



Your Ultimate Destination Partner

For All Things Beauty





Your eCommerce

Delivery Specialist

Give your Cross-Border
Delivery a Makeover

Consumers and Marketplaces Demand...



Fast and Convenient Delivery



Real-Time Tracking Visibility



Competitive Postage Costs

We provide specialist
solutions for every destination

With three decades of experience in domestic and international delivery, we help beauty and personal care businesses reach a global audience.

Our combination of award-winning routing technology and partnerships with carriers in over 252 countries and territories enables our clients to achieve the perfect blend of cost, choice, and performance to enhance their competitive advantage.

Technology, sustainability, and distribution agility remain at our core and we've become a global delivery specialist with a global client base.

If you're looking for a delivery partner you can trust, that can support your fast-moving business needs and can help you reach a global marketplace, then MHI is here for you.

A close-up photograph of a woman's face, partially hidden behind several long, thin green palm fronds. She has light blue eyes and is looking directly at the camera. Her hand is visible near her chin, and her shoulder is in the lower right corner. The background is dark and moody.

Simplifying Complexities

Cross-Border Clearance
DDP/DDU Delivery Options
IOSS/Non-IOSS
Standard/Tracked/Express
Home Delivery/PUDO

CASE STUDY

How MHI helped Beauty Bay



BEAUTY BAY

Beauty Bay is one of the trailblazers of online beauty

In addition to the support provided *pre* and *post-Brexit*, MHI guided Beauty Bay through preparations for the implementation of IOSS. Dedicated to working tirelessly to overcome any issues, MHI supported Beauty Bay in achieving compliance.

Frequent meetings between the client and MHI were established, forming a strong line of communication. This enabled the overall performance and KPI's to be tracked meticulously, guaranteeing the client's needs were met.

MHI takes a consultative approach with its clients, therefore not only were challenges solved, but new routes and opportunities for growth were highlighted to Beauty Bay which have subsequently been implemented.

A large suite of customised reports were created for the client. These included weekly cross-channel transit summaries, processing statistics, error reporting and performance statistics per key markets chosen by Beauty Bay.

Challenges

- Brexit – ensuring a seamless continuation of service to customers in advance of the transition
- IOSS transition
- Accessing the best services across the world with high levels of transparency and reliability
- Requiring in-depth insights and reporting to monitor performance

Results

- An extremely strong client-partner relationship has been established, where open-dialogue is encouraged to optimise performance and meet client needs
- A bespoke solution that is reliable, transparent and agile
- Access to destinations requested by the client and suggested by MHI through a consultative approach
- Brexit/IOSS compliance
- Technical support
- Facilitation of client business growth

Solutions

A blended DDP/DDU solution was created, giving access into the EU prior to the Brexit transition. This allowed automated selection of the optimum clearance delivery stream based on sales order value.

This was extended to incorporate IOSS for July 2021 and a full reporting suite was created to support these services.

Founded in 1999 during the dotcom boom, Beauty Bay is one of the trailblazers of online beauty. Having grown with the expansion of the internet and eCommerce, they are now a retailer of beauty lovers favourites such as CeraVe, Estee Lauder, Olaplex, and The Ordinary. The retailer also provides hair care and wellness products in addition to beauty, following a mantra to share their beauty obsessions with the world.

With over 12,000 products on offer and new items appearing every week, Beauty Bay seeks to provide its customers with the latest up-and-coming products to try before anyone else. By offering so much variety and choice, it is driven to be *the* destination for the world of beauty.

“Beauty Bay have been using MHI to handle our postal and tracked international mail services for a number of years. During this time together, our cross-border output has grown immensely and MHI have been able to handle our growth and change in requirements, in both routing options and the service level, including their back-office data that has helped our Customer Service team keep customers satisfied and informed.”

Looking Ahead into 2022

65%

More consumers would be willing to pay extra for faster, more reliable deliveries (Business Wire)

70%

Asia Pacific and North America account for more than 70% of the total market size (Common Thread Collective)

46%

Consumers ranked reliability as one of the top attributes they look for when choosing a brand or retailer to purchase from (PWC)

48%

The beauty and personal care online share is predicted to surge to 48% in the United States by 2023 (Common Thread Collective)

Navigate the eCommerce Landscape Effectively

The evolution of the eCommerce market at its current pace, with increasing competition and need for immediacy in buyers' shopping behaviour, requires brands to pivot strategies, to enhance customer service, and provide rapid satisfaction.

Our international eCommerce specialists are here to support you, to ensure your efforts are complimented by an all-encompassing delivery strategy that meets your customers expectations. With choice of carriers, agility through a network of routes and pricing flexibility, we are able to provide the service you need.

We support our beauty and personal care clients with expansion into new markets, using our intelligent routing software, IRIS and eCROS, to analyse customers portfolios and product lines to determine the best routes and comply with customs guidelines, alongside ensuring we integrate cost-effective and flexible delivery solutions.

Quick Wins To Get Ahead



Partner with an eCommerce specialist to keep you ahead of the competition, MHI can scale your volumes globally.



Provide your consumers with transparency. MHI provides centralised tracking so you experience the ease of a single carrier, with the power of dozens.



Receive the perfect balance of cost and service level, as an MHI client you will benefit from our pool of discounted rates.



React quickly and efficiently to externalities affecting the delivery of your goods, MHI's agile delivery network will ensure that you can.



Enhance your consumer experience, MHI's account handlers and customer service teams are here to answer any questions.

“One thing the pandemic has taught us is the importance of immediacy and convenience, and we want to be wherever customers need us.”

Paula Bobbett - UK eCommerce Director, Boots

Agile Solutions

Sustainability at Our Core

Here is how we contribute to YOUR sustainability efforts



Recyclable Packaging

Our wrapping equipment offers low density recyclable wrapping and completely biodegradable starch-based wrapping



Electric Fleet Vehicles

The CEO and key personnel all use ULE company cars and we have our own EV charging points



Eco-Friendly Tech

Our specialised software ensures the most efficient GPS tracked routes are used



Energy Efficient Facilities

Our refurbished buildings feature heating and passive ventilation efficiency; new LED lighting



Less Landfill

Up to 80% of all our company waste gets recycled



Solar Panels

Power the company's Digital Print department and Electric Vehicle Charging Points



Greener Materials

Promoting the use of recycled or sustainable materials, sourced locally

Our international delivery solution is truly all-encompassing, levelling the playing field for smaller sellers, whilst helping established retailers scale their volumes all over the world.

With centralised tracking, managed returns, and zero sortation required in your warehouse, you'll experience the ease of a single carrier, with the power of dozens.

As an MHI client you will benefit from our pool discount rates with over 110 carrier partners. Our in-house optimisation will ensure that you receive the perfect balance of cost and service level.

Our agile delivery network will ensure that we can react quickly and efficiently to externalities affecting the delivery of your goods and route via alternative lanes if required.

On top of this, you'll have a personal account handler to answer any questions and help you scale your volumes overseas. Our customer service teams will also be on hand to provide tracking support to your customers.



Get in Touch

Speak to our international
eCommerce specialists,
email: **salesteam@mhi.co**

