

Key Logistics Considerations for a Smooth Holiday Season



Plan Ahead for Peak Volumes

Forecast demand early using historical data to avoid inventory and shipping bottlenecks.



Diversify Your Carrier Strategy

Relying on a single carrier increases risk during peak times. Use multiple carriers and flexible distribution models to reduce risk and delays.



Optimize for Speed and Transparency

Provide delivery estimates and real-time tracking to manage expectations and reduce support queries.



Prepare for Returns Surge

Set up efficient reverse logistics and in-country return hubs to simplify the process.



Around 50% of shoppers will still purchase if there's a nominal return fee, but expectations vary widely by country.

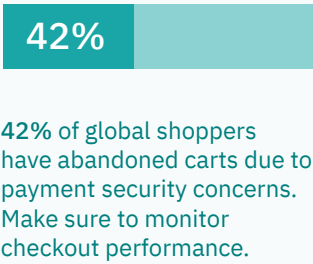
Enable Flexible Fulfillment Options

Offer Ship to Store, Pick-Up/Drop-Off, parcel tracking, and multi-origin fulfillment to ease delivery pressure.



Monitor Performance and Insights

Track key logistics KPIs such as undelivered packages, wrong item shipments, and refund lead times to refine operations and stay compliant.



Holiday logistics don't have to be stressful.

With ESW, global shipping, tracking, and returns are already taken care of - so you can focus on growth, not guesswork.

Reach out to the peak season experts

