

# Going The Extra Mile

Here at Hermes we've recently commissioned an international report into usage and attitudes towards parcel deliveries.

Now in its fifth year, this independent research is designed to track trends in purchasing habits and delivery requirements, as well as exploring attitudes to existing services and needs of online shoppers across three European countries. It is our aim to provide valuable insight not only to our customers, but also to the wider retail community. We're committed to gaining a better understanding of how the international consumer buys online, as well as demonstrating our support for the continued growth in internet shopping, both in the UK and overseas.

The research was carried out by BDRC Continental, an independent full service market research agency with over 20 years specialising in transport, logistics, travel, and hospitality research. BDRC have experience of carrying out surveys in over 80 countries and this year we have expanded our sample to include 1,000 online shoppers from France, in addition to the 2,000 people in the UK and 1,000 people in Germany who had taken deliveries from e-retailers at least three times in the preceding three months. We've also included new insights into how consumers shop online, such as research into multichannel shopping behaviours and the returns process.

## How research helps




At Hermes, as the UK's leading consumer delivery experts, we want to make sure that the parcel recipient is receiving the customer experience they deserve. That's why it's important for us to use our research findings to tailor our offering and make the services we have work as hard as they can. Last year we introduced an industry-first Sunday delivery service, as a result of our 2012 report, which showed 59% of people had asked to receive parcels on Sundays. This year's report again gives us a valuable insight into international delivery preferences and has allowed us to think about how we can improve our services once more. We've outlined some of the most important findings in this white paper to help you discover ways in which your business can really make international deliveries delight your customers.

# VIEWS ON INTERNATIONAL PURCHASES

## We asked online shoppers who have purchased from foreign retailers:

- Why they purchase from foreign retailers
- Frequency of making online purchases
- Countries online purchases have been made from

The responses were:

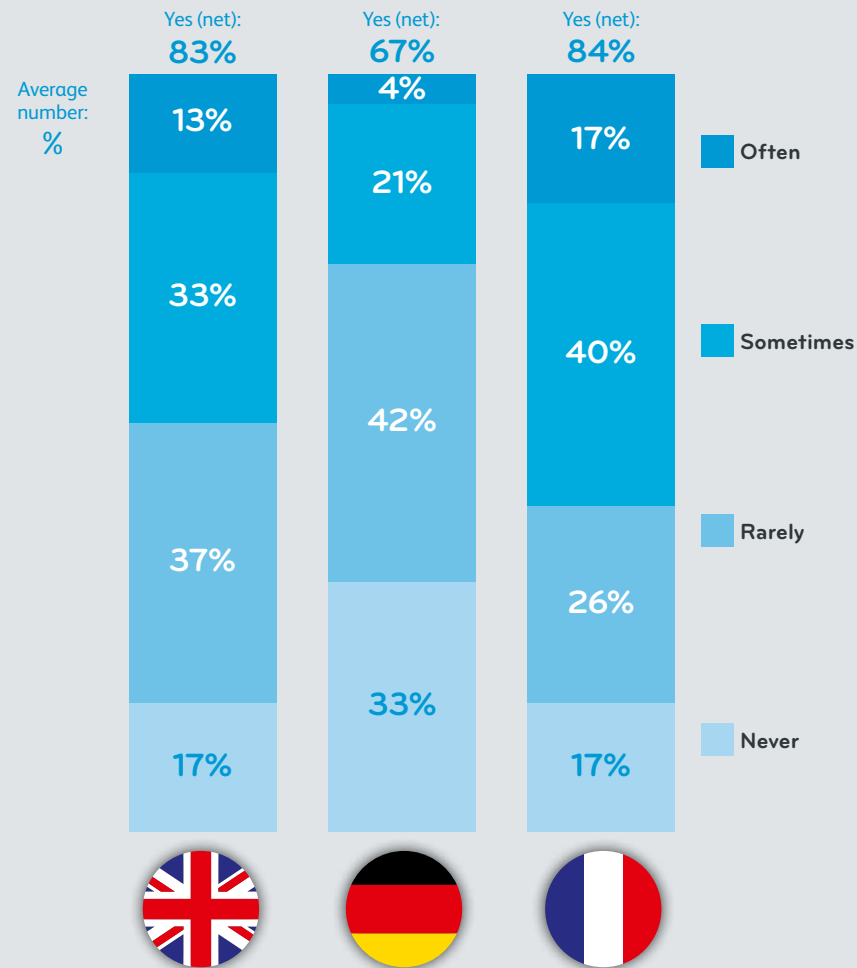
			
Made purchases from foreign retailers	83%	67%	84%
Top five countries purchased from	USA 47% China 28% Germany 15% France 9% Hong Kong 6%	USA 38% UK 34% Austria 20% China 17% France 9%	UK 39% Germany 37% USA 33% China 19% Spain 11%
Satisfaction with the overall experience of purchasing from abroad (average)	96%	97%	96%
Have not made any purchases from foreign retailers	17%	33%	16%
Top 3 reasons for not making purchases from abroad	Delivery charges are too high 53% Difficult to return faulty/unsuitable goods 57% Takes too long to arrive 47%	Delivery charges are too high 56% Sorting out customs is a hassle 53% Difficult to return faulty/unsuitable goods 50%	Have concerns about credit card fraud 62% Concerns about the supplier/retailer not sending the goods 45% Delivery charges are too high 44%

## Online purchases from foreign retailers

Base: All regular online shoppers (UK 2,003, Germany 1,003, France 1,000); All who purchase online from foreign retailers (UK 1,661, Germany 664, France 823); All who never made purchases from foreign retailers (UK 342, Germany 369, France 177) Q12, Q13, Q14, Q15, Q16

## VIEWS ON INTERNATIONAL PURCHASES

### Frequency of making online purchases from foreign retailers



Online shoppers are open to making purchases from foreign retailers with between 67% and 84% having shopped abroad. Respondents from the UK and France are the most likely to make a purchase from a foreign retailer, while in Germany those who do shop abroad tend to do so less frequently.

Base: All regular online shoppers (UK 2,003, Germany 1,003, France 1,000); All who purchase online from foreign retailers (UK 1,661, Germany 664, France 823) Q12, Q13.

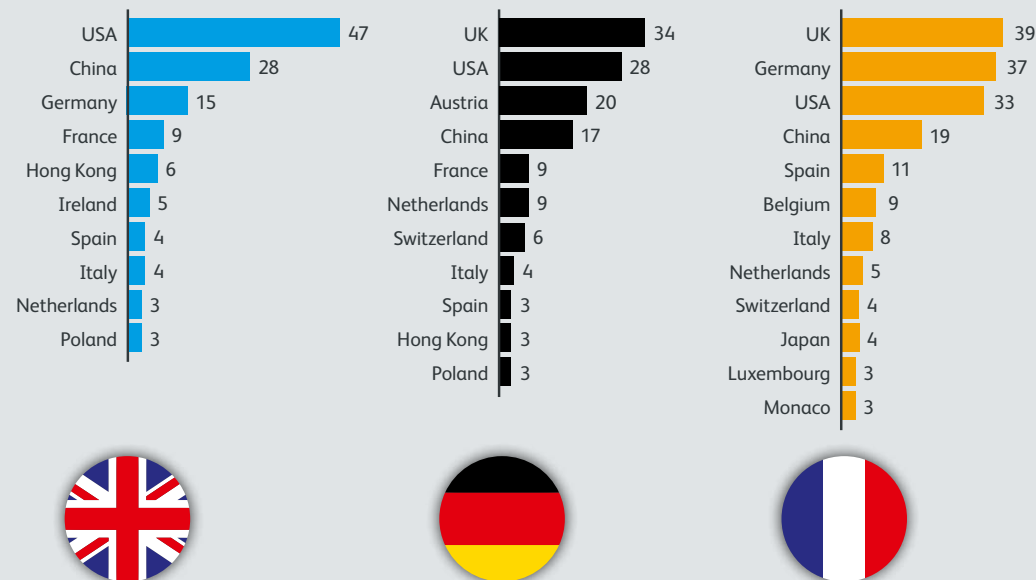
\*Includes all European Union countries and additionally Albania, Andorra, Armenia, Azerbaijan, Belarus, Georgia, Iceland, Kazakhstan, Liechtenstein, Macedonia, Moldova, Monaco, Montenegro, Norway, Russia, San Marino, Serbia, Switzerland, Turkey, Ukraine and Vatican City, along with other European countries which are not European Union countries.

# REASONS FOR RETURNING THE ITEM PURCHASED ONLINE

## Countries online purchases have been made from (%)

The USA, China, and the UK show up most regularly among the top five countries purchased from, with Germany and France also ranking highly. The most purchases are made from within Europe and the European Union, with Asia and the Middle East also being attractive to UK customers.

	UK	Germany	France
Europe*	38	66	73
European Union	34	59	69
Asia/Middle East	36	22	24
North America	1	1	2
Australasia	2	-	1



Other mentions 2% or less

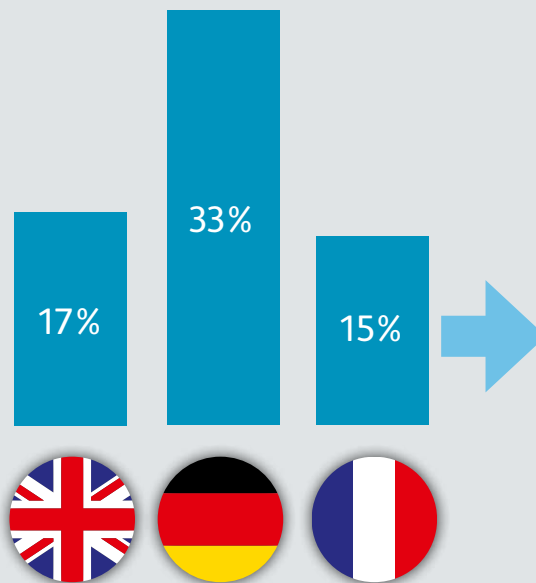
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## REASONS FOR NOT BUYING FROM FOREIGN RETAILERS

We asked online shoppers why they haven't bought from foreign retailers.

Online shoppers who never made online purchases from foreign retailers



Reasons for not making online purchases from foreign retailers

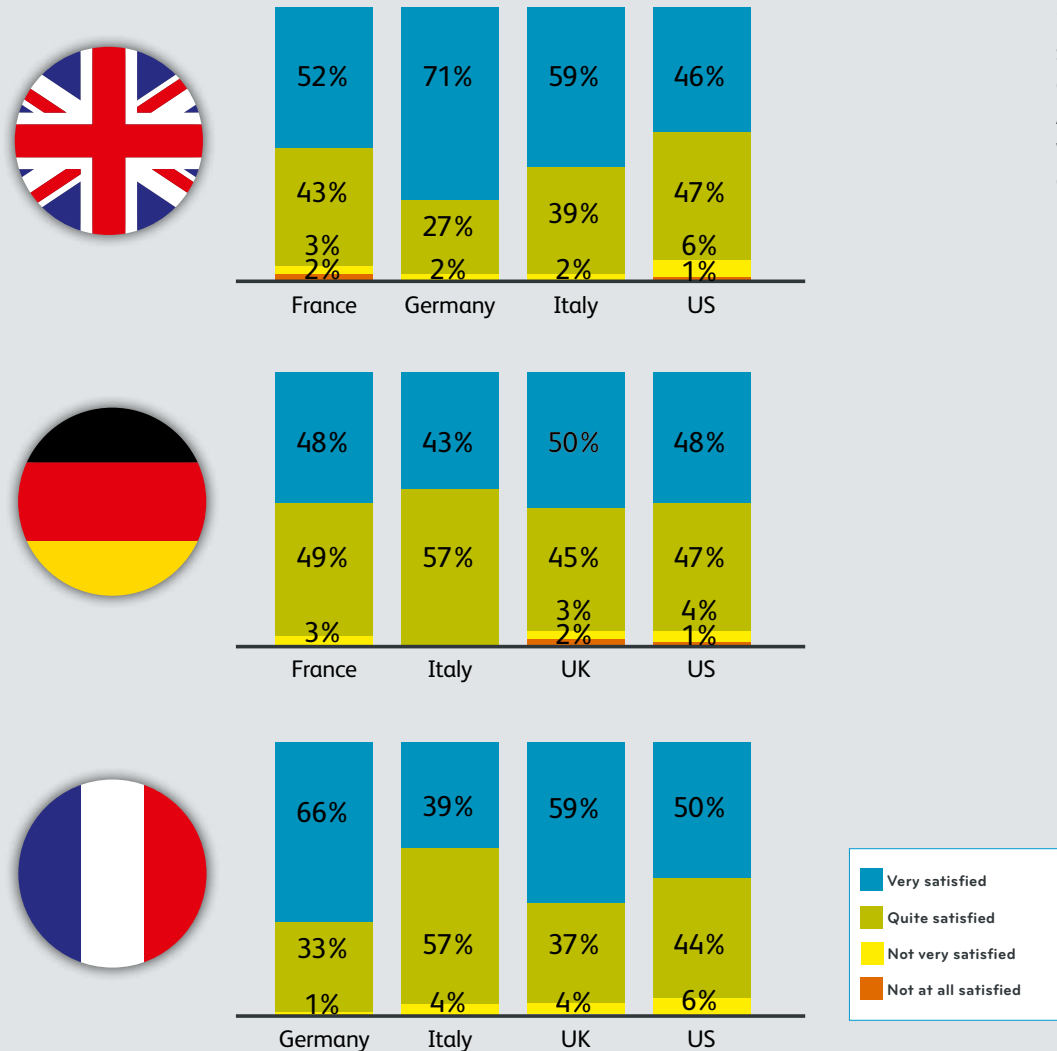
			
Delivery charges are too high	53%	56%	44%
Difficult to return faulty/unsuitable goods	47%	50%	42%
Takes too long to arrive	47%	49%	26%
Do not know enough about it to feel comfortable doing it	39%	41%	35%
Concerns about the supplier/retailer not sending the goods	38%	39%	45%
Have concerns about credit card fraud	35%	33%	62%
Concerns about the quality of the goods	32%	35%	22%
Sorting out customs is a hassle	22%	53%	12%
Currency conversion rate is unfavourable	20%	10%	7%
Language problems	11%	18%	24%
Find overseas companies' websites difficult to navigate	9%	17%	12%

Base: All respondents who never made purchases from foreign retailers (UK 342, Germany 369, France 177) Q16

When it comes to reasons for not making purchases from abroad roughly half the respondents said that delivery charges are too high. Other high ranking reasons include difficult returns, the length of time it takes for a parcel to arrive, and concerns about credit card fraud or not receiving the goods. German respondents are the least likely to buy from foreign retailers, with 33% never having made a purchase from abroad, whereas in France this figure falls to only 15%.

# SATISFACTION WITH ONLINE PURCHASES FROM FOREIGN RETAILERS

## Satisfaction with online purchases from foreign retailers



Satisfaction with purchasing from abroad is surprisingly high, with an average of 96% of customers or more having a good experience. A maximum of 7% in the UK were not satisfied with their purchase, a great result for those delivering internationally.

Base: All who purchase online from foreign retailers (UK, Germany, France, Italy and US retailers) (UK 1,661, Germany 664, France 823) Q14, Q15

## REASONS FOR DISSATISFACTION

### Main reason for dissatisfaction with online purchases from foreign retailers

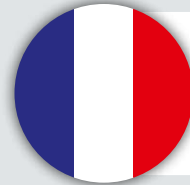


#### UK retailers

Took too long to arrive

#### German retailers

Delivery charges were too high



#### French retailers

Took too long to arrive

#### Italian retailers

Delivery charges were too high



#### US retailers

Delivery charges were too high

In line with the explanations given for reluctance to shop abroad, the main reason for dissatisfaction is that the delivery charges were too high. Similarly, the length of time for the parcel to arrive was another top ranking reason for dissatisfaction. This also proved to be a key factor behind the reluctance to make a purchase from a foreign retailer.

# HERMES INTERNATIONAL DELIVERY

At Hermes we want to help you to take your business further and still deliver the great service you get within the UK. We put the customer in control, making sure that their delivery experience is just right to fit around their lifestyle, and we provide retailers with an efficient and hassle free service which makes delivering internationally one less headache.

Our International Service helps retailers reach a much wider audience across 20 European countries. Parcels are delivered through our team of local couriers who tailor the service to meet local online buying habits. We also have access to Europe's largest network of over 36,000 ParcelShops, which gives consumers far and wide the option of how they want to receive their parcels. Our new international service is supported by our enhanced routing system which guarantees a much simpler delivery process. There is only one UK based point of contact for all deliveries, and all parcels are manageable from the Hermes World web portal, where all tracking information is stored.

**To find out how Hermes can help you develop an international delivery service to suit your business call us on 0844 543 7067, or email us on [hermes-uk@hermesworld.com](mailto:hermes-uk@hermesworld.com)**



**The Hermes network gives you access to your customers in 20 European countries**