

2017 DHL HOLIDAY SURVEY RESULTS

Executive Summary: Customers Place a High Priority on On-Time Holiday Shipping

The holiday season (Q4) is a critical period for many U.S. businesses, especially as more of them leverage the power of e-commerce to expand their business internationally. As a way to better understand customer trends and challenges this season, DHL surveyed more than 100,000 U.S. customers in advance of the holiday season and received more than 1,400 responses. The responses provide insight on U.S. customers' business priorities for the season and their holiday shipping strategies.

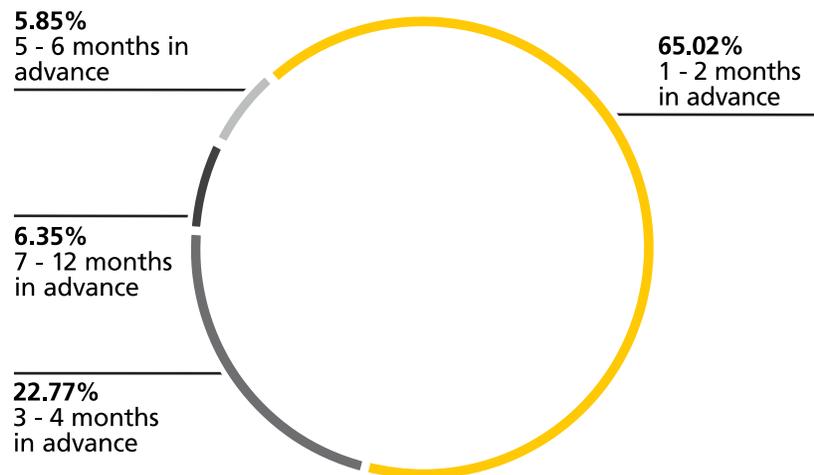
Key findings:

- **Prepare to boost e-commerce sales this holiday season:** The holiday season is a prime revenue opportunity for businesses leveraging e-commerce to target international markets, with 45 percent of respondents saying they expect an increase in e-commerce sales of at least 10 percent during the holiday season.
- **Maximize holiday sales by planning early:** While 47 percent of respondents feel fulfilling shipment orders in a timely manner is the biggest challenge during the holiday season, a notable 65 percent start planning for the holiday season only one to two months in advance.
- **The world is your oyster — think globally during the holidays:** More than half — 58 percent — said that since the start of 2017, global trade had improved sales.
- **Staff appropriately for the busy holiday rush:** While U.S. businesses are seeing an uptick in e-commerce sales, 84 percent of the respondents are not planning to hire temporary staff during the holiday season.
- **Work proactively with supply chain partners to fulfill holiday orders:** Nearly 47 percent of respondents said fulfilling shipment orders on time was their biggest challenge during the holiday season.
- **The priority they place on on-time shipping:** All respondents placed a high priority on on-time shipping, as evidenced by the potential tradeoffs they would make to ensure it happened:
 - 27 percent would rather get a root canal than have personal holiday shipments come late
 - 23 percent would rather spend the weekend with their in-laws
 - 19 percent would rather tell their kids that Santa isn't real
- **For personal gifting, look to Cyber Monday for deals:** Over 70 percent of respondents said they plan to do some, all or a majority of their holiday shipping on the Monday after the Thanksgiving holiday.

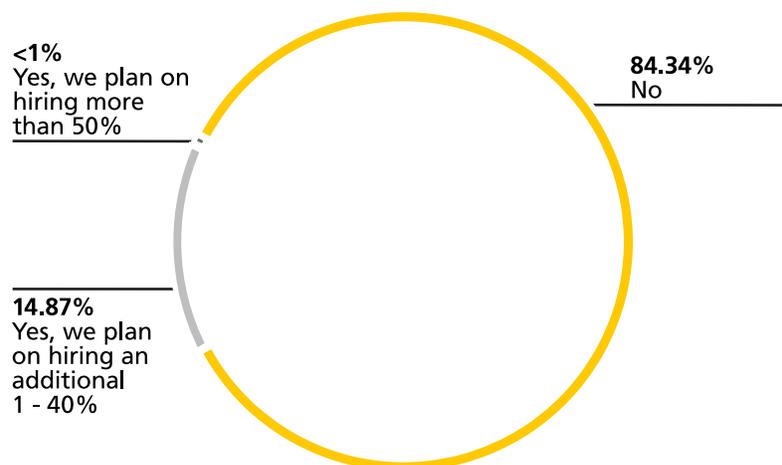
The findings emphasize the importance for businesses of developing a robust holiday strategy well in advance of Cyber Monday, the busiest e-commerce day of the year and official kick-off to peak shipping season. Working with an experienced logistics partner to ship internationally during the holiday season is especially important because of complex Customs rules and varying time requirements. DHL is committed to assisting its customers as they begin or continue to expand their businesses beyond U.S. borders, and suggests customers follow @DHLUS on Twitter for timely information and updates.

Customer Survey Questions

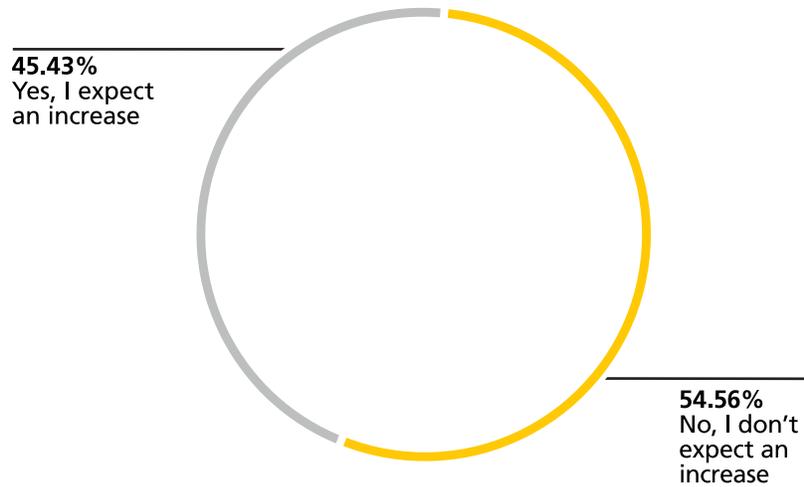
1. How far in advance does your business begin planning for the holiday season? (The holiday season for this survey is defined as the day after Thanksgiving through New Year's Day)



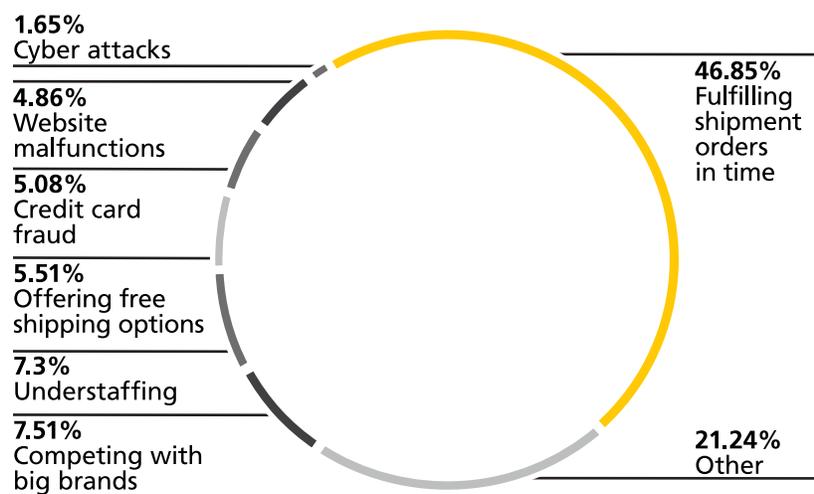
2. Do you plan to hire temporary staff to support your business during the busy holiday season?



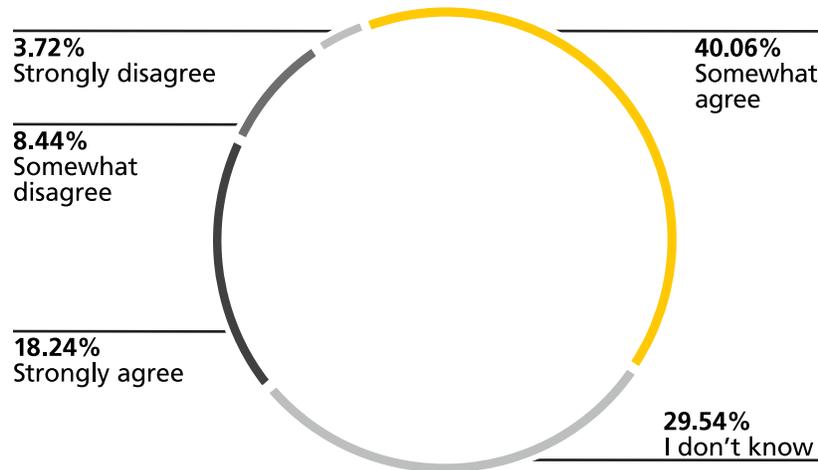
3. Do you expect an increase in e-commerce sales during the holiday season? If so, by how much?



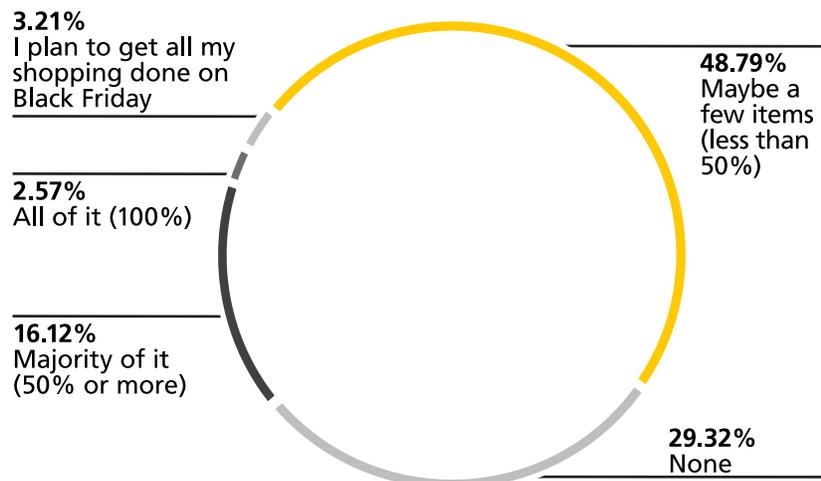
4. What is your biggest business challenge during the holiday season?



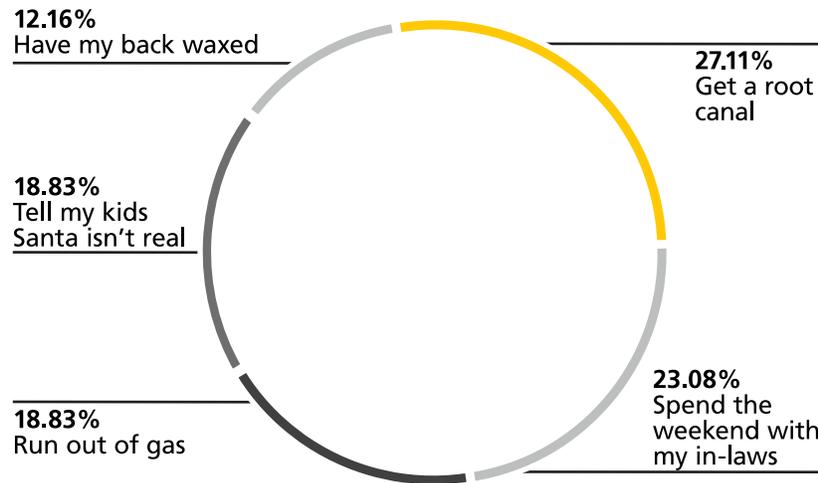
5. Since the start of the new year, global trade has improved sales for my business.



6. How much of your personal holiday shopping do you plan to do on Cyber Monday?



7. I would rather than have my personal holiday shipments come late/deal with stress of holiday shopping?



Methodology

DHL surveyed over 100,000 customers via email over the course of two weeks, and included seven key holiday season-related questions on the following: preparations; international and e-commerce sales; hiring of temporary staff; biggest business challenges and Cyber Monday.