

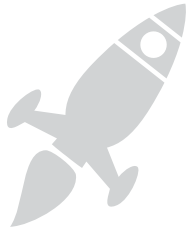


Implementation Guidelines

2010



INTRODUCTION



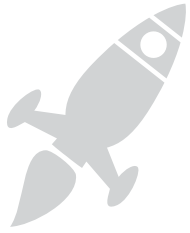
Getting the best from Shutl

Shutl is a web-service that connects retailers to local same-day courier firms enabling retailers and shoppers to benefit from unprecedented speed and flexibility in delivery. Familiarity with the Shutl brand, and the unique service that it represents, is key to optimising the value that Shutl brings to your ecommerce business. When deployed and marketed correctly, Shutl can increase conversion rates and build customer loyalty by offering your customers a fast, reliable and convenient delivery option. Users will see the Shutl logo or the branded delivery options and instantly recognise that the site offers the highest levels of flexibility, convenience and value when it comes delivery.

Deployment of Shutl's proposition can be customised according to the retailer's existing online experience. Shutl is presented to shoppers as a branded delivery option at check-out but may also be displayed to the consumer in other areas of the online experience i.e. the product page for products available for Shutl delivery. It is the intention of this guide to serve as a recommendation of best practice as to the integration of the Shutl API with the retailer's systems, Shutl's branding and how Shutl should be displayed within the ecommerce experience. Adhering to these guidelines will help maximise the benefits of the Shutl proposition to consumers and therefore conversion.



INTEGRATION GUIDELINES



Shutl Integration Guidelines

Key Factors

When setting up and integrating Shutl for an ecommerce retailer, there are several key factors to bear in mind that will optimise the online customer experience. These are:

Awareness of the Shutl proposition: Making it clear to consumers as early as possible that Shutl is available to them ie that their delivery address is within service area and that products are at a relevant store

Real-time visibility of stock in local stores: It is critical that items that are offered for Shutl delivery, are held in stock to avoid a courier arriving at local store and not being able to collect the item. This situation will result in consumer disappointment and a charge to the retailer.

Speed of pick & pack: The shorter the time that it takes to prepare items for delivery the better the consumer proposition in terms of the speed between checkout and delivery. This is because the pick and pack delay has to be added to the service promise. A long delay will also limit the hours during which Shutl can be offered since Shutl can only be offered within a defined delay of store closing.

Store opening hours: Since it is a requirement that the store be open for Shutl to make collection, the wider the store hours the longer the proposition can be offered to consumers, maximizing conversion.

Store network: The greater the store network, the more consumers will be within range and offered the proposition but also the smaller the average delivery distance and also the cost of Shutl delivery. The cheaper the delivery, the more likely that a customer will convert.

Accurate SKU data: The better the quality of SKU data (i.e. product weight and dimensions) the greater our ability to select as small a vehicle type as possible for a delivery. The smaller the vehicle type the cheaper the delivery price and ergo the higher the conversion. Accurate data also prevents Shutl from sending a vehicle which might be too small for the item, resulting in a failed collection and the retailer incurring a charge.



INTEGRATION GUIDE

Shutl Ecommerce Integration

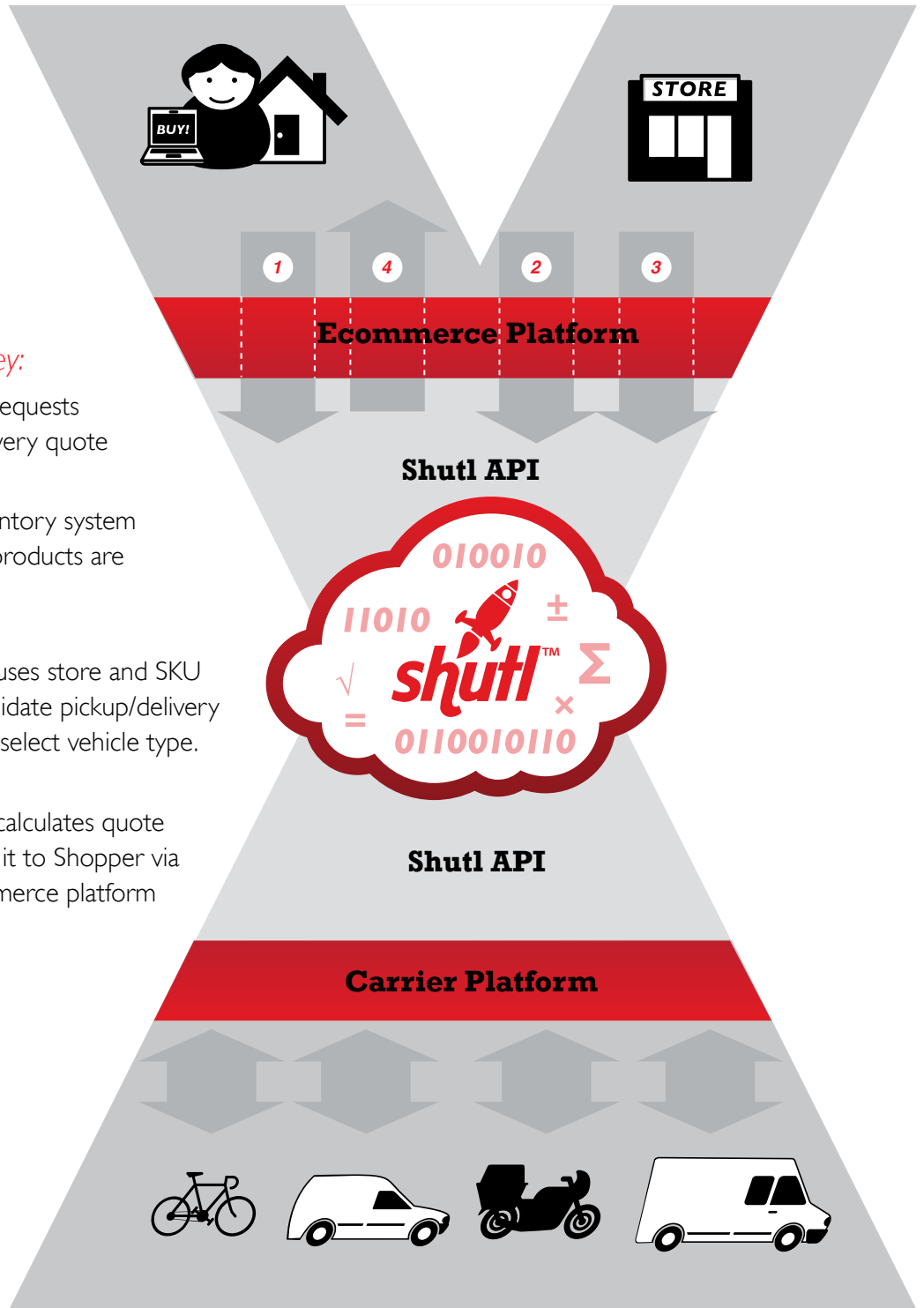
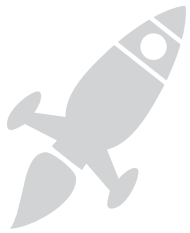
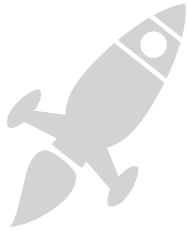


Diagram Key:

- 1. Shopper requests Shutl delivery quote
- 2. Store inventory system confirms products are in stock
- 3. Shutl API uses store and SKU data to validate pickup/delivery times and select vehicle type.
- 4. Shutl API calculates quote and sends it to Shopper via the Ecommerce platform



INTEGRATION GUIDELINES



Shutl Integration Guidelines

1) Vehicle selection

Shutl needs to know what vehicle should be assigned to a Shutl Order. You must provide either an explicit vehicle type selection or sufficient product data to make a vehicle selection decision, or else you will not receive a successful quote. The option that is best for you depends on what kind of weight and dimension information you have on your stocked items, how reliable that information is, what kind of items you have, etc. We can work with you to determine an optimal approach to vehicle selection.

Vehicles can be selected in a variety of different ways:

Preferred:

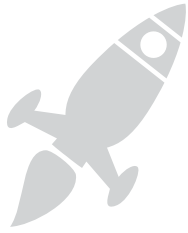
- Pass in weight and dimension information for each item in the shopping basket. In this case Shutl will automatically make the vehicle determination for you on the basis of the aggregate attributes of the basket.

Alternatives:

- Pass in either weight or dimension information. For the majority of items a vehicle selection algorithm based on only weight or dimension will suffice. It is possible though for oddly shaped or unusual items that an incorrect vehicle is selected. This could result in a larger vehicle having to be resent which will result in additional cost and possible delay for the consumer or you as the retailer.
- Assign a vehicle type to each individual product
- Select a standardised vehicle type across all products.



INTEGRATION GUIDELINES



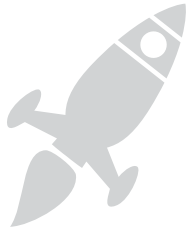
2) Product suitability for Shutl Delivery

Will Shutl delivery be offered on all items or some items? There are a variety of issues which may impact a product's suitability for Shutl delivery, including real time stock visibility, product availability and age restricted items (among other possible product attributes). If possible, our recommendation is to add a product attribute to your ecommerce product model which indicates whether Shutl is an option for that product. You can then indicate which items are available for Shutl delivery within the product search pages and draw a consumer's attention to that fact, for example by using the shutl logo.

You will have to consider how you want to handle situations where consumers have multiple items in the cart and some were not available for Shutl while others were. Depending on the features or customisation of your ecommerce platform you might be able to offer different delivery options for different items in a cart, etc.



INTEGRATION GUIDELINES



3) *Determining Pickup Store/Stock location*

Each 'Store' in Shutl is a potential pickup location where you will hold stock. Shutl requires that either the store number or full address information of the pickup address is specified in the delivery quote request. This address should be the address of the store closest to the consumer that has available stock of all the items within the shopping basket.

You will be able to configure your set of stores via the Shutl Client Administration interface, when this interface is released later in 2010. In the meantime pass all of your store information to your Shutl account representative and Shutl will configure your stores for you. Store configuration information for each store includes:

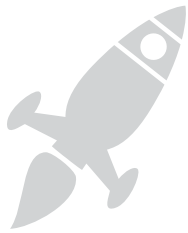
- the name/location
- address
- store reference number
- regular store operating hours
- holiday store operating hours
- dates the store is closed
- the store collection delay

Store collection delay is the amount of time from when the order is placed to the earliest time at which the order will be ready to be picked up by a Shutl carrier.

If store information is provided to Shutl or configured via the Client Admin screen, and you pass the store reference number into the quote request, Shutl will perform a series of validations on your requested pickup and delivery window. Shutl ensures that the store will be open when a carrier is scheduled to pickup the items, that the pickup window provides enough time for the store to prepare the order, and that there is sufficient time for the carrier to successfully complete the delivery within the requested delivery window given the relevant carrier Service Levels Agreements (SLAs). If you do not pass in a store number to the Client API, then Shutl will schedule the delivery for the time you specify, performing only a validation against carrier SLAs.



INTEGRATION GUIDELINES



4) *Generating Delivery Quote Requests*

The Client API offers retailers the ability to offer their customers two delivery options:

- immediate delivery (Shutl Now)
- delivery within a 1 hour time slot of the customers choosing (Shutl Later).

You control which options are presented to the customers on their ecommerce site and, for Shutl Later, which time slots are available for the customer to choose. You can offer Shutl Now, Shutl Later, or both. Shutl always recommends offering both options to give customers the widest possible choice of delivery times.

Shutl's carriers operate 24 hours a day seven days a week, 365 days a year, although premium charges may apply for after hours, weekend, or holiday deliveries. The limiting factor in terms of the customer offering is that there must be a store open where the Shutl carrier can pickup the items. Shutl's carriers do not currently support holding items overnight or for lengthy periods between pickup and delivery.

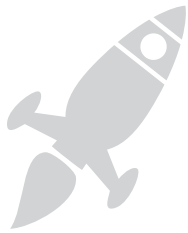
If you input your store information into the Shutl Client Administration tool, Shutl will validate each incoming quote request against the parameters saved for that store (so that only quotes for valid delivery times are given). However, in order to provide the best possible experience to your customer, it is best to limit the customer's choices to time windows which are definitely available given your store hours and collection delay. If this is not done then customers may be disappointed to learn that their selected time window is not available later in the checkout process. Shutl provides operations within the Client API which can be used to create a dynamic set of available time windows given the current time and the store-specific opening hours.

Shutl Now Quote Requests

If you offer Shutl Now, there is no need to specify collect_after, collect_before, deliver_after, and deliver_before times in the quote request. However the store must be open at collection_delay minutes after the order is placed so that the carrier can pickup the order. If there is not enough time for a carrier to pickup the order prior to the store closing, a quote will not be generated and the Client API will return an error. Otherwise, Shutl will automatically schedule the delivery for as quickly as the carrier can given their SLA and the configuration collection_delay for the relevant store.



INTEGRATION GUIDELINES



Shutl Later Quote Requests

If the customer chooses Shutl later then the quote request must specify `collect_after`, `collect_before`, `deliver_after`, and `deliver_before` times in the quote request so that Shutl can correctly schedule the delivery with a carrier.

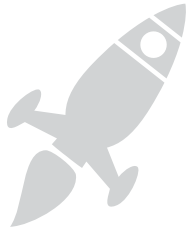
Selecting the time slots to make available to your customers can be a complicated process, as many variables (including current time, collection delay, store hours, pickup SLA and delivery SLA) all contribute to what constitutes a valid collection and delivery window. The current pickup SLA and delivery SLA, as well as the store hours and collection delay for a given store can all be obtained via Client API operations. These values can then be used to construct the available time windows to present to the customer. In order to understand the calculations required it is helpful to think about the following variables:

- `storeOpeningTime` (specified by the day of the week)
- `storeClosingTime` (specified by the day of the week)
- `collectionDelay` - minutes it takes the store to prepare the order for pickup
- maximum prebook period – number of days into the future that a Shutl Later quote can be scheduled.
- `timeSlotStart` - Earliest you want to offer time slot delivery. Must be equal to or later than `storeOpeningTime + collectionDelay + carrierDeliverySLA`.
- `timeSlotEnd` - Latest you want to offer time slot delivery. Must be equal to or earlier than `storeClosingTime - 15 minutes + carrierDeliverySLA`
- `carrierPickupSLA`
- `carrierDeliverySLA`
- `quoteTimeout`

When determining the delivery time slots to make available to your customers you must consider the quote timeout. Shutl will validate the time slots when a quote request is made, and also again when a quote is booked. If at the time the quote is booked the delivery is not feasible then a booking error will occur. It is possible therefore for a delivery time slot to be valid at the time the quote is generated but to be invalid at the time of booking. To prevent this situation Shutl recommends that you include the 15 minute quote timeout in the time slot calculations so that you will guarantee that the quote will be valid to book any time within the quote timeout window.



INTEGRATION GUIDELINES



Maximum Prebook Period

The farthest date into the future when a delivery time slot can be selected is determined by the maximum prebook period. Delivery beyond this number of days into the future should not be selected. Typically Shuttl clients will set this value to 7 days or less.

Earliest Time Slot

The earliest time slot that can be offered for the current day is determined by the `soonestGuaranteedTimeslotTime`. This is the soonest time that delivery can be guaranteed.

$\text{soonestGuaranteedTimeslotTime} = \text{currentTime} + \text{quoteTimeout} + \max[\text{collectionDelay}, \text{carrierPickupSLA}] + \text{carrierDeliverySLA}$.

The first time slot offered to the customer will be the 1 hour window within which `soonestGuaranteedTimeslotTime` falls. If `soonestGuaranteedTimeslot` occurs after `timeSlotEnd` for the current day then it is too late to place any more deliveries for the current day. The algorithm to calculate the available time slots also account for different daily opening hours, holidays, and days where operating hours may be abnormal.

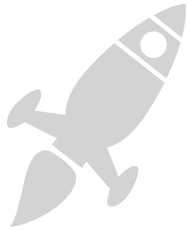
When a time slot is selected, either for the same day or on a future date, the retailer must pass the following values into the Client API quote request (assuming that `TSSstart` and `TSEnd` represent the start and end times of the selected timeslot).

`collect_after` = selected `TSSstart` - `carrierDeliverySLA`.
`collect_before` = selected `TSEnd` - `carrierDeliverySLA`.
`deliver_after` = selected `TSSstart`
`deliver_before` = selected `TSEnd`.

Retailers must ensure that the delivery will be ready for pickup by `collect_after`. Retailers are free to use their own algorithms to determine the collection and delivery windows, and may specify any window values provided they pass the validations described as follows.



INTEGRATION GUIDELINES



5) Time Validations

Provided that the store number is sent in with the quote request, Shutl will perform the following validations on the pickup and delivery time slot specified in the request. If any validation fails, a quote will not be generated.

Validation 1: The store is open at the requested pickup time. The pickup time window (defined by collect_after and collect_before fields) must occur within the time window defined by [store opening time + store collect delay time] and [store closing time - 15 minutes]

Validation 2: collect_after must be less than or equal to collect_before

Validation 3: deliver_after must be less than or equal to deliver_before

Validation 4: deliver_after - collect_before must be less 1 hour

Validation 5: collect_before must be less than or equal to deliver_before

Validation 6: deliver_before - collect_after must be greater than or equal to delivery SLA

6) Quote timeouts

Shutl operates a competitive, dynamic marketplace where Shutl's carrier partners can flex their pricing depending on the excess capacity that exists across their fleets. As a result of this however, a quote for Shutl delivery is valid for only a short period of time (15 minutes). If an attempt is made to book a quote which has expired, you will receive a "quote expired" error message.

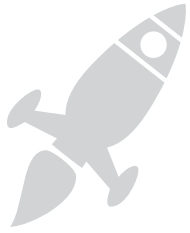
The recommended course of action in this instance is to retrieve another quote with the same input parameters and then compare the new quote with the old quote.

If the new quote is equal to the old quote (which it will be the majority of the time), proceed with booking the new quote which you can do seamlessly without impacting the customer's online experience.

If the new quote is higher, then you have the option of booking the new quote while charging the consumer the old price (with you covering the difference) or you can prompt the user with a notification that their quote has expired and ask if they accept the new price.



PRESENTATION GUIDELINES



Presenting Shutl on your site

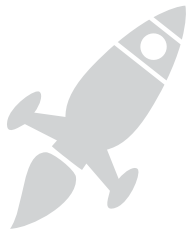
Familiarity with the Shutl brand and the unique service that it represents is key to optimising the value that Shutl brings to your ecommerce site. When deployed and marketed correctly, Shutl can increase conversion rates and build customer loyalty by offering your customers a fast, reliable and convenient delivery option. Shoppers will see the Shutl logo or the branded delivery options and instantly recognise that the site offers the highest levels of flexibility, convenience and value when it comes to delivery.

Our brand is a key corporate asset to Shutl and it is fundamental, both for you and us, in maximising the end proposition to consumers. It is therefore critical that it is always presented in a clear and consistent manner.

That said, we recognise that every website is different, and that the presentation of the Shutl delivery options must be consistent with the overall look, feel, and flow of your website. The Shutl service can be integrated in a variety of ways depending on your needs and capabilities as a business.



PRESENTATION GUIDELINES



Using Shutl Logos and icons

The Shutl logo:

The Shutl logo is trademarked and only the trademarked logo is permitted for use.



Restrictions:

- When using the Shutl logo, it must be in “Shutl red” (see appendix for details regarding pantone, etc.).
- The logo must never be shown at an angle.
- The logo must never appear in an outline version.
- The logo must never be distorted or altered.
- The logo must never be trimmed or cropped.
- The logo must never have information added.
- The logo must never appear in a box.

“Shutl Now” and “Shutl Later” icons:

Shutl has two icons to easily convey the two different delivery options that are available to the consumer: “Shutl Now” (immediate delivery within as little as 90 minutes) and “Shutl Later” (choose a convenient 1 hour delivery window). These icons are readily available to developers and we strongly recommend that they be used within the quoting and checkout process. It is the familiarity with the Shutl delivery icons that will help shoppers navigate the site, get a delivery quote and progress through to checkout.

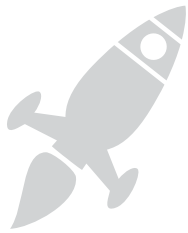


Restrictions:

- When using the “Shutl Now” and “Shutl Later” icons they must be in “Shutl red” (see appendix for details regarding pantone, etc.).
- The icon must never be shown at an angle.
- The icon must never appear in an outline version.
- The icon must never be distorted or altered.
- The icon must never be trimmed or cropped.
- The icon must never appear in a box.



PRESENTATION GUIDELINES




The Shutl Delivery options


Offering both Shutl options

When offering both the “Shutl Now” and “Shutl Later” options in icons onto the delivery selection page of your site, we recommend that you do so using a radio button next to the appropriate Shutl icon. This makes it obvious to your customer that “either/or” choice needs to be made and will avoid unnecessary confusion.

If deployed onto a white background (as in the example below), the explanatory text accompanying each of the two icons should be in “Shutl grey” see appendix. This ensures that the Shutl icons stand out clearly so that it is clear where they need to make their selection.

Example

-  Immediate delivery from within 90 minutes

-  Choose a delivery window within the next working day

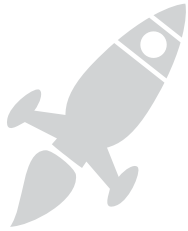
Offering one Shutl option

In the event that you choose to offer only one of the two available Shutl options, we recommend that you replace the relevant “Shutl Now” or “Shutl Later” icon with the trademarked Shutl logo (below). This will better position the Shutl service that you are offering within the context of your site.





PRESENTATION GUIDELINES



Generating the delivery quote

Shutl Now Quotes

Upon selecting “Shutl Now” the customer is immediately presented with a quote for their delivery, which should be displayed next to the icon so that it is clear what the price quoted is for.

Shutl Later Quotes

Upon selecting “Shutl Later” the customer is prompted to choose a time slot and date for their delivery. They must then click “Calculate my quote” for their quote to be calculated and displayed.

There are two methods of presenting the date and time slot for for a Shutl Later delivery.

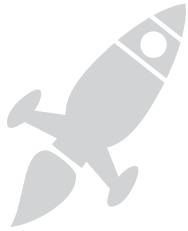
I. Provide a pop-up calendar and allow them to see a full range of the delivery windows available. This method is recommended if you want to offer your customer the widest possible range of available future delivery time slots.

II. Allow the user to select a date and time from a drop down menu. This method is recommended if you are only offering a restricted service (i.e. deliveries any time over the next 48 hours). Below is an example of how this method might look.

The screenshot shows the Shutl interface with two options: 'Shutl Now' (Immediate delivery from within 60 minutes) and 'Shutl Later' (Choose a 1 Hour delivery window within the next working day). The 'Shutl Later' option is selected. Below the selection, there are dropdown menus for 'Date' (Today Mon 12) and 'Time' (4pm - 5pm), followed by a 'Calculate my quote >' button. A red dashed arrow points from the button to a red circle containing the price '\$8.99'.



PRESENTATION GUIDELINES



Error messages

It is necessary to cater for the following error messages to be displayed on the quote page:

I. Invalid postcode:

Enter your postcode:

Invalid Postcode

II. "Shuttl Now" – Option not available (option greyed out):

Immediate delivery from within 90 minutes... **Not Available!** Please use "Shuttl Later" for next available delivery option

Choose a 1 Hour delivery window within the next working day...

Date **Time** [Calculate my quote >](#)

III. "Shuttl Now" – quote response: "delivery unavailable":

Immediate delivery from within 90 minutes... **Delivery Unavailable**

IV. "Shuttl Later" – quote response: "delivery window unavailable":

Choose a 1 Hour delivery window within the next working day...

Date **Time** [Calculate my quote >](#) **Delivery window unavailable**



APPENDIX

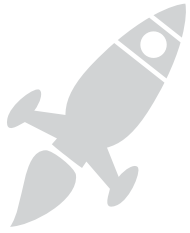
Colour Palette

Shutl red :

Pantone : 485 C
C0 M100Y99 K4
R208 G31 B40
HEX D01F28

Shutl grey:

Pantone: BLACK
C0 M0Y0 K70
@ 70%



For further information around implementing
Shutl please contact us directly

e-mail: info@shutl.co.uk,

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