

Data Enhancement

What is data enhancement?

A real-time solution on a consignment by consignment basis, checking the match between an item's HS6 code and/or the product description provided.

Hurricane's Zephyr API also identifies any invalid descriptions and will return a status code for each consignment including a provision of the most likely HS6 code, product description, 8-digit export code and 10-digit import code.



Why does it matter?

Accurate commodity codes will prevent your parcel from being seized by customs, resulting in happy customers.

Is it becoming more important?

Absolutely. A swathe of new regulations and laws are coming into force which will make having the correct data business critical.

They include the Import Control System 2 (ICS2) which will affect all postal operators inside and outside of the EU. From March 2021, all parcels and packets must be registered with ICS2. Shipments without the right data will no longer be allowed.

The introduction of the Import One Stop Shop and removal of the VAT exemption on low value eCommerce items in July 2021 will require complete Advance Electronic Data (AED).

The US STOP Act also requires AED on all parcels.

"Nothing moves without data. A few years back the post industry was mainly concerned with first mile and last mile efficiencies whereas now it's actually around first file."

Martyn Noble,
CEO of Hurricane Commerce

Key Takeaways

- Lack of correct data can lead to parcels being seized, destroyed or returned at cost to the sender
- New regulations mean accurate and valid data is a must have for any cross-border transaction
- Correct data reduces transit times and enhances customer experience