SUBSCRIPTION FULFILLMENT

Combining cost efficiency with B2C expertise to deliver small shipments to end customers on a regular basis

Some consumers select a subscription service to obtain a regular flow of consumables, finished goods, and aftermarket spare parts. But technology companies sometimes struggle to fulfill these repeat small orders at a cost-effective price point.

TYPICAL BUSINESS CHALLENGES

- Ensuring reliable repeat delivery
- Achieving cost efficiency
- Meeting consumer expectations
- Providing single-layer integration & visibility
- Simplifying invoicing & reporting

SUBSCRIPTION FULFILLMENT

DHL SOLUTION

This solution leverages cost-effective small parcel and mail networks to deliver subscription items direct to end users. With extensive business-to-consumer (B2C) experience, DHL understands the need to fit shipment reliability, customer centricity, and brand protection into a limited budget.

SOLVING YOUR BUSINESS CHALLENGES

- ✓ **Ensuring reliable repeat delivery –** Small parcel and mail transportation via established networks; standardized processes for a seamless flow of information; order accuracy
- ✓ **Achieving cost efficiency –** Shortest possible lead times for the lowest possible price; premium next-day delivery for urgent orders
- ✓ **Meeting consumer expectations –** Convenience of mailbox-delivered subscription items
- ✓ **Providing single-layer integration & visibility –** Full ordering and shipment system integration; visibility options include basic track-and-trace or near-real-time end-to-end shipment visibility
- ✓ **Simplifying invoicing & reporting –** Single point of contact for all invoicing and reporting

DELIVERING SMALL SHIPMENTS TO END CUSTOMERS ON A REGULAR BASIS

1. Supplier is alerted of replenishment
2. Supplier sends order to DHL Warehouse. DHL fulfills order
3. Orders are consolidated at DHL DC and shipped out
4. DHL clears customs (if needed) and delivers to end-customer
5. Control Tower monitors each shipment for customer tracking and delivery updates

KEY BENEFITS FOR YOUR BUSINESS

THINK SMALL

Small lots, small shipments, small prices

END-TO-END

From subscription order placement to regular mailbox delivery

EFFICIENT

Uses established small parcel and mail networks

B2C EXPERTISE

Caring for end customers