

# 5 STEPS

## to a more successful & profitable online business

UK ecommerce sales are expected to top £70 billion in 2017 helped by a strengthening economy and growth in smartphone-based buying. For growing online businesses, keeping on top of the game requires constantly re-evaluating end to end business processes.

The packaging selected to pack and ship the customers order in is the **final impression**. We've listed the 5 key steps to deliver a great brand experience end-to-end.

### 1

#### Selecting Your Packaging Range

Packaging selection on many occasions falls solely to procurement buyers, however, the role packaging plays and its catalytic properties to improve profitability and customer satisfaction, deciding on the specification is best not decided in isolation. The inclusion of representatives from CSR, logistics and warehouse and marketing to ensure the final range performs functionally, in-budget, on brand and ethically.

### 2

#### Optimising Packing Performance

Product lines and customer buying habits frequently change. To check if you packaging range is performing at its optimum, conduct an end of packing line audit. Seeking the views of the packers on the front line about the usability of the packaging, reviewing the presentation of the outbound parcel, assessing the range and number of items packed per order plus reviewing the design of the outer packaging helps to understand areas where your range could be improved.

### 3

#### Consistent Customer Journey

Customers engage with retailers across a number of channels, consistently reinforcing the brand message across all touch points enhances the customers overall experience.

The increased visibility of postal packaging outside of the home bolsters their power as a marketing tool. Take advantage of this cost effective and versatile product by changing the design in line with current marketing promotions or trends.

### 4

#### Delivery is not the finish line

Returns are an inevitable part of online shopping and a good returns process can amplify customer satisfaction and repeat sales.

Packaging plays a huge part in making this process convenient for both the customer and retailer. For example, including a twin-glue line to outbound mailing bags makes it easy for the customer to return the product and for the retailer to process it ready for resale as quickly as possible.

### 5

#### Building Brand Equity

Consumers are increasingly aware of the environmental impact of their purchases. Helping them to re-use and reduce their packaging waste using simple on-pack messaging is one way to create a deeper relationship with your brand.

Visit DuoGreen for more tips on how to achieve optimum performance in a sustainable way.

Feeling inspired to take action to grow your online business? Take advantage of Duo's free end of line packaging audits by calling our team on **0161 203 5767** or email [enquiries@duo-uk.co.uk](mailto:enquiries@duo-uk.co.uk)