



YOUR PEAK SEASON HANDBOOK

FIND THE RIGHT UPS® EXPRESS DELIVERY DURING THE HOLIDAYS

Take a deep breath. Whew! We know Peak Season is your busiest time of year and your packages will be flying out the door at a rapid pace. But don't worry. There are plenty of things you can do to optimize your shipping and stay profitable this holiday shipping season.

If you're feeling overwhelmed, consulting with a third-party logistics (3PL) provider can help you set your shipping strategy up for success. Meanwhile, here's a quick guide to your parcel shipping options — and other helpful reminders about successful shipping during this busy time!

UNDERSTANDING YOUR EXPEDITED PARCEL SERVICE OPTIONS



UPS® offers several expedited parcel services that cater to different delivery needs. Let's first explore some of the main options when considering delivery times.

- **UPS Next Day Air® Early:** For the most urgent shipments, this expedited option provides guaranteed delivery by 8 a.m. to major cities and by 8:30 a.m., 9 a.m. or 9:30 a.m. to most other cities, with Saturday delivery to some locations as early as 9 a.m.
- **UPS Next Day Air®:** For most parcels requiring next-day delivery, UPS Next Day Air is the way to go. This service guarantees delivery by the next business day.
- **UPS Next Day Air Saver®:** Provides guaranteed next-day service with afternoon delivery. It's the most cost-effective service available for next-day shipments.
- **UPS 2nd Day Air® A.M. and UPS 2nd Day Air:** When you have a little more time, but still require expedited delivery, UPS 2nd Day Air is the ideal choice (with a morning option available). However, this service isn't available for residential delivery, only for packages destined for businesses.
- **UPS 3 Day Select®:** For slightly less urgent shipments that still require guaranteed time-definite delivery, UPS 3 Day Select provides a reliable option, allowing you to meet tight deadlines with peace of mind. It's also more cost efficient than 1- or 2-day air shipping.
- **UPS® Ground:** For shorter distances, parcels can often travel from origin to destination in the same amount of time regardless of whether you are using ground or air to ship. It all depends on shipping zones — geographic areas grouped together by zip codes, which carriers use to determine ground shipment timing. The shipment's origin will always be designated as Zone , and the destination will be Zone 2-8, depending on how many zones it travels through. Keep in mind, though, that ground shipping doesn't come with the same time-definite guarantee as air.





CHOOSING THE RIGHT SERVICE FOR PEAK

During Peak Season, it's essential to choose services that not only meet your delivery timeline but also ensure your packages arrive intact during this high-volume shipping rush. A 3PL like Worldwide Express can help you assess your shipping needs and develop an overall strategy about which services to use and offer during the holidays. Here are some factors to consider:



Time sensitivity

If time is your top priority and you need your package to arrive as quickly as possible with a time-definite guarantee, next-day air shipping is your best bet. Keep in mind that even with this fastest option, volume during peak season increases the potential for minor delays. If you have an e-commerce business, be sure to keep your customers informed via email and on-site messages, reminding them to build in a little extra time when ordering gifts and other important holiday items.

The other thing to remember is holiday closures. UPS and other carriers don't have normal operations on major holidays, so that can eliminate what would have been a business day from timing considerations. Familiarize yourself with their holiday schedule before making delivery commitments to your customers.

Brushing up on shipping deadlines well before peak is important. Our Holiday Hub provides a list of last days to ship for delivery before December 25 as well as other important peak-related reminders.



Extra protection

Damaged gifts and decorations turn customer excitement into dismay and disappointment. That's why you may want to consider or recommend air shipping for packages that can easily break or that hold a high value to the shipper. All parcels (air and ground) will share space with other shipments, but with air, your package could be handled less. Ground shipping often requires multiple stops, and packages are handled more frequently, making them more susceptible to damage and theft.

While damaged packages are inevitable in times of overwhelming parcel volume and urgency, you can reduce the risks by taking extra precautions. Make sure you review packaging and labeling best practices with your staff well before the holiday rush. Our guide to parcel packaging is packed (pun intended!) with useful tips about packing materials and techniques to safeguard those important holiday items.



Cost control



If affordability is a top concern, it makes choosing between ground or the various air options a lot easier. Clearly, ground is going to be the most cost-effective and wise choice if you have the time. Another consideration that applies year-round is right-sizing your packaging to avoid dimensional (aka DIM) weight calculations that can classify your shipment as heavier than it really is due to its size.

With holiday shipping, of course, cost-conscious businesses need to be aware of extra fees and surcharges. Higher volumes and urgency often lead to higher overall costs. While surcharges may be unavoidable during peak shipping season, you can avoid unnecessary fees and know which ones might affect you and your customers.

UPS Peak Surcharges may apply for:

- Large packages, and ones that require additional handling
- Certain U.S. domestic residential shipments
- International shipments from all origins to all destinations

Check the UPS demand surcharges page as peak season gets closer, and make sure your profile is set up to receive emails about important updates.

Working with a 3PL like Worldwide Express can also help you with cost management. Not only can we advise you on ways to keep shipping costs low, our partnership with UPS lets us provide our customers with competitive shipping rates.



Risk management

All parcels shipped via UPS come with standard liability coverage up to \$100. For higher-value goods, though, consider purchasing insurance to ensure the full value of your package is covered. In the unfortunate event of damage or loss during the holiday rush, you want to make sure you can recover the cost of the items.

One risk of holiday shipping is out of your control: theft of delivered packages, aka porch piracy. It's an especially big problem for residential deliveries, where there are often fewer options for drivers to leave parcels in a safe place that thieves can't reach. You can do your part by keeping your recipients aware of the risks and educating them about their options:

- Specify an exact drop-off location. Customers can open a free UPS My Choice account to customize their delivery. While some options incur extra fees, adding delivery instructions for their driver is free, so they can direct them to place the parcel in a less visible location.
- Deliver to a secure location. For e-commerce businesses, learn more about adding UPS Access Point locations to your online checkout so customers can have peace of mind that their package is waiting for them at a convenient pickup point.
- Require a signature. To make sure packages aren't left when no one's home, customers can require a signature (even specify that it's an adult signature) for an additional fee.
- Photo delivery. Parcel photo delivery services can help curb package theft by providing clear photographic evidence of delivery, which discourages thieves and helps identify culprits if a package goes missing.

Communicating openly with customers about the challenges of holiday shipping and giving them helpful information to protect their parcels can increase their trust in you and make them value you even more as a partner in creating holiday happiness!





ENLIST A HOLIDAY HELPING HAND

Worldwide Express is here to help you succeed this peak season! As part of the largest non-retail authorized reseller of UPS in the nation, we're committed to helping you optimize your small package shipping strategy. Our relationship with UPS also enables us to offer our customers competitive rates on parcel shipping. Reach out for a shipping consultation or request a quote today!

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