

Fulfilling your promise in the North American Wellness industry

FULLFILLMENT INSIGHTS

Wellness is a competitive industry with start-ups to established international brands competing for a knowledgeable customer base with high expectations. It is also a sector that requires a robust approach to fulfillment. **Vitamins, supplements, skincare products, gym equipment** – these are all products that are shipped to customers, whether as one-time purchases or via subscriptions. Being able to manage the fluctuating demands and needs of the Wellness market is essential for brands to succeed.

Landmark Global is trusted by many successful Wellness brands, providing the efficient operations to manage seamless and scalable fulfillment, efficiently. In this piece we share valuable insights into how certain challenges in fulfillment can appear for large and small businesses and how these can best be navigated for success.



What are the key trends impacting Wellness in 2024?

- ✔ Subscription services are on the rise. This brings a benefit to brands in customer retention and revenue, however also puts pressure on logistics and staffing when large volumes require fulfillment and shipping at the same time each month.
- ✔ Personalised wellness kits provide the benefit of tailored offerings to customers while aiding in repeat orders for businesses. They also increase variance between packages, making standardisation of services more challenging.
- ✔ Today's ecommerce customers expect to try, return and replace products as they choose. In response to this evolution, businesses expect to ship more products than ever, knowing that a percentage will be returned. Offering an easy, reliable returns service is therefore essential.
- ✔ Omnichannel gives consumers more options, making buying easier than ever before. In contrast, for the ecommerce shipper the rules and expectations of each channel are different and uncompromising. Businesses must be on their game to manage these standards to ensure the smooth flow of goods.

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FULFILLMENT INSIGHTS

INSIGHT 01 Consistent customer experiences



Consumers are using a wider range of channels than ever before. While this can help with brand awareness, it can also make the shipping picture more complex, often with multiple carriers involved. Ensuring your customers' experience is consistent can be challenging to achieve.

NAVIGATION



The right partner will be able to manage your ecommerce logistics consistently, whichever channel your customers buy from. Real-time inventory management and 24/7 digital visibility enables you to manage orders from a single view. It doesn't matter which channel your customers buy through – their experience will be the same. A partner with dedicated fulfillment centers can facilitate the orders, while ensuring your brand promise is upheld, delivering consistently high quality unboxing experiences.

INSIGHT 03 Delivering quality, fast



Wherever your customers may be in the world, **they'll want their products quickly**. Proximity to the customer makes efficient fulfillment of orders straightforward, but it's not always possible for businesses to have dedicated facilities close to their customers. Having the same precise and rapid fulfillment process is important whether your customers are in Australia, the UK or Mexico.

INSIGHT 02 Influencing demand



Wellness is a big market for influencers. This can be great for launching new products, but it can also lead to huge and often unexpected changes in demand for specific products. If your product trends on social media and you don't have the capacity to meet the volume of orders, you risk disappointing customers and missing out on future sales.

NAVIGATION



To capitalize on influencer spikes you have to **right-size your logistics according to real patterns in demand**. Your logistics partner should be keeping up with the latest trends, using wave management and proactive forecasting to assist you in predicting trends as well as mitigating pinch points. Reviewing order profiles daily can ensure the resources are there to scale up and ensure your customers receive their products on time.

NAVIGATION



Working with a partner who can provide that proximity for you overcomes the challenge of a geographically distributed customer base. If they have an extensive, global fulfillment network it means you can ship to any location, with local teams on the ground to ensure your brand promise is being upheld and delivered to all your customers.

INSIGHT 04 Simplifying service



As an ecommerce business, **communication with your logistics provider(s) can feel like getting lost in a toll-free number maze.** This can be a particular feature in customer service the larger a company grows. This means when faced with a specific issue, it can sometimes take too long to resolve, which can cause issues for your business and impact your customers.

NAVIGATION



The best option is a **provider that can offer a single point of contact**, the same person every time, tasked with understanding your business and managing the flow of information between you and their operations team. Whether you're shipping 50 or 5000 orders a day, having someone responsible for advocating your needs and mobilizing resources is essential.

INSIGHT 05 Ensuring compliance



Wellness covers a wide range of products, many of which are subject to strict compliance rules. If customers are applying products to their skin, or ingesting them, these are necessarily bound by tight compliance requirements. Understanding these rules and knowing which products are subject to them is important, to reduce the risk to both customers and the brand.

NAVIGATION



Compliance rules vary by region. Product labeling, warehousing regulations and testing requirements vary globally according to the individual governing body. Very few businesses that are shipping internationally can claim to be an expert on these requirements for every region they sell in. Landmark Global has in-house trade services experts who remove the hassle from cross-border shipping and ensure you remain compliant.

Your proven global logistics partner

With 25 facilities across 4 continents, Landmark Global takes the challenge of picking, packing, labelling and customs documentation off your hands. We provide robust, reliable fulfillment operations you can rely on to underpin growth and meet your customer expectations at scale, wherever they are.

Our proprietary technology, Mercury brings together tracking, reporting and accounting into one easy-to-use platform giving you full visibility of your supply chain and keeping you in control.



Enjoy scalable, stress-free fulfillment that helps you grow



We take picking, packing, labeling and customs documentation off your hands



Our proprietary technology gives you full visibility of your inventory and orders



Our services include in house Trade Services, Fulfillment and Parcel Delivery solutions



Being part of a global group means we provide a scalable, reliable service to power your growth.

Landmark Global, Open Your World

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