FedEx ®
Express

10 step guide:
Delivering e-commerce in uncertain times

Together, we deliver

The COVID-19 outbreak is triggering a period of major change for businesses across the globe. For many, this will mean temporarily closing physical premises, and instead developing or enhancing an e-commerce offer.
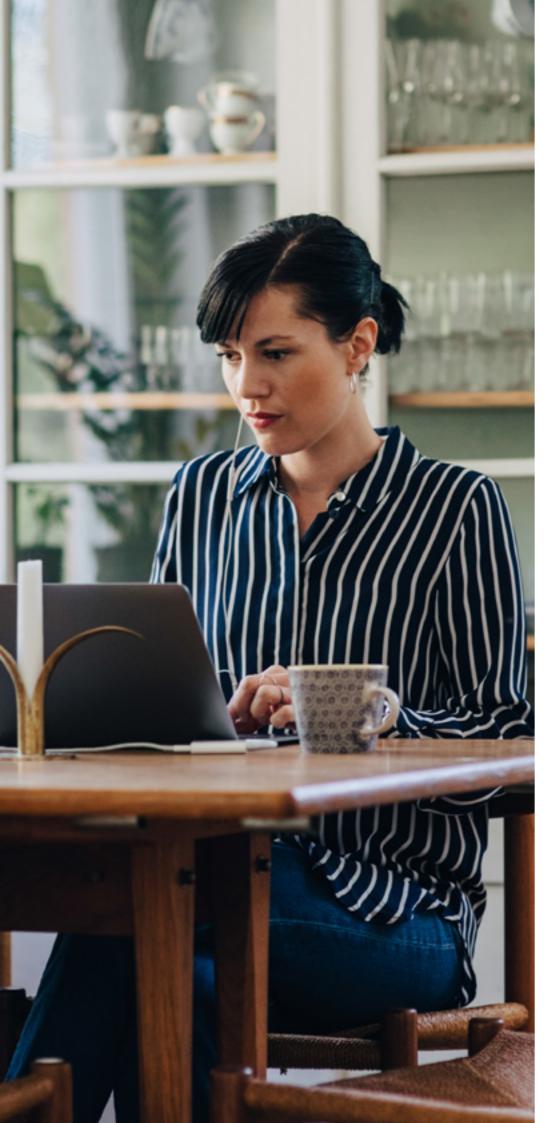
Adapting a business isn't easy at the best of times – but we understand it is especially challenging in this unprecedented period of disruption.

So, to make the process simpler, we have created a **10 step guide** to delivering a powerful e-commerce offering. Together, we can help you continue to safely reach customers worldwide with ease.
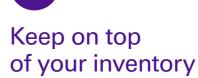
1

Enhance your website functionality

Make sure customers can easily navigate your website by optimising it for mobile, implementing search functionality and increasing site speeds.

Ship orders quickly by integrating essential shipping capabilities into your existing system. The FedEx integrated web solutions can improve your functionality by automating a range of processes, from printing labels to estimating transit times.

2

Keep on top of your inventory

Take control over your stock by monitoring product demand. This will give you a clearer view over which items might need replenishing, and help to avoid top-selling items from running out.

You may also want to consider the fact that consumer confidence could be dipping in countries where the COVID-19 outbreak is more prevalent, and look for alternative product sources to your current markets if necessary.

For support with your order management and access insightful shipping reports, you can use the software available through our FedEx® Compatible solution finder, designed to match your business to the time-saving tool that best meets your needs.

3

Scale up your supply chain

Ensure your wider network can handle the busier period by outsourcing supply chain management. Hand over logistics and order fulfilment to an experienced provider so you have more time to concentrate on managing your (online) shop window. The FedEx supply chain solutions can help speed up your e-commerce processes.

4

Order packaging and shipping supplies

Be prepared for orders to come in by purchasing packaging and shipping supplies, making sure you've got enough to cover your needs for the upcoming months.

Whatever you need to ship, FedEx has boxes, envelopes and specialist shipping designed to transport a variety of products – including those classified as 'dangerous goods', such as toys with lithium batteries, perfumes and electronics. For best practice packaging tips, check out our packaging guidelines here.

5

Streamline your shipping process

Make use of shipping services that can get your orders out – quickly – across the world. Printing labels and looking up rates can take time, but not when you have access to automated shipping tools that can make this happen in just a few clicks.

Get set up with FedEx Ship Manager® to prepare and send shipments in minutes, and ship to customers on the other side of the world with [FedEx international services](#)*.

*Please note: we are adapting some of our services to reflect the rapidly changing situation across the world. For details about the current availability of our services, click [here](#).

6

Account for any changes to customs processes

As a result of the present situation, many countries are carrying out additional border checks, which could result in delays to your deliveries.

To help avoid such delays and keep your customers happy, be transparent about longer transit times, stay on top of any customs changes in the markets you're serving, and look up documentation requirements.

FedEx has a selection of [customs tools](#) to help you with this. You can also find a wealth of customs information on the [European Commission website](#).

Be sure to check the rules and regulations of the country you're shipping from and to prior to shipping. You can find this information on government websites.

7

Track your goods across the world

Get peace of mind for you and your customers that orders are safely on their way by tracking them at every step, and signing up to receive notifications on their progress.

You can access a range of tracking tools through FedEx. Look up near-real time shipment updates on your desktop, get notifications on-the-go through your mobile, and choose to receive in-depth insights to give you even more visibility and confidence.

8

Offer a safer delivery experience

Give customers flexibility over their delivery options to meet any specific safety needs they may have during this time.

While delivery to retail points may not be possible due to shop closures, there are plenty other options for recipients to choose from – including arranging for packages to be left in a safe place (with instructions for where they should go), and having them delivered to an alternative address.

FedEx® Delivery Manager allows you to offer customers the ability to customise their delivery date and location at no extra cost. They can also stay up to date by signing up to SMS and email notifications.

What's more, FedEx has temporarily suspended the signature required option for most European deliveries to help ensure safety.

9

Set up fast, convenient returns

Get a returns process in place so customers that need to can send goods back. This will allow you to replenish your stocks efficiently and take greater control over your orders.

Lots of online retailers are currently extending their returns period to up to 90 days, so you may want to offer a similar time frame to keep your customers happy. For help with your returns, try our FedEx® Global Returns service, allowing you to schedule return pick-ups, create returns labels, and more.

10

Get the word out to your customers

In times like these, communication is key. Reassure your customers your business is still running online, and that when it comes to deliveries, you have alternative options available to protect their safety (which you can set up through FedEx® Delivery Manager).

Send the message out to customers across all your digital channels (in particular, email and social media) to drive awareness, making sure there are clear Calls To Action to your website.

Find out more about the steps we're taking to guarantee safety during COVID-19 here, and discover more about our powerful e-commerce services here.