

Pitney Bowes Global Ecommerce solutions streamline ordering and shipping process for PlanetShoes.com

Client profile

planetshoes.com

- Lifestyle shoe retailer, selling more than 200 brands and shipping to more than 20 countries
- Offers hard-to-find shoes, boots, bags and accessories
- Rewards customers with Planet Rewards, a free loyalty program giving points with each purchase

Growth creates customer service issues

PlanetShoes goes beyond the traditional online shoe shopping experience, helping visitors discover brands that matter. Shoppers can check out the hottest trends or browse by categories such as eco-friendly, vegan, made in the USA, made in Europe, health and wellness, wide widths, and more.

With a growing international reach, PlanetShoes was experiencing service issues with its global customers. "Our international customers were not having a streamlined experience shopping at PlanetShoes", explained Katie Doyle, Marketing Communications Manager.

Business challenge

Global selling introduces additional requirements into the online ordering process. PlanetShoes found that although they charged a flat rate, they were losing money, particularly in Canada.

"We had many orders that customers were actually refusing because they were not aware of all the charges (such as taxes and duties) that were going to accompany the packages", Brooks Maitland, Director of Merchandising for PlanetShoes, said. "The additional challenge was the length of time it was taking for the packages to arrive because of the internal process we had to go through to ship internationally." Return costs were too high and many of the international orders were simply abandoned.

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—Katie Doyle,
Marketing Communications Manager

Technology used

- Pitney Bowes Cross-Border Global Ecommerce solutions

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Solution

After vetting companies who offered solutions for international shipping services, PlanetShoes selected Pitney Bowes Cross-Border Global Ecommerce solutions for its ease of integration, the centrally located shipping hub and its simple pricing structure.

Adding in the duty and shipping costs at the point of checkout, Pitney Bowes provide clarity and accuracy in the buying process, as well as transparency in delivery to the international consumer.

The Pitney Bowes solution integrates PlanetShoes' systems with requirements for international ecommerce, including identifying the customer's home country seamlessly during the checkout process. When the customer adds a shoe to the shopping cart, the site identifies the user's country and automatically calculates all applicable taxes, duties and brokerage fees to the cart, saving time and money and avoiding unwanted surprises.

Benefits

“Pitney Bowes has made things a lot easier for our customers,” says Doyle. “They have one charge to their credit cards, and the process is extremely easy and transparent. Customers get to see all of the charges and duties up front so there are no surprises when the package arrives at their door. In fact, return rates for the company's international orders are 75 percent lower than US returns.”

As a result, the company's conversion rates have almost doubled. Canadian sales are now profitable. Negative feedback has vanished. PlanetShoes continues to add new shipping destinations — 10 additional countries in February 2014 and 60 more in August 2014. The company proactively markets in the top 20 countries and has seen traffic double in most countries.

“Working with Pitney Bowes has put us in a really great position to grow”, Doyle observes. “Numerous international opportunities exist, and working with a reliable and trustworthy partner such as Pitney Bowes gives us the confidence to go out and expand our business.”



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