

EU Customs Reform Phase 2 – UK COMMUNICATION BDP

Webinar | September 2026 |

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Customer readiness through one regulatory roadmap

The UK created early awareness across the full customer base, then signposted detailed follow-up support.

THE CHALLENGE

Customers face several EU changes in a compressed period. The risk is late awareness, limited preparation time and avoidable disruption.

UK RESPONSE

One customer email. One forward-looking roadmap.

Simple first message:
what is changing, when it is expected and where to get support.

CUSTOMER ROADMAP COMMUNICATION

01 PRODUCT IDENTIFIERS — November 2026
Additional item-level data for B2C shipments into the EU.

02 EU HANDLING FEE — November 2026
Early awareness while final legislative details remain pending.

03 EUDR — December 2026
Due diligence and additional customs data for in-scope products.

04 IOSS RIGHT TO USE — January 2027
New validation requirements for IOSS numbers.

WHY THE APPROACH WORKS

EARLY VISIBILITY
Customers can begin internal planning before detailed implementation communications.

SIMPLE FIRST MESSAGE
Business impact and milestones come before technical detail.

ONE CONNECTED STORY
Multiple regulatory changes are presented as one readiness journey.

TRUSTED ADVISOR
Account Managers remain the route for customer questions and support.

CUSTOMER READINESS JOURNEY

AWARENESS → UNDERSTANDING → PREPARATION → READINESS

Sales enablement turns awareness into customer action

The internal webinar gives Account Managers a consistent story, practical takeaways and ready-made answers.

INTERNAL WEBINAR STRATEGY

01 PRODUCT IDENTIFIERS

Scope • data requirements • customer preparation • likely questions

02 EU HANDLING FEE

Expected impact • commercial positioning • provisional information

03 EUDR

Customer obligations • due diligence • shipment data • disruption risk

04 IOSS RIGHT TO USE

Process change • customer implications • phased introduction

"IF A CUSTOMER ASKS…"

Ready-made responses help Sales explain why the change is happening, what customers need to do and the risk of waiting.

THE OPERATING MODEL

1. **CUSTOMER EMAIL**
   Creates broad awareness
2. **SALES WEBINAR**
   Builds commercial confidence
3. **ACCOUNT MANAGER**
   Converts awareness into action
4. **FOLLOW-UP**
   Reinforces detailed requirements

COUNTRY REPLICATION PACK

- ✓ Customer roadmap email
- ✓ Internal Sales webinar
- ✓ Customer FAQs
- ✓ Talking points
- ✓ Follow-up communications
- ✓ Targeted outreach

BEST-PRACTICE PRINCIPLE **Tell customers early. Equip Sales with the detail. Reinforce through multiple touchpoints.**