



Your Guide to Holiday Shipping

Parcel Edition

The most wonderful time of the year can also be one of the busiest.

But with proper planning, small and mid-sized businesses (SMBs) can enjoy a successful and hassle-free holiday shipping season.

Read on for helpful holiday shipping tips from Worldwide Express (WWEX).



Package Your Shipments the Right Way

During the holiday shipping rush, it can be tempting to take shortcuts in order to get your shipments on the road faster. But trust us: properly preparing your shipments is well worth the effort, and will save you time and money in the long run!

Follow these three easy steps to ensure your small package shipments arrive safely to their final destination:



Pick the Right Packaging

Make sure to choose a new, strong box that was designed to hold the weight of your shipment. Use cushioning materials inside the box before reinforcing the opening and seams with 2-inch-wide packing tape.



Ditch the Festive String

Brown paper packages tied up with string may be festive, but they can cause serious damage to your shipment in transit — and incur additional costs. To avoid complications, don't package your shipments with anything that could get caught on conveyor belts or sorting machines.



Don't Forget the Label

Your shipment could be delayed if its label is damaged, so make sure to use a sleeve or place clear packing tape over the label to protect it from snow or sleet in transit. It's also a good idea to include an extra label inside each box, just in case.

Have questions about packaging your holiday shipments?

WWEX can help! [Contact your local WWEX office](#) for assistance with all of your holiday shipping needs.





Review Holiday Shipping Schedules

Many carriers will not pick up or deliver packages on major holidays, such as Thanksgiving, Christmas, New Year's Eve and New Year's Day. We recommend checking the carrier's website for specific holiday closures or changes to their hours of operations.

A few things to keep in mind:

- » If you ship perishables or other sensitive items, consider the best days to ship your goods. Keep in mind that most businesses are closed during the weekend!
- » Don't let the winter weather damage your packages! If there's a chance your shipment could wait outside at its final destination, check the weather and protect your packages as needed to ensure they can survive any extreme temperatures.
- » Some carriers operate on reduced hours during the holidays, so make sure to anticipate any changes in shipping cutoff times — you don't want to miss important pick-ups or drop-offs!
- » If e-commerce is an important part of your business, it's crucial that your holiday orders are delivered on time. No one wants to be the Grinch who surprises customers with pesky delays, so be sure to account for carrier holiday schedules and adjust your website order deadlines accordingly.

Evaluate Insurance Options

No one likes dealing with the aftermath of lost or damaged packages — but it's especially frustrating during the holidays. That's why many savvy SMB shippers choose to insure their holiday shipments in transit.

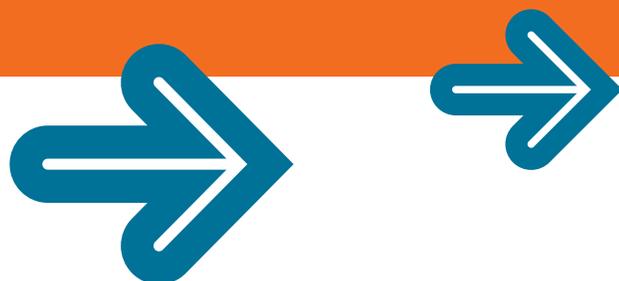
Did you know that your packages may not be covered through the carrier's limits of liability? While relying on standard liability may be suitable for your low-value shipments, you should know that it may not cover the full cost of your higher-value goods.

To ensure your shipments are covered in transit, consider investing in small package shipping insurance this holiday season. [Click here to learn more about shipping insurance.](#)



With our easy-to-use SpeedShip[®] technology, WWEX customers can quickly and easily select shipping insurance when booking their shipments online.

[Learn more about SpeedShip.](#)



Set Customer Expectations

During the holiday shipping season, winter storms and holiday closures can cause unexpected delays. By setting clear and realistic expectations with your customers, you can avoid possible frustrations down the line.

A few things to keep in mind:

- » Many SMBs are overloaded with orders during the holiday season, which can slow fulfillment times. Let your customers know how long it will take to fill their order, in addition to expected shipping times.
- » Don't wait — ship your packages as early as possible in case you experience any service interruptions.
- » Keep an eye on money-back service guarantees. Many carriers suspend service guarantees during the busy holiday shipping season.
- » If you do experience delays, make sure to keep your customers in the loop with regular status updates.



By working with a 3PL like WWEX, you can get help optimizing your holiday shipping and get your packages out the door on time. [Contact us](#) to learn how WWEX can put a smile on your face — and on your customers'!



Plan for Returns

You don't want to be caught off guard as customers begin to return those “not quite right” gifts from their best friend's mother-in-law! Make sure you have a plan for returns as the holiday shipping rush begins to slow down.

While a generous return policy may seem like a costly choice for small businesses, a convenient returns process is a great way to create loyal, life-long customers. In fact, according to a 2019 study¹, 73% of consumers said their return experience impacts whether they will shop with a retailer again. Just be sure to establish a clear plan for returns — and a strategy that keeps them from damaging your bottom line — before the holiday shipping rush begins.

As an Authorized UPS® Reseller, your WWEX team can help you identify the best return policy for your business (and your customers!) this holiday season. [Contact us](#) to start planning your strategy today.



1. UPS Pulse of the Online Shopper™ Global Survey, United Parcel Service of America, Inc., 2019.

Make Your Holidays Happier with WWEX

The peak shipping season doesn't have to mean peak stress. With a little preparation — and the help of the shipping experts at WWEX — you can have a successful and smooth-sailing holiday shipping season.

Ready to get started?

It's time to start planning for the holiday season! Contact WWEX and get a free holiday shipping assessment today.

[wwex.com](https://www.wwex.com)