

Schuh steps into the lead for delivery service

Schuh leads on delivery service as new report shows retail industry falling short on meeting consumer expectation for free delivery.

London, 22nd September.- Today, Internet Retailing unveils the third report in the [IRUK 500](#) Performance Dimension series. The [Operations and Logistics Report](#) maps how the UK's leading retailers are giving customers the fulfilment choices they want and demand, while ensuring that service is delivered at a profit.

The comprehensive research, which analysed the range of delivery, collection and returns policies of the top 500 retailers in the UK, was also backed up by mystery shopping by Oracle-Micros. The findings showed that Schuh, Boots, House of Fraser, John Lewis, Superdry and Amazon ranked as the top performers in the retail industry.

The report highlighted that although nearly half of the top 500 UK retailers offer free returns, which is broadly in line with the number of consumers who expect the service, 75% of consumers expect free delivery, a standard that just a quarter of the top 500 retailers were able to reach.

The report analysed these findings and measured the gap between customer expectations and the service customers actually receive. Investing in the people, processes and technology required to meet customer expectations is a big ask when retailers are competing on price and cutting margins in order to win business. The report goes further to investigate the challenges facing the sector, and how retailers and logistics providers are already dealing with these challenges.

It was found that the elite retailers have transformed expectations. Martin Shaw, Lead Researcher at Internet Retailing said that "Fast delivery to a convenient point is now largely taken for granted and the boundaries are constantly being pushed with an innovative blend of new technology and old-style customer service."

He continues, "Even among mainstream retailers, there's a surprising divergence in the number of delivery options on offer. Retailers see offering delivery options as a point of differentiation"

Operations and Logistics is an area that holds within it some of the most important aspects of cross-channel success, which retailers must master to succeed, making this report critical reading.

Talking on his position in the 'Elite' retailers, **Sean McGee at Schuh**, said "You have to make sure that the cost of the parcel is reflected in the overall mathematics that you do when you try to work out that you're making a profit, and you need to be happy with those costs,"

The full [Operations and Logistics Report](#) outlines:

- 12 approaches/techniques that are helping retailers achieve better delivery status
- Case studies on Amazon, House of Fraser, John Lewis and Superdry
- How successful retailers from the same sectors are often pursuing very different strategies in their mix of fulfilment services and pricing
- An interview with Sean McKee of Schuh on how the retailer achieved top performer status in the Operations and Logistics dimension
- Sean Fleming, editor of eDelivery, provides a strategic overview of retail and logistics in 2015

To read the report in full visit [Internet Retailing](#)

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