



Delivering Success: Final Mile Logistics Solutions

2 September 2019 - Oliver Horne, E-Commerce Customer Marketing Manager UPS – UK and Ireland



About me

- E-Commerce Customer Marketing Manager for UPS in Ireland and the UK
- Specialised focus on e-commerce; overseeing product launches, digital and physical campaigns, insight creation, competitive and market intelligence, ideation and strategy as well as supporting the UPS sales force in accelerating revenue growth.
- Part of the UPS Marketing Team since 2013



Today's presentation

Today's retail industry

The modern customer

Increasing delivery demands

Achieving satisfaction through
logistics

E-commerce and
environmental pressures

How UPS can help

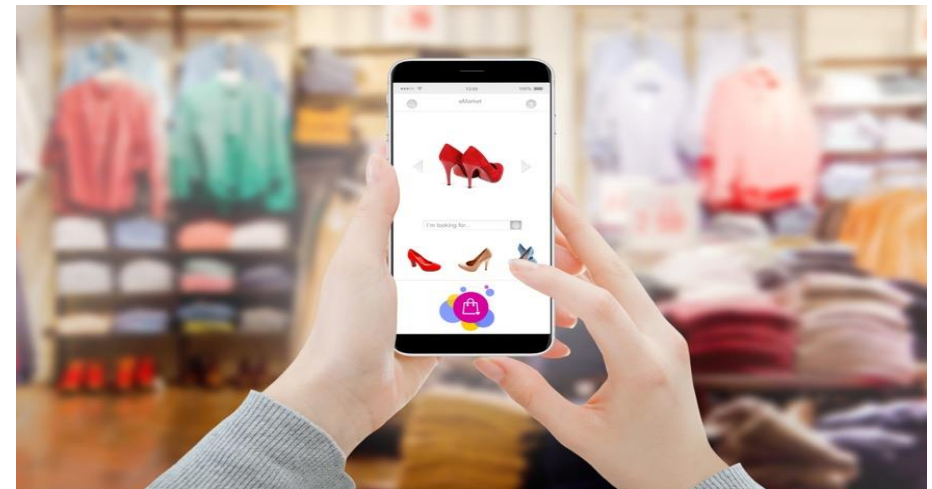
Retail has been transformed

Internet sales in the UK, as part of total retail sales, have grown from 6% to 18.2% between now and ten years ago (*Office for National Statistics, 2019*)

2000s



2010s

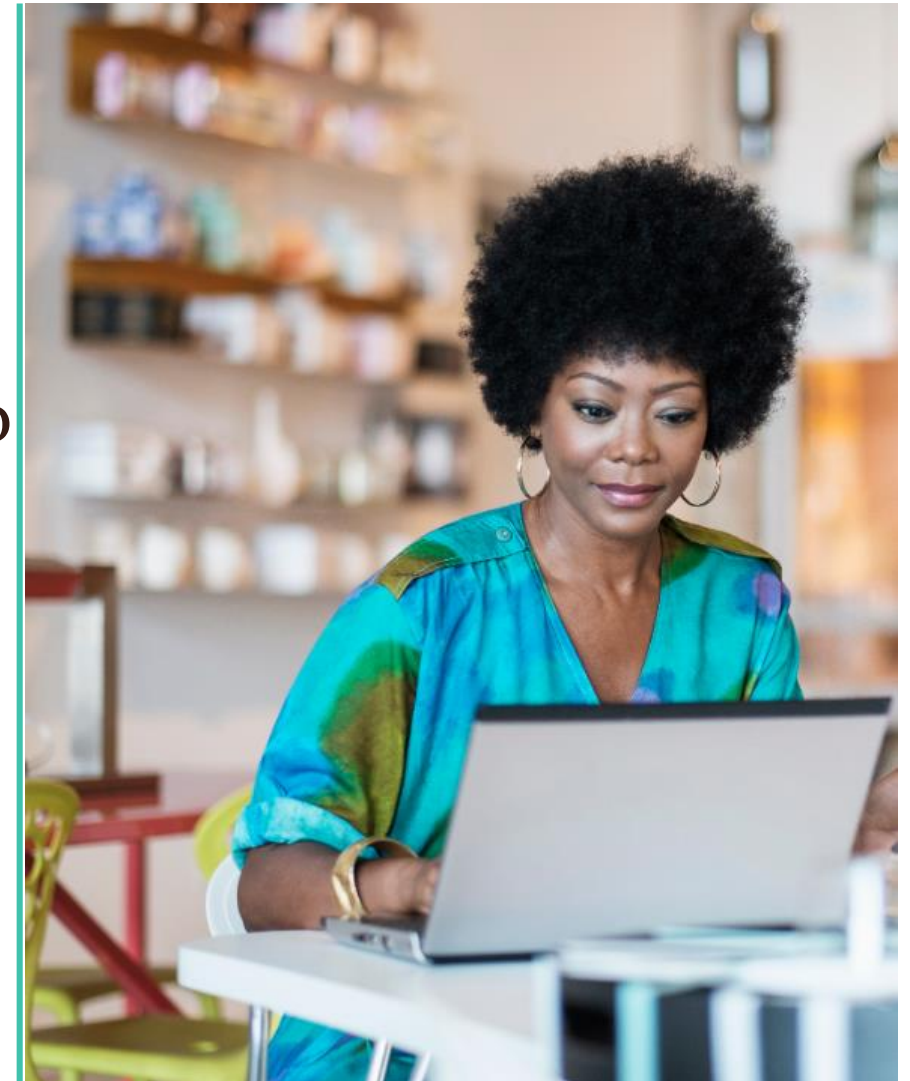


Today's customer is vastly different...

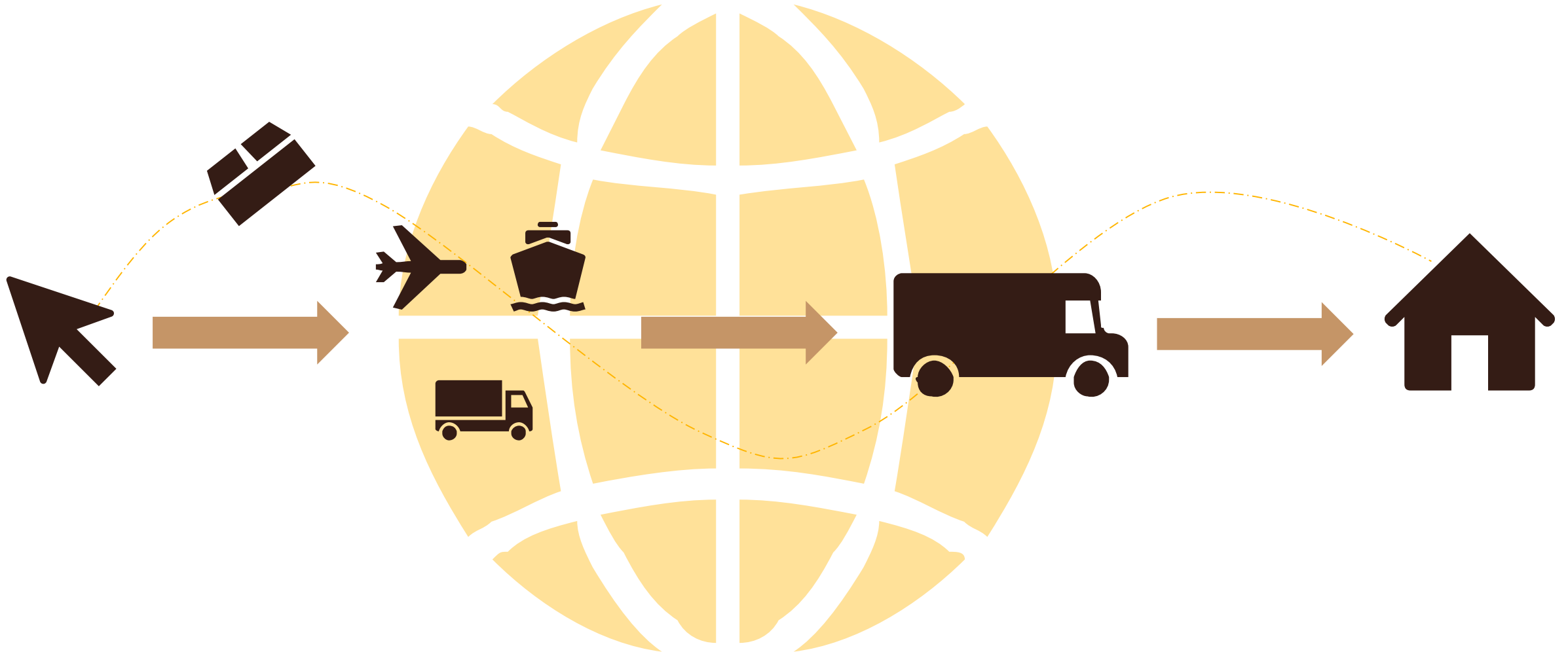
- **Customers expect the ability to consume 24/7** (*SAS UK, Analytics, Business Intelligence and Data Management, 2018*)
- **77% of customers own a smartphone today, compared to 35% in 2011** (*Pew Research Center, 2018*)
- **2020 m-commerce sales will account for more than half of all retail ecommerce sales**, (*UK E-Commerce, eMarketer, 2019*)
- **87% of customers begin their shopping journey with digital, a jump from 71% in 2017** (*Salesforce, 2019*)

And delivery demands are changing

- **96%** of online shoppers use a marketplace
- **46%** use 2-5 loyalty programmes and can help to build online engagement
- **46%** of customers state that a lower product price is the main driver for purchasing from an international retailer
- **53%** of shoppers review returns policies prior to purchasing



Logistics and fulfilment is critical to success





How we can help

Brokerage
expertise

International
shipping

Flexible
delivery
options

Returns
services



Achieving customer satisfaction with logistics

**Six in Ten
online shoppers
say they
would stop using
an online retailer
after a maximum
of three bad
experiences
(PFS, 2019)**



UPS Access
Point™



UPS My
Choice®



UPS Economy®



Returns

Managing the pressures of e-commerce

E-commerce opens up a world of opportunity, but also a world of new questions and challenges:



New, unfamiliar audiences



Confusing rules and regulations abroad



Increasing orders



Strains on the environment

Reducing the environmental impact of e-commerce

- From reducing packaging waste to minimising carbon emissions, logistics is a critical element of a retailer's sustainability plan
- **68%** of European consumers expect companies to implement programs to improve the environment



Minimising
carbon
emissions



Reducing
packaging
waste



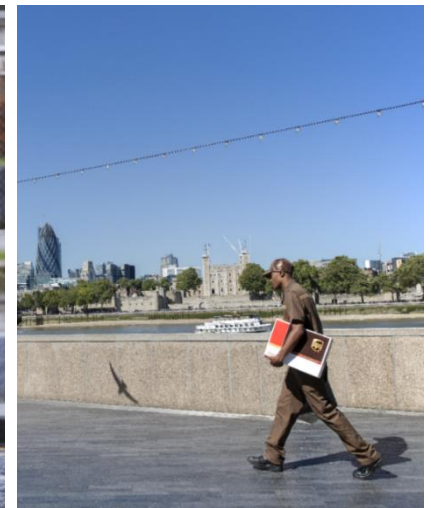
Limiting noise
pollution



Preventing
congestion

Our sustainability solutions

- Alternative fuel and electric vehicles can replace traditional delivery vans to reduce carbon emissions
- Delivery by foot and tricycles is made easier by using mini city distribution centres
- Sustainable packaging solutions can reduce overall impact on the environment through waste reduction and recycling



These pressures can be daunting...

But a trusted logistics partner, like UPS, can help solve challenges with your supply chain to respond to customer demands



Interested in hearing more?

**Brexit
Webinar**

(19 September)

**Women in
Business
Expo**

(17-18 October)

**Going
Global Live**

(27-28 November)

**Pulse of
the Online
Shopper
Europe
2019**
Coming soon!



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Thank
you

