



*Intelligence Delivered*

# eCommerce Solutions Overview

July 2019

SEKOLOGISTICS.COM



**SEKO GLOBAL LOGISTICS, IS A US \$750M MULTI-NATIONAL LOGISTICS AND FREIGHT COMPANY. AS A CUSTOMER CENTRIC ORGANIZATION, SEKO ARE POWERED BY THE EXPERTISE OF OUR PEOPLE AND OUR IN-HOUSE DEVELOPED, BEST IN CLASS, CUSTOMIZABLE TECHNOLOGY.**

It is this combination which gives SEKO its strength. With over 120 offices in 40 countries worldwide, our unique shareholder management model enables you to benefit from Global implementation experience and expertise across all industry sectors, coupled with vital in-country knowledge and service at the local level.



A world map with a dark blue background. Numerous small white dots are scattered across the map, representing global locations. Several of these dots are highlighted with larger white circles. Lines connect these highlighted circles, showing a network of connections between different regions. The connections are as follows: a circle in North America (USA) connects to a circle in Europe; a circle in North America (USA) connects to a circle in South America (Brazil); a circle in North America (USA) connects to a circle in Asia (China); a circle in North America (USA) connects to a circle in Australia; a circle in Europe connects to a circle in Asia (China); a circle in Europe connects to a circle in Australia; a circle in Asia (China) connects to a circle in Australia; a circle in Asia (China) connects to a circle in Southeast Asia (Singapore); a circle in Asia (China) connects to a circle in Oceania (New Zealand); a circle in Australia connects to a circle in Southeast Asia (Singapore); a circle in Australia connects to a circle in Oceania (New Zealand); a circle in Australia connects to a circle in South America (Brazil); a circle in South America (Brazil) connects to a circle in North America (USA).

# GLOBAL REACH

# WHERE WE PLAY

## ADDED VALUE PROVIDERS



## INTEGRATORS



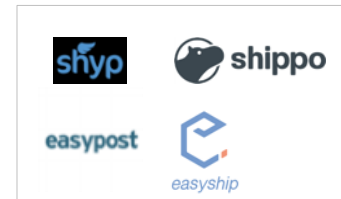
## MAIL AND PARCEL INJECTION



## RETURNS



## PLATFORMS & Tech



# PRODUCT SUITE

OmniReturns 

- In country returns processing platform
- Customer facing portal for returns

OmniWMS 

- \*Cross-dock order processing system

OmniParcel 

OmniPay 

- Payment gateway for handling customs duties, taxes and returns





# OMNI PARCEL



All features within OmniParcel are available to all of our clients through a direct API integration with us:

#### GLOBAL NETWORK

- Ability to send to any country via one platform

#### PLATFORM FOR LEAST COST DELIVERY ROUTING

- Intelligent routing based on client requirements including lowest cost, quickest delivery timeframe, preferred carrier and more

#### CARRIER PERFORMANCE REPORTING

- Ability to compare carrier performance with stated zonal transit times

#### ADDRESS VALIDATION

- Reducing potential delivery issues by verifying delivery addresses according to regional and national standards





## DIRECT API INTEGRATION

### INFORMATION

- Customer Endpoint Interfacing Integration Documentation provided to customer
- Example API responses provided to customer
- Order Creation, Label Reprint, Manifest and Information Retrieval requests supported

### DEVELOPMENT

- Customer reference environment set up
- Password and username communicated to customer
- Customer develops API according to Integration Documentation
- SEKO Omni Channel provide dedicated development resource to support any integration queries

### TESTING AND VALIDATION

- Testing phase agreed with the customer including testing scenarios
- SEKO internal operational testing planned
- Empty box and final end to end testing including create order, print label, manifest and tracking retrieval validated

### GO LIVE AND HYPERCARE

- Go live date scheduled with customer
- Dedicated support resource from SEKO Omni Channel provided
- IT Hypercare for first four weeks
- IT Support Team available after this time for BAU support





## BRANDED TRACKING and ADTRACK



### Showpo.



Tracking: NSM8117213

Ship date:  
Thu 21/01/19 15:09  
CA, US

Delivery date:  
Wed 06/02/19 11:51  
VIC, AU



Check out our latest deals



### Travel History

Date/Time	Activity	Location	Carrier
Thursday, January 31, 2019			
3:09 PM	Tracking number allocated & order ready	CARSON, CA, US	
Friday, February 1, 2019			



- Complete parcel audit at every stage in the process, every time a parcel is scanned, a milestone is hit on the timeline
- All carrier milestones and carrier information is available to customers on branded tracking portal
- All data presented on portal pushed back to client via tracking API if desired

### CUSTOMIZABLE BANNER ADVERTISEMENTS

- Click through rates of up to 10%
- AdTrack is provided at no cost.
- Keeps customers inside client branding at all times
- Recycled traffic leading to new sales revenue.
- Consistent look and feel of all carriers tracking with major international milestones
- Easy to use campaign management

# OmniParcel

## COMPLIANT CARRIERS



# SEKO OMNI COVERAGE



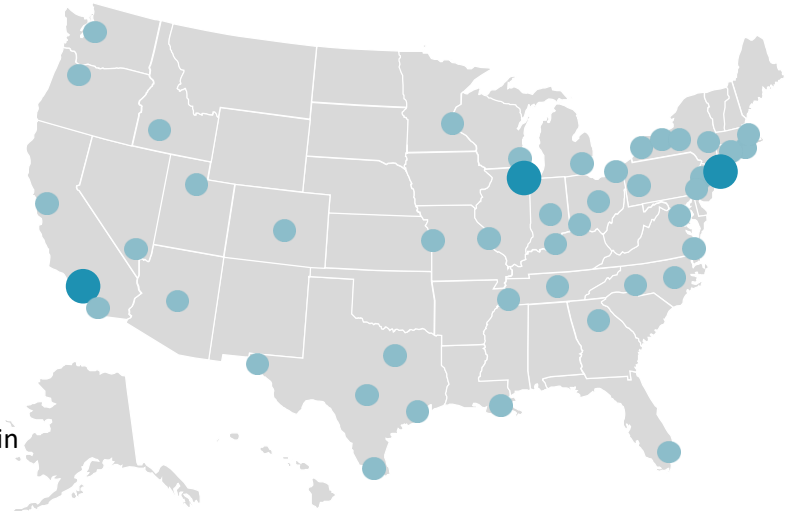
# USA GATEWAY NETWORK

SEKO Logistics operates a 3 hub gateway structure for the United States

SEKO offers daily parcel consolidations via our airfreight services out of our hubs in New York, Chicago and Los Angeles to markets like Sydney, Melbourne, London, Hong Kong, Perth, Auckland and more lanes.

We work in conjunction with our offices in 60 locations across the USA.

SEKO also provides inbound services via our 3 hub gateway for access to the US market for retailers and brands around the world.



# AUSTRALIAN AND NEW ZEALAND DESTINATION

SEKO again owns and operates all of the key hubs in Australia and New Zealand. SEKO staff manage all clearance processes, manage all exceptions and report on all carrier activities.

Due to the size and volume currently going into Australia, SEKO uses 4 entry point as a decentralised service.

**SYDNEY | MELBOURNE | BRISBANE | PERTH**

Currently US parcels for New Zealand are sent to Auckland, as a major airport hub for the whole country, also taking into account that generally 45% of deliveries occur in metro Auckland.

## **Transit time ex LAX:**

**Australia:** Standard Metro – 3 - 4 business days | Non Metro – 4-8 business days

**New Zealand:** Standard Auckland Metro – 3-5 business days | Rest of New Zealand – 5-10 business days



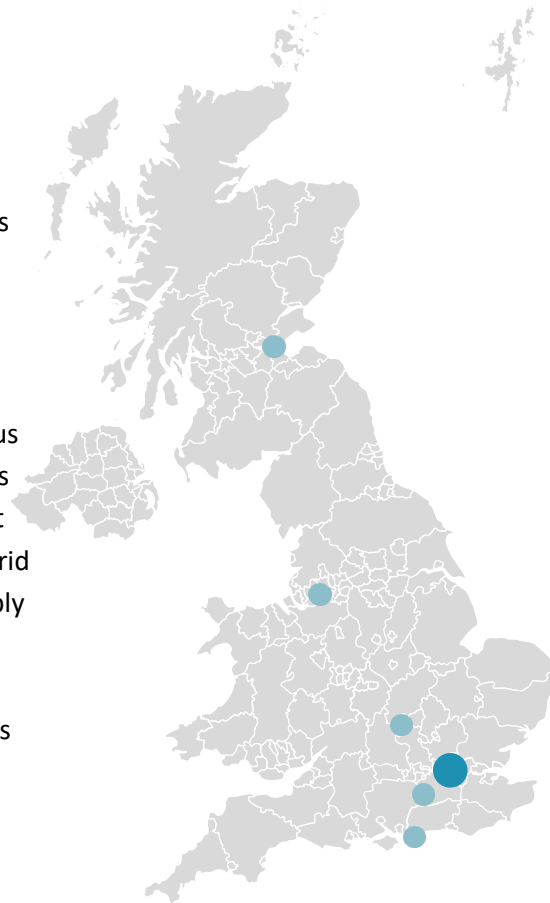


# UK/EU DESTINATION

With Heathrow's expansion gaining government approval in June as well as the UK aiming to double its export business to £1 trillion by 2020—and alongside Britain's place in the world's top five importing countries—SEKO says Heathrow will become an even more vital gateway for a plethora of new crossborder trading opportunities for both British and international businesses.

Moving into the new 22,000 sq ft purpose-built location in Egham this month is part of a £5 million-plus commitment to support SEKO customers' fast-growing international shipment volumes, which includes the rapid expansion of pureplay e-tailer business from the UK to Australia, New Zealand and the U.S. It also provides additional capacity to manage new business from British brands attracted by SEKO's hybrid logistics solutions offering fulfilment, forwarding, crossborder eCommerce and its award-winning supply chain software.

Outside of the U.S, where SEKO was founded in 1976, the UK, boosted by the growth of eCommerce, is now the largest global market in a SEKO Logistics network spanning over 120 offices in more than 40 countries. Currently, the UK is the third largest eCommerce market in the world, with 46% of UK SMEs exporting and receiving revenue from overseas.



# ASIA SOLUTION

**Singapore** is managed and handled by SEKO Logistics on the ground. Freight is express, manifest cleared giving us a 2 hour turn around in Singapore from cargo arrival to the goods being with SF Express for a next day delivery. Around 20% of deliveries will be completed on same day as aircraft arrival, however this shifts around, so we commit only to next day entirely.

Phone numbers are also mandatory for Singapore so that we can txt/SMS customers on delivery and redelivery requirements. Ultimately cutting down on CS contact numbers.

**Hong Kong** is managed and handled by SEKO staff from all aspects or destination, recovery, paperwork and hand over to our local courier partner who is SF Express. They provide us with a next day delivery service to all areas of Hong Kong.

Freight arrives in Hong Kong around mid day to give us a same day collection, processing and hand over to SF Express. Phone numbers are a mandatory field that you may not be passing through at the moment, as there is txt/SMS messaging on delivery, and missed deliveries if the people are not home. The customers get to utilise the 6-9pm delivery slot which is the most popular delivery time frame in Hong Kong, aswell as over 2,500 SH Express kiosk around Hong Kong to collect the goods from.



# OMNI RETURNS

## E-COMMERCE PRODUCT RETURN STATISTICS & TRENDS



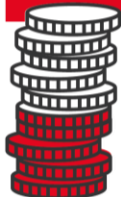
**AT LEAST 30%**  
OF ALL PRODUCTS  
ORDERED ONLINE  
ARE RETURNED

**COMPARED  
TO 8.89%**  
IN BRICK AND  
MORTAR STORES



**58% WANT A  
HASSLE-FREE, "NO  
QUESTIONS ASKED"  
RETURNS POLICY**

**47% WANT  
AN EASY-TO-PRINT  
RETURN LABEL**



**AROUND 49%**  
OF RETAILERS OFFER  
FREE RETURN SHIPPING

**67% OF SHOPPERS**  
CHECK THE RETURNS  
PAGE BEFORE MAKING  
A PURCHASE



**92%**

OF CONSUMERS

WILL BUY SOMETHING AGAIN  
IF RETURNS ARE EASY

**79%**

WANT FREE  
RETURN SHIPPING



### TOP REASONS WHY CONSUMERS RETURN PRODUCTS



**20%**  
RECEIVED  
A DAMAGED  
PRODUCT



**23%**  
RECEIVED  
A WRONG  
ITEM



**22%**  
RECEIVED  
DIFFERENT  
PRODUCT



**35%**  
OTHER  
REASONS

**62% OF SHOPPERS ARE MORE LIKELY TO SHOP  
ONLINE IF THEY CAN RETURN AN ITEM IN-STORE**



**27%**  
WITH FREE  
RETURN  
SHIPPING

**10%**  
WITHOUT  
FREE RETURN  
SHIPPING



**27% OF SHOPPERS WOULD** WOULD PURCHASE AN ITEM THAT COSTS MORE THAN **\$1,000**  
IF OFFERED FREE RETURNS AS COMPARED TO **10%** WHO WOULD PURCHASE OTHERWISE

# OmniReturns

## THE SOLUTION



SEKO Omni Channel Logistics has created a world leading, customer focused, nimble platform that is supported by best in class logistics and carrier processes around the world. These can be broken down into the main pillars of our offering



Global System visibility from label creation to stock re-entering the retailer warehouse



In country returns carriers and processing hubs around the world to get you closer to your customers for less



Complete Global Customs compliance and repatriation services



Not just reselling someone else's flawed existing returns offerings

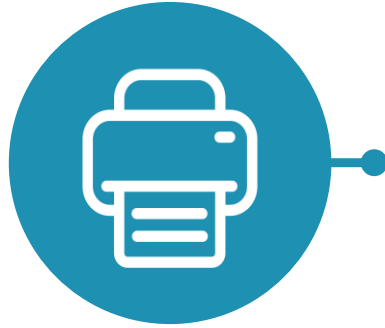


Multiple consumer engagement methods from portal access to API access to carrier labels so you can control the returns journey inline with your strategies





**PORTAL**



**PRINT LABEL**




**ATTACH &  
DROP OFF**



**TRACK PARCEL  
RETURN**

**MISSGUIDED**

[Home](#) [Book Your Return](#) [FAQ](#) [Login](#)



**GLOBAL RETURNS MADE EASY**

[Book Your Return >](#)

[Track it >](#)

### WEB PORTAL FOR END CUSTOMERS TO SEAMLESSLY REQUEST RETURNS

- Customer able to request a return and be provided with a shipping label

- Customers can track their shipments easily reducing inbound customer service calls

The screenshot displays the OmniReturns web portal for the brand 'DOLLS KILL'. The page features a navigation bar with links for Home, Book Your Return, FAQ, and Login. The main content area is a light blue form titled 'CONFIRM DETAILS ABOUT YOUR RETURN'. This form includes fields for 'Order number / RT Number', 'Email', 'Return Status', 'Total value of returned items', 'Product Description', and 'Reason'. Below this is a section for 'YOUR PERSONAL DETAILS' with fields for 'Full Name', 'Select Country', 'Postcode', 'Building', 'Suburb', 'State/City', and 'Contact Number'. At the bottom, there is an 'ADD COUPON CODE' section and a 'Carrier selection and payment' button. The form is set against a background image of a shipping box.

- Integrated with OmniParcel so shares all the feature benefits

# OmniReturns

## PORTAL

CONFIRM DETAILS ABOUT YOUR RETURN

ORDER NUMBER / RT Number: 100963901 Email: kinjai@astechsystem.com

<input checked="" type="checkbox"/> Sku	S001211-EP-White-14-LL	Description	Boardroom Top in White	Reason	DOESNT SUIT ME
<input checked="" type="checkbox"/> Sku	VV069-EP-Navy-12-L	Description	Left Unwritten top in navy	Reason	DOESNT SUIT ME
<input type="checkbox"/> Sku	S001107-1-Grey/Maria-12-L	Description	New York Minute Sweater in Grey/Mari	Reason	DOESNT SUIT ME
<input type="checkbox"/> Sku	LSEA00N-BLACK-7	Description	Lipstick - Eamon in Black	Reason	DOESNT SUIT ME

YOUR PERSONAL DETAILS

Kinjai-test

3150 Zinnia lane

United States-US 22030

Fairfax Virginia

Contact Number\*

ADD COUPON CODE

Enter Coupon Code Here

Carrier selection and payment

There are two options with the customer facing portal in OmniReturns, you can push data on outbound deliveries via FTP or API, and the customer is able to select the particular items that they are returning. This gives you, the retailer greater insight into what's happening globally with your returns, sooner, through our analytics. The other option is an easy plug and play where the customer creates a generic return, this requires no integration at all.



## PORTAL

### CONFIRM DETAILS ABOUT YOUR RETURN

Order number / RT Number

400167010

Email

justin.irvine@sekologistics.com

### WHICH ITEM WOULD YOU LIKE TO RETURN?

☐

Description

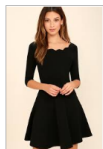
Over Looking Dress Navy

Sku

W79799-navy

Why do you want to return this item?

select your option here

☐

Description

We May Never Know Dress Black

Sku

73935-black

Why do you want to return this item?

select your option here

### TELL US ABOUT YOUR RETURN



Isn't the right fit for me

Doesn't suit me

Ordered more than one size

Not as pictured

Incorrect item received

Arrived too late

Damaged

Done

One of our goals is to provide an enhanced customer experience. With that in mind, we have added the ability to select items to be returned by using images. Displaying images decreases the chances of customers returning incorrect items while making the return process quicker and easier, improving the customer experience.





## PORTAL – PAYMENT GATEWAY

The amount charged to the customer for the return can be set by you, the retailer.

[Home](#)[Book Your Return](#)[Hello, Saif Patel](#)

# DOLLS KILL

### SELECT SERVICES

Method	Price	Select
NZ Post	NZD 6.50	<input checked="" type="radio"/>

Secure Payments by

**PayPal**



### PAYMENT DETAILS

Name : Saif Patel  
Order Number : ABC123093  
Reason to Return : Isn't the right fit for me

Total Payable Amount : NZD 6.50

Card number\*

1234 5678 9012 3456

Expiry Date\*

MM

Year(2010)\*

YYYY

CVV\*

123

Name on card\*

Name on Card

Pay Now

Back

# OmniReturns

## THE LABEL

Please fold the paper on the above line, and stick the paper securely on each parcel. If you have multiple parcels, please ensure that your label matches the size and weight of the parcel as specified in the sizing above.

### Parcel Post

**RETURNS**

Post Office Use only: Scan barcode, no payment required.

DELIVER TO:  
BOOHOO AUSTRALIA - RETURNS  
C/ SEKO OMNI  
PO BOX 6483  
NSW  
2615

SIGNATURE ON DELIVERY REQUIRED PARCEL 1

A.P. Article Id: 4VY000180601000650208

A.P. Article Id: 4VY000180601000650208

**SENDER**  
KAI LINCOLN  
85  
BILLIARD AVENUE  
WAHRONGA  
NSW

Proper Security and Dangerous Goods Declaration is the sender's responsibility. This label may be carried by air and will be subject to security screening procedures and it is the sender's responsibility to ensure that it does not contain any dangerous or prohibited goods, explosives or incendiaries.

If this declaration is not signed this parcel cannot be carried by air. Please sign here.

BOOHOO RETURNS NZ  
C/ SEKO OMNI CHANNEL LOGISTICS  
PRIVATE BAG 208059, HIGHBROOK  
AUCKLAND, 0644

FreePost: 251233



TK100200906NZ

ParcelPost™ Tracked Returns New Zealand Post

Please fold the paper on the above line, and stick the paper securely on each parcel. If you have multiple parcels, please ensure that your label matches the size and weight of the parcel as specified in the sizing above.

Please fold the paper on the above line, and stick the paper securely on each parcel. If you have multiple parcels, please ensure that your label matches the size and weight of the parcel as specified in the sizing above.

UNITED STATES POSTAL SERVICE®

**P**

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

**PRIORITY MAIL® RETURN SERVICE**

KAI LINCOLN  
BUILDING NAME  
STREET ADDRESS  
CARSON CA 90746-4039

BOOHOO USA - RETURNS  
1500 CHARLES WILLARD ST  
CARSON CA 90746-4039

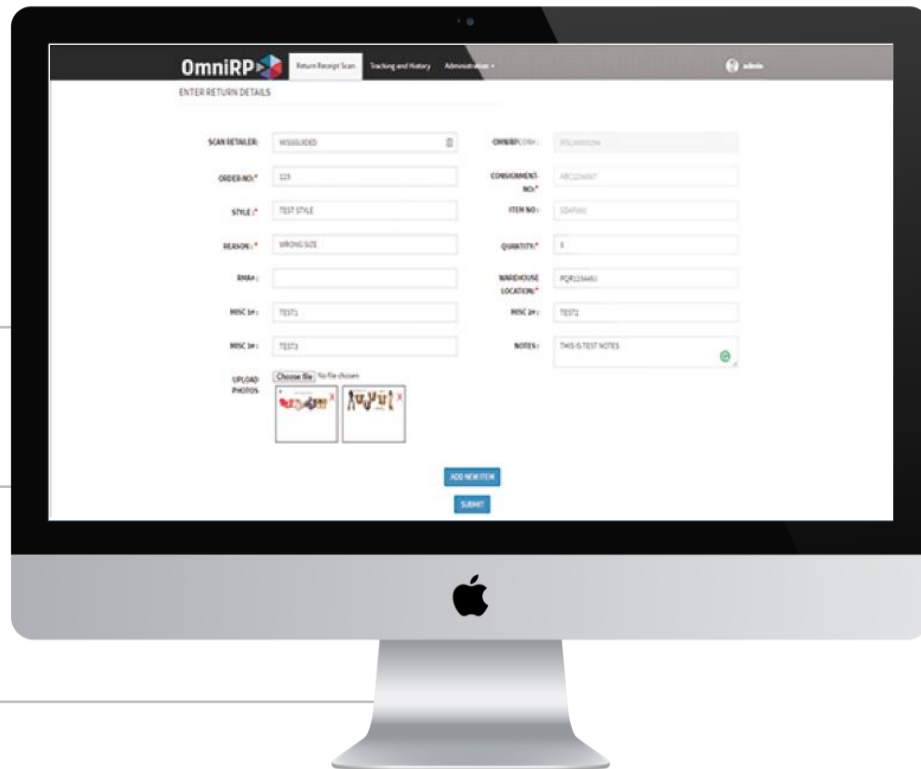
C021

**USPS TRACKING #**

9201 9931 4878 9400 0011 86

### OPERATIONAL PLATFORM FOR HANDLING RETURNS FOR CUSTOMERS

- System for users to scan returns into and returns info to be exported out from
- Allows for clients to have greater visibility of inbound returns, choose to use specific tracking events to trigger refunds
- Customer notification of returns processing at defined milestones



# OmniReturns

## TRACKING



Date/Time	Activity	Location	Carrier
Tuesday, May 2, 2017			
12:54 PM	SHIPMENT ACCEPTED BY USPS	Maineville	<a href="#">DHL Returns</a>
5:04 PM	DEPARTURE ORIGIN DHL GLOBAL MAIL FACILITY	Maineville	<a href="#">DHL Returns</a>
7:37 PM	PROCESSED SORT FACILITY	Cincinnati	<a href="#">DHL Returns</a>
7:37 PM	PROCESSED THROUGH SORT FACILITY	Cincinnati	<a href="#">DHL Returns</a>
9:40 PM	PROCESSED SORT FACILITY	Cincinnati	<a href="#">DHL Returns</a>
9:40 PM	PROCESSED THROUGH SORT FACILITY	Cincinnati	<a href="#">DHL Returns</a>
Wednesday, May 3, 2017			
2:10 AM	Tracking number allocated & order ready	OH	
Thursday, May 4, 2017			
3:49 AM	PROCESSED SORT FACILITY	Los Angeles	<a href="#">DHL Returns</a>
3:49 AM	PROCESSED THROUGH SORT FACILITY	Los Angeles	<a href="#">DHL Returns</a>
7:53 AM	PROCESSED SORT FACILITY	Carson	<a href="#">DHL Returns</a>
7:53 AM	PROCESSED THROUGH SORT FACILITY	Carson	<a href="#">DHL Returns</a>
9:46 AM	ARRIVAL AT POST OFFICE	Carson	<a href="#">DHL Returns</a>
9:46 AM	ARRIVED AT TERMINAL LOCATION	Carson	<a href="#">DHL Returns</a>
11:00 AM	DELIVERED	Carson	<a href="#">DHL Returns</a>

## Travel History

Date/Time	Activity	Location	Carrier
Friday, May 19, 2017			
3:00 PM	Tracking number allocated & order ready	AUCKLAND	
Monday, May 22, 2017			
11:42 AM	Your item has been collected and is in transit to a depot.		<a href="#">NZ Post</a>
Tuesday, May 23, 2017			
5:13 AM	Your item is ready to collect		<a href="#">NZ Post</a>
5:13 AM	Your item is now at a PostShop or Agent ready for you to collect. This location will either be shown on the card our courier has left you, or it will be at the PostShop or Agent you redirected it to. Please take your tracking number and a form of photo identification.		<a href="#">NZ Post</a>
5:13 AM	DELIVERED		<a href="#">NZ Post</a>



# OMNIPAY

# OMNI PAY

## FEATURES

INTERNAL PRODUCT WHICH  
ALLOWS US TO PROVIDE A  
PAYMENT GATEWAY TO  
CUSTOMERS

- OmniParcel integration to fetch consignment details

- Branded payment requests, making it look and feel like the customer is communicating with their seller.

### THE ICONIC

Hello THEO CARR,

Please find your payment breakdown below.




#### Payment Detail

SHIPMENT TOTAL VALUE	: AUD 460.21
Customs GST	: NZD 82.43
Customs Duty	: NZD 49.40
Customs Processing	: NZD 49.23
Customs Brokerage	: NZD 17.50
Processing Fees	: NZD 11.51
PAYABLE TAX	: NZD 210.07

#### Card Detail

Payable amount : NZD 210.07

Card number *	Name on card *	
<input type="text" value="1234 5678 9012 3456"/>	<input type="text" value="Name on Card"/>	
Expiry Month*	Year (2018)*	CVV*
<input type="text" value="MM"/>	<input type="text" value="YYYY"/>	<input type="text" value="CVV"/>



- Payment Gateway integration to accept payment from Visa and MasterCard

- Reporting of paid, pending, failed transactions.

# OMNI DYNAMIC – Small Shipper Consolidation Solution

SEKO has built a platform called OMNI Dynamic. The platform was specifically designed and built to cater for small to medium business who wanted to go global but could not access market competitive rates.

OMNI Dynamic provides small to medium businesses access to global freight consolidation services via utilising the best domestics carriers globally for both first mile (pickup) and final mile (delivery) services. The system generates 2 consignments at point of manifest –

- First Mile – This enables the pickup services for the domestic shipment back to the consolidators premises.
- Final Mile – This enables the freight to be delivered by a domestics carrier in destination country.

**EXAMPLE** - USPS could be picking up a parcel (First Mile) that is to be delivered by Hermes (Final Mile). The retailer and end customer have a seamless experience. SEKO now has the ability to marry the best courier networks globally for both pickup and delivery all within the one platform.

