



Our reference
in the field of
home shopping.

Case Study: QVC.

Today's consumers want convenience. They shop with their remote controls, computers or smartphones. To ensure that the purchased goods arrive in perfect condition and the delivery process is a smooth one, QVC uses customer-oriented services from Hermes.

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 **Hermes**

The customer: leader in home shopping.

QVC stands for Quality, Value and Convenience. QVC is the number one home shopping channel in Germany. A true multimedia broadcaster, QVC sells high-quality brand-name merchandise through various channels including TV, Web, and—since 2012—mobile device apps. With three dedicated TV channels broadcasting around the clock, QVC reaches more than 95 percent of all German households. The product range comprises approximately 18,000 items. Most products are from the home, beauty & lifestyle, fashion, and jewelry segments.

About 3,900 employees work for QVC to serve over six million customers. The company has two dedicated call centers located in Kassel and Bochum. Its logistics center in Hückelhoven, North Rhine-Westphalia, Germany, is one of the most modern in Europe.

The objective: finding the right service provider.

In its search for an innovative and flexible service provider, QVC chose Hermes. The main reason: The services provided by Hermes fit QVC's service philosophy best. The basis for the collaboration is that Hermes is able to meet the special challenges of the home shopping industry while always making sure to pay close attention to what's important to QVC's customers.

The implementation: many services, one partner.

Hermes performs a wide range of different services for QVC.

One core area of these services is logistics. Hermes Germany organizes the shipping of QVC merchandise from overseas to Rotterdam and Hamburg. From there, the goods are transported by truck to the



'In Hückelhoven we did not only implement a highly modern, integrated logistics facility with short lead times, we have also created an enterprise-wide solution that focusses even more clearly on the customer. And that is strengthening the long-term collaboration.'

Dr. Thomas Lindemann
Director Logistics, QVC Deutschland

'The conveyor bridge in Hückelhoven connects Hermes and QVC architecturally and technically, which is why we are faster and better. On top, the bridge symbolizes the outstanding collaboration between our companies.'

Dr. Thomas Lindemann
Director Logistics, QVC Deutschland



Hermes Germany distribution locations. In 2007, the Hermes Germany West HUB and QVC logistics center began operations at their joint facility in Hückelhoven. The project involves closely coordinated processes and utilizing a joint IT system. Hermes Einrichtungs Service provides a comprehensive range of services for QVC customers for the delivery of heavy and bulky objects. A two-person team delivers furniture, mattresses, household appliances and TV sets, bringing the items all the way into the customer's home. Customers can choose additional services accompanying the delivery such as connecting appliances to water or electrical lines, disposal of old devices or the installation of TV sets.

In Germany and Asia, Hermes Hansecontrol performs important quality control tests and inspections for QVC. The partnership has been in place since 2003 for soft lines testing. An example: QVC utilizes Hermes Hansecontrol's requirements for skin friendly textiles or apparel (in accordance with Oeko-Tex®

Standard 100) and for leather and shoes. Since 2008, Hermes Hansecontrol has been providing QVC with consulting on European REACH regulations. In addition, regular workshops for QVC quality control staff are being held at Hermes Hansecontrol to increase their understanding of product inspections.

The result: a direct path to growth.

Since starting the partnership with Hermes in June of 2004, the volume of parcels shipped has increased from 9 to 15.6 million. Hermes has made nearly 125 million deliveries for QVC since 2004. Successful collaboration relies on the commitment of the respective partners. In this case, that means an uncompromising customer-oriented approach and implementation. But it also means being open for trends and innovation—and having the ability to quickly implement them into new processes and services. This includes the professionally managed continuous improvement and optimization of existing services.

Our services:

Hermes Germany

- Delivery of parcels to consumers
- Over 14,000 ParcelShops for picking up and dropping off parcels
- Up to 4 delivery attempts to private households
- European-wide overland transport
- Global sea freight
- Worldwide air freight
- Individual customs services

Hermes Einrichtung Service

- Home delivery
- Installation and setup
- Disposal of furniture and large household appliances

Hermes Hansecontrol Group

- Quality management consulting
- Accredited inspection services
- Pre-shipment inspections (PSI)
- User manuals
- Seminars & training

Contact:

Hermes Germany - Parcel services

Essener Straße 89, 22419 Hamburg
T +49 40 537 55 - 551
vertrieb-paket@hermesworld.com

Hermes Einrichtung Service

Jörg Schnute
Albert-Schweitzer Straße 33, 32584 Löhne
T +49 5732 103 - 450
vertrieb-2mh@hermesworld.com

Hermes Germany - Supply Chain Solutions

Essener Straße 89, 22419 Hamburg
T +49 40 537 57 - 102
info-transportlogistik@hermesworld.com

Hermes Hansecontrol Group

Schleidenstraße 1, 22083 Hamburg
T +49 40 300 3373 - 7310
vertrieb@hansecontrol.com

