**Parcelforce ecommerce Social Copy**

**Animation #1**

*Personalised discovery can create a more engaging customer journey / Read our blog on this year's e-commerce innovations-->*

**Post Copy**

As shoppers continue to expect more from the online buying experience, we have a look at how retailers continue to improve their e-commerce via the use of tech.

Read about our predictions for 2022's e-commerce innovations here: [www.parcelforce.com/blog](http://www.parcelforce.com/blog)

**Animation #2**

*M-commerce is all about "ease of use" for Westcoast / Read our blog on this year's e-commerce innovations-->*

**Post Copy**

As a tech distribution and fulfilment company, Westcoast recognise the importance of mobile commerce for every size of business.

Read our blog on 2022's e-commerce innovations here: [www.parcelforce.com/blog](http://www.parcelforce.com/blog%28tracking)

**Static #1**

73% of UK consumers say they prefer to shop on their mobile devices.\* How's your m-commerce proposition?

\*Don't Disappoint Me, 2021

**Post Copy**

M-commerce will likely define online sales this year, as many retailers move to a mobile-first approach. Read our blog on 2022's e-commerce innovations here: [www.parcelforce.com/blog](http://www.parcelforce.com/blog%28tracking)

**Static #2**

77% of UK retailers use AI to improve their customer service.\* Are you doing the same?

\*Statista, 2019

**Post Copy**

Artificial intelligence will become even more popular for e-commerce retailers this year. Find out our other predictions for 2022's e-commerce trends and innovations here: [www.parcelforce.com/blog](http://www.parcelforce.com/blog%28tracking)