



## GETTING READY FOR **PEAK 2019**

Peak is the most lucrative time of the year, but also the busiest and most challenging. Although much of the year is spent prepping for Peak, it can still sneak up on us.

It's not too late - Here is how you can maximise sales without putting a strain on resource.

### WHAT DID WE LEARN FROM 2018?\*

**Online continues to be the winner!**

**£1.4bn** was spent online on Black Friday in the UK – up almost



from 2017

eCommerce accounted for



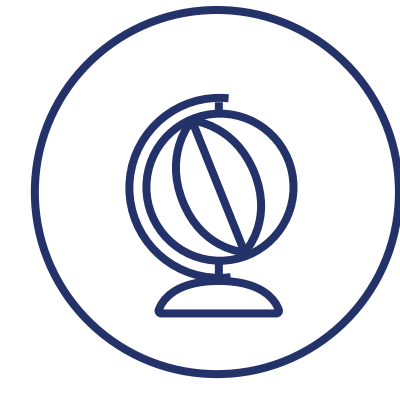
of Black Friday sales in 2018

Footfall in stores was down by nearly



#### SPREADING THE LOVE

It's now not just about Black Friday – retailers are **extending sales** across several days or even weeks to relieve the pressure!



#### GOING GLOBAL

Cross-border transactions were **up 70%** in 2018 compared to 2017.

### HOW CAN YOU PREPARE FOR 2019?

Don't let customer experience slide

Timing is everything during peak and delivery can have a massive impact on sales. Make sure you have a **dynamic and robust delivery proposition** that can provide customers with the same delivery experience they expect throughout the rest of the year.

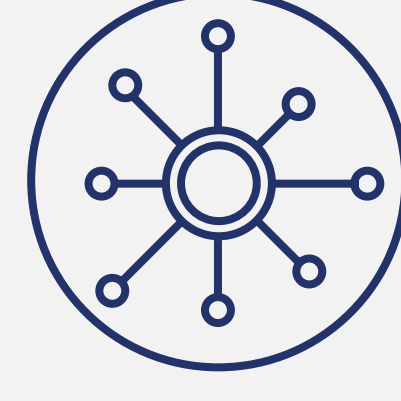


#### Delivery options drive sales



Offer customers a wide choice of **delivery options for their convenience**. Christmas is the busiest time of year, so having the ability to choose a day, time and location for delivery is a value-added service that will persuade customers to click buy (especially those last minute shoppers). GFS Checkout is a simple Widget that can configure 1000s of different delivery services, with a rules engine to tailor options to each customer.

#### Go multi-carrier for flexibility and contingency



Carriers are equally under pressure during Peak and this can impact delivery. Having **access to a range of different carriers and services** means you can switch delivery services quickly and easily to minimise delays and prevent a parcel backlog. GFS can provide access to 50+ carriers who can ship to 220+ countries with a single collection service.



#### Communicate to manage expectations

Be transparent with your expected delivery dates and costs – if your standard 3 day delivery is more likely to take 5 days, tell your customer before they make a purchase to **give them the opportunity** to upgrade their delivery service.



#### Is your despatch operation ready?

Streamline order despatch by implementing multi-carrier technology to consolidate and automate labelling, parcel routing, tracking and shipping across all carriers, countries and sales channels. This will **take away the complexity** and reduce manual errors, saving a lot of time and money. GFS Technology can offer a single integration that manages up to 10,000 orders per hour!

Working with the right delivery partner can give you the services, tools and expertise you need to ensure a smooth and successful Peak, without burning through resources.



### THE TIME IS NOW!

Contact us today for your free Pre-Peak consultation to help you outline your action plan for a successful Peak before it's too late.

Contact us **here** or call us on **08456 044 011**

[www.gfsdeliver.com](http://www.gfsdeliver.com)



\*[Source: <https://www.bbc.co.uk/news/business-42143842>]