliveries to home addresses.

So as well as providing customer choice and delivery quality, out-of-home reduces emissions by cutting the number of delivery journeys. Since more deliveries will be made to PUDO locations, there's a further saving on emissions.

Increased sustainability, convenience and a better customer experience are making OOH an attractive proposition for both consumers and eCommerce retailers.

OOH ACCOUNTED FOR 15% OF TOTAL DELIVERIES IN 2020, AND ARE FORECAST TO RISE TO 29% BY 2025¹.

¹ <https://kardinal.ai/ooh-parcel-delivery-a-comparative-look-at-market-leaders-strategies>

² Last Mile Experts: Out of home delivery in Europe 2023

SO WHAT ARE SHOPPERS SAYING ABOUT

ENVIRONMENTALLY FRIENDLY ONLINE SHOPPING?



³DHL eCommerce UK Out-of-Home New Audience Survey 2024

⁴Descartes Home Delivery Sustainability Report 2023

OUT-OF-HOME

SERVICES



DIRECT-TO-STORE
Next day delivery of parcels to a PUDO location for your customer to collect



DROP-OFF
Marketplace resellers can conveniently drop off their parcels to a parcel store or locker for driver collection



RETURNS
Your customer drops their return parcel off at their chosen PUDO location on a day and time to suit them. A collect from door service is also available



With a busy work-life balance and smart devices at the ready, it's no surprise that many consumers want greater flexibility for deliveries, and the ability to manage, track and change their deliveries.

This fits perfectly with the convenience of collecting parcels when out and about; avoiding the frustration of missing a delivery at home, or waiting all day to receive it.

2

GUIDING YOUR ECOMMERCE DECISION:

THE CONSUMER'S VIEWPOINT

Most UK consumers have an Out-of-Home parcel shop or locker 'on their way', with long or 24/7 opening hours. Consumers also want simple returns, and have strong views on merchants' returns policies – often seeing them as a factor in brand loyalty, or in the worst case, a barrier to buying at all.

It's therefore important for eCommerce organisations to assess if they're providing a service that's fit for customer needs, offers alternatives to home delivery, and contributes to building loyalty and generating repeat purchases. To examine the consumers' perceptions towards sustainability, convenience and other key issues, DHL has commissioned research and gathered insights from other relevant sources.



“When I order things I never know when I’m going to be in the office, so I just pick them up from the corner shop. It’s so much easier than missing deliveries.”

Rita, 36, Solicitor

MEET THE OUT

& ABOUT-ER

CONVENIENCE AND SUSTAINABILITY:



of consumers agree that collecting parcels from a local convenience store, rather than having a delivery to home, appeals, which strongly validates the concept of Out-of-Home convenience.



of consumers are also quite or very interested in using more environmentally friendly delivery methods. If you're to find favour amongst this growing number of environmentally conscious buyers, emissions caused by deliveries door-to-door have to be reduced.

STRONGLY ASSOCIATED WITH OOH



of consumers agree they are an "out-and-about-er" and not always at home, so they sometimes miss deliveries or have to reschedule them. Increasing your service delivery options will help to meet the needs of this important consumer.

⁵DHL eCommerce UK Out-of-Home New Audience Survey 2024

⁶Descartes Home Delivery Sustainability Report 2023



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!”

Philys, 62, Retired Teacher

Efficient handling of returns has now become a means to improve customer retention and loyalty, rather than a pain point for retailers.

EASY RETURNS

84%⁷

of shoppers always check the returns policy before making a purchase, which is understandable when items such as clothing, beauty and other goods can't be touched or experienced until delivered.

53%⁷

of consumers admit to cancelling their purchase as a result of a retailer's returns policy. Demonstrating that you have a convenient returns process should now be built into the sale, in order to encourage future purchases.

ADD VALUE

76%⁸

of consumers surveyed said that when out shopping or running errands, they would find it convenient to return parcels to a nearby shop or locker

92%⁹

of consumers surveyed said that they will buy again if the product return process is easy

⁷What do UK consumers really want? UK Retail Returns Consumer Study 2023, ZigZag

⁸DHL eCommerce UK Out-of-Home New Audience Survey 2024

⁹www.invespcro.com/blog/ecommerce-product-return-rate-statistics

Returns¹⁰



of UK consumers will not return to a retailer after a poor returns experience.

Tracking¹¹



agree that being able to track a parcel en route is important

Speed¹¹



agree that first time delivery is important

Trust¹²



want to know what delivery company will be delivering their goods

MAKING RETURNS

HAPPIER

¹⁰What do UK consumers really want? UK Retail Returns Consumer Study 2023, ZigZag

¹¹DHL eCommerce UK Out-of-Home New Audience Survey 2024

¹²DHL European Shopper Survey 2023

For eCommerce retailers to further adopt out-of-home services, they must have confidence that these services will deliver value to the eCommerce business and the consumer. Services must be efficient to ensure customer satisfaction, and the logistics must be easy to integrate with existing eCommerce systems.

3

OVERCOMING BARRIERS

TO OOH IMPLEMENTATION

The ability to clearly present different, appealing out-of-home services at checkout is crucial.

87%¹³ of eCommerce managers admit to issues with digital cart abandonment, and a staggering 90%¹⁴ of Europeans say they have abandoned an online purchase because they weren't offered a delivery that suited them.

Choose a carrier with easy integration to your eCommerce systems – such as the capability to send shipment data, retrieve labels, access track and trace information, etc – and any perceived hurdles to out-of-home service adoption can be overcome.

¹³2023 Bringg State of Last Mile Delivery survey

¹⁴DHL European Online Shopper Survey 2023

IF YOU DON'T OFFER OUT-OF-HOME DELIVERY OPTIONS, WHY NOT?

35%

doesn't add enough value

25%

lack of technical capacity to integrate

21%

carrier partner doesn't have an OOH network

19%

carrier partner doesn't have sufficient integration

4 WHAT DOES

ECO ON THE GO OFFER YOU?

Eco On the Go is our range of out-of-home solutions that also offer great emissions-saving benefits!

Eco On the Go services by DHL are quick and convenient alternatives to home delivery and collection alone.

They provide greater convenience for your customers, with a lower environmental impact due to reduced emissions. You can also count on greater quality and first-time delivery from DHL, plus a full range of integrated features for your customers: a label or label-less choice for returns and drop-offs; delivery or returns status and live tracking; an easy-to-use returns portal, and much more.

Your customers and business are fully supported when you adopt our new services, through dedicated DHL Customer Service and Account Management teams.