

Top Tips to Improve Cross Border Shipping Opportunities

Whistl's portfolio of global delivery solutions gives your business a simplified process. You receive a complete account-managed delivery journey, so your business benefits from a more efficient delivery to your customers. If your eCommerce objective is to grow international sales, this short guide will give you some essential tips ahead of Black Friday and Christmas peaks of 2022 and into early 2023.

Last Posting dates

Avoid the frustration of managing multiple carriers ahead of Christmas and send your eCommerce items with Whistl.

Whistl Standard Tracked/ Whistl Priority Untracked Services	Last recommended posting date*
Australia, China and New Zealand	Friday 2nd December
Caribbean	Monday 5th December
Africa, Asia (except China, People's Republic) Central and South America, Far and Middle East	Wednesday 7th December
Greece, Eastern Europe (except Czech Republic, Poland and Slovakia), Turkey, Cyprus and Malta	Thursday 8th December
Czech Republic, Finland, Italy, Poland, Sweden, USA and Canada	Friday 9th December
Austria, Denmark, Germany, Iceland, Ireland, Netherlands, Norway, Portugal, Slovakia, Spain, Switzerland, Belgium, France, and Luxembourg	Monday 12th December

Whistl's International Shipping Services

Wherever your customers are based, Whistl can help you reach them with our dedicated global shipping solutions. Import - with customs clearance at entry, to gateway handling services in the UK and Europe.

- Export
- Customs Clearance
- Freight forwarding

Know your market

When reviewing your sales destination countries, a good place to start is with your consumer drivers. Continued analysis of buying behaviour is fundamental to increasing your future international sales.



Analysis of your customer base by country of origin could give you some key insights into their purchasing habits.

There are noticeable trends in online shopping behaviour from country to country. Behaviours may depend on cultural factors impacting trust, available delivery options, product categories, and which marketplaces retailers choose for their sales listings.

The top five reasons for cross-border shopping:





Cross-Border Regulations

Each country may have different regulations for cross-border deliveries. These regulations may affect the cost of the goods and products. Examples of these include:

1. Taxation

Customers want to understand the entire cost of a product; therefore, if there is little clarity on the additional tax at the point of purchase, this could lead to a negative customer experience.

2. Duties

Trade and co-operation agreements are reviewed and updated periodically to ensure that relevant customs duties are applied to imported or exported goods.

3. Commodity Codes and Product Descriptions

The commodity code describes the product sold and will be used on customs declarations. When selling goods across borders, commodity codes must be added as internationally recognised reference numbers. These codes help identify:

- The rate of Customs Duty and import VAT
- Taxes
- Preferential rates which may apply

4. Hidden costs for consumers

In addition to the potential taxation of cross-border purchasing, customers may also have other costs added to the total cost of the goods. These costs may be based on how the customer chooses to pay for the goods, including the payment processor, card network, and banking networks.

5. Trading versus purchasing currencies

For most consumers, the best choice of transaction currency would be their domestic currency to improve the speed of transactions, especially when consumers are comparing costs for products. For the eCommerce retailer to maximise sales and avoid cart abandonment, currency conversion efficiency should be a top priority. Currency rates do not stay static and converting currencies can incur additional fees.

Peak Periods and Sales Demands

Capitalising on increased demand can make or break your business. Peak periods for sales are no longer restricted to Christmas. Globally, seasonal periods and holidays could impact sales to specific countries. Outlined below is an example of the forthcoming holidays for the last quarter of 2022 and the first quarter of 2023.

2022-23 ECOMMERCE DATES				whistl			
September 22		October 22		November 22		December 22	
4	Australian Fathers Day	5	World Teacher's Day	1	World Vegan Day	4	National Sock Day
5	Labor day	10	World Mental Health Day	11	Remembrance Day	18	National Free Shipping Day
17	Oktoberfest	10	Canadian Thanksgiving	11	Single's Day	24	Christmas Eve
21	International Day of Peace	18	Boss's Day	24	American Thanksgiving	25	Christmas Day
23	First Day of Autumn	24	Diwali	25	Black Friday	26	Boxing Day
		31	Halloween	28	Cyber Monday	31	New Years Eve
January 23		February 23		March 23		April 23	
1	New Years Day	4	World Cancer Day	3	World Wildlife Day	1	April Fools
4	World Braille Day	13	World Radio day	2	World Book Day	9	Easter Sunday
10	World Laughter Day	14	Valentine's Day	6	St. David's Day	23	St George's Day
16	Martin Luther King Jr. day	21	Family Day	17	St. Patrick's Day	29	International Dance Day
22	Luna New Year			19	Mother's Day		
22	Chinese New Year			23	Ramadan Start		
<div><div></div> Holiday</div> <div><div></div> Sports</div> <div><div></div> Awareness</div> <div><div></div> Other</div>							

Benefits of working with Whistl

Whistl manages all aspects of your delivery. With [Whistl's International Gateway service](#), we create a seamless service, including customs clearance service for your international parcel deliveries.

- Cost-effective rates through consolidated volumes
- Relationships with carefully selected worldwide shipping partners
- Partner/account management from dedicated shipping experts
- One point of contact
- International shipping advice for shipping (UPU regulations, VAT, customs, and duty).
- Proactive customer support to increase on-time delivery and reduce lost or damaged items.
- A comprehensive range of delivery options, including tracked and part-tracked delivery.

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