



6 ways you can minimise the impact of Brexit on delivery

Cross-border delivery is set to be one of the most impacted areas of eCommerce when we eventually leave the EU.

As borderless trade comes to an end, UK businesses will soon have to submit customs declarations, and may face Duties & Taxes when shipping to the EU - if we leave without a deal. This could result in longer transit times, or even longer delays, if businesses aren't prepared for the impending changes.

How can you **minimise the impact of Brexit on delivery** to protect your customer experience, and sales, in the EU from 1st January?

1 Manage customer expectations to boost consumer confidence

1

Almost 50% of consumers have abandoned a shopping cart because of delivery concerns. Make sure delivery information is kept updated on the website and provide delivery dates at the checkout so your EU customers can buy with confidence. Capture customer contact details so you can provide tracking notifications to give customers extra peace of mind that their delivery will be with them soon.



2 Get compliant to cut through customs

Although we still don't know what's in store for post-Brexit delivery, our motto is "Hope for the best, prepare for the worst" this means setting yourself up to trade under WTO rules i.e. a 'no-deal Brexit', so your parcels can speed through customs no matter what happens. So what do you need to do?

- Duty Deferment Account
- Getting an EORI number
- Ensure your partners and/or carriers have AEO (Approved Economic Operator) status
- Ensure that you have classified all products using the minimum 8-digit HS code format
- Use Paperless Trade to electronically capture and submit customs documentation – GFS Selector can help with this!



3 Deal with Duties & Taxes head on

If we leave without a deal, all UK shipments into the EU will be subject to Duties & Taxes. GFS Checkout can help you automatically calculate D&Ts, with the option of a DDU or DDP service to give customers transparency of the full cost of delivery. It can also tailor delivery for customers in 200+ countries, giving customers the best possible checkout experience.

4

Returns cost UK retailers £60bn a year alone which has a significant impact on the bottom line. Post-Brexit returns from the EU will be subject to the same customs processes as delivery so it's important to make sure your returns process is efficient and cost-effective. A paperless returns portal like GFS Returns Pro can help you generate customs documents electronically to speed up the returns process and provide duty relief so you don't pay duties twice.



What about returns?

5

Look beyond the EU – there's so much more!

98% of cross-border retailers ship to the EU but have you thought about how other international markets could offer opportunities for growth? If we leave the EU without a deal, UK businesses will need to trade under WTO rules which will actually make it easier to trade with countries like the USA, Latin America, The Far East & Australia where eCommerce is booming, and where delivery will remain unaffected by Brexit.



6

Consult the experts and get support

The government has recommended enlisting the help of a broker or agent to help with customs, safety and security declarations, as well as continual help and guidance with changing legislation. If you lack this expertise internally, look for international delivery providers who provide this as part of the service or, third party consultants to fill the gaps and get support where and when you need it.



How ready are you for 31st December 2020? There's no time left to lose!

We've made it our mission to make sure UK retailers have everything they need to sell in the EU and beyond – now and after Brexit. If you need help with any of the above, please contact us now for advice with no obligation.

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