

NEW SUPPLIER ONBOARDING: DIRECT TO CUSTOMER (D2C)

Our Direct to Customer (D2C) model features commercially curated listings that are fulfilled directly by our suppliers on behalf of John Lewis.

To ensure a seamless experience for our customers, please review the updated onboarding steps and operational requirements below.

1. Range Curation and Agreement

To begin the process, your proposed product assortment must be shared with our **Commercial teams**. They will review, curate, and agree upon the final range of products to be listed.

2. Platform Onboarding

Once your range is approved, the Commercial team will agree with you on Commercial Agreements as well and then introduce you to the **John Lewis Supplier Direct Onboarding team** to begin your setup on our D2C platform.

- **Platform Integration:** You are required to manage your orders and updates on the platform either manually or via an API connection.
- **Performance KPIs:** Updates to the portal are actively managed against KPIs to ensure timely order updates and high customer satisfaction.
- **Product Setup:** You will be required to complete product templates with John Lewis Product Setup teams. All product attributes and imagery must meet John Lewis standards.

Operational & Fulfillment Requirements

To successfully operate as a D2C partner, suppliers must adhere to the following guidelines:

- **Packaging:** All orders must be dispatched using official John Lewis packaging, unless an alternative solution has been explicitly agreed upon with the Commercial team.
- **Operating Hours & Lead Times:** Suppliers must operate all year round, with the exception of UK bank holidays.
- **Carrier Management:** Suppliers are responsible for managing their own carrier relationships. You must use tracked carrier services for all 1-person deliveries.
- **Customer Returns:** In line with our policies, customers have the option to return items directly to John Lewis. We manage the beginning of the returns journey, and suppliers are required to routinely collect their returns from designated John Lewis warehouse locations around the UK.

Next Steps & Documentation

Please review the **Supplier Direct Onboarding guide** for comprehensive details on our onboarding to the Mirakl Platform.

If you have any further questions relating to the Supplier Direct onboarding process, please email:
supplierdirectonboarding@johnlewis.co.uk