

5-STEP GUIDE

How to win customers via the delivery experience

As the e-commerce industry grows, so does the competition. To gain and retain customers, online retailers not only have to keep up with ever-changing consumer expectations, but they also need to find ways to differentiate. The delivery experience is one area where it's possible to achieve both.

Here's how you can offer flexible, convenient, and customer-centric delivery options to win over new and returning customers.

1

Provide choice

The more options available, the more chances for customer satisfaction. These days, online shoppers want to choose when, where, and how their parcel is delivered. Ideally, during checkout, consumers can select the speed of delivery, delivery timeframe, and delivery location (ex., home, parcel shop, or click & collect). Remember: delivery preferences vary from country to country, so the options you offer need to reflect the expectations of each market.

2

Improve delivery speed

Consumers expect ever-faster deliveries, which nowadays typically means same-day, next-day, or 2-day deliveries. Achieve faster delivery via direct injection. Find a shipping partner who can feed shipments direct from your warehouse into the hub of the delivery provider in the destination country. With direct injection, delivery times can be cut by up to a day, increasing the chance at a competitive advantage.

3 Provide tracking and status notifications

Customers don't expect the journey to end once they've bought a product. They want continued support and to be kept informed of their order status. Proactive communication at every stage of the delivery process via multiple touchpoints like email, SMS, and mobile tracking pages is essential to keeping customers happy until their package arrives. And we all know happy customers are returning customers!

4 Simplify and digitize the returns process

Returns happen, and customers want just as much convenience returning goods as experienced at other stages of their journey. Establish an easy, straightforward returns solution that includes multiple-drop off points and a digital return portal where customers can download return labels and track the status of their return. For customers, transparent and fast refunds are a top priority.

5 Go green

Consumers are increasingly putting their money towards brands and businesses that are taking steps to protect the climate. Win favor and loyalty by investing in a more sustainable delivery strategy. Whether it's using environmentally-friendly packaging materials or shipping carbon-neutral, acting sustainably on your customers' behalf benefits everyone.

Optimize the delivery experience, increase your success!
Ask us about the best bundle solution for your cross-border shipping.

+31 611 160 812 • r.meulenhoff@sevensesenders.com • www.sevensesenders.com