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2025 State Of Holiday Shipping In The U.S.

EIGHTH EDITION

A data-driven analysis of **UPS** and **FedEx** on-time delivery performance and 2025 holiday season forecasts, based on verified small parcel shipment data from e-commerce merchants across the United States.

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About This Report

The “**2025 State of E-commerce Holiday Shipping in the U.S.**” report focuses on understanding the impact of the surge in order volumes and supply chain disruptions on the on-time delivery performance of **UPS and FedEx** in the United States during the peak season.

DATA REPORTING AND ANALYSIS

In order to extract meaningful insights that can be used to better understand and forecast the on-time delivery performance of UPS and FedEx during the upcoming 2025 Holiday season, we analyzed shipment data during the following periods:

Holiday Period 2024
(Nov 28 - Dec 31, 2024)

Regular Operating Period (ROP) 2025
(Jan 1 - Oct 31, 2025)

This report emerges from a trend analysis done on statistically relevant and verifiable shipment data collected from millions of e-commerce packages tracked and monitored by LateShipment.com during the above-mentioned period.

WHO CAN USE THIS REPORT

This report attempts to bring more transparency to the workings of the autonomous small parcel shipping industry and can be used by:



Retail Analysts



Retail & E-commerce Leaders



Journalists



Logistics / Supply Chain Leaders

Insights in this report enable retail leaders, publications, and analysts to focus on Holiday sales and e-commerce logistics with carrier performance metrics for package delays across **key states and cities, carrier service types, and retail categories**. Retail merchants can leverage this report to make data-backed decisions to optimize their supply chain during the critical Holiday season and beyond.

Holiday Sales 2025 by the Numbers

For 2025, U.S. holiday e-commerce growth is expected to remain resilient. Deloitte projects overall retail sales to rise **2.9%–3.4%**, with e-commerce growing 7%–9%, broadly in line with last year’s online pace. Adobe forecasts **\$253.4B** in online spending for Nov 1–Dec 31, up **5.3% YoY**, reflecting steady demand despite tighter household budgets.

Mobile will be pivotal again: Adobe expects smartphones to drive a record **~56%** of online revenue this season (up from **54.5%** in 2024). With **28 days** between Thanksgiving (Nov 27) and Christmas, retailers are leaning on earlier promotions and Cyber Week to smooth demand. Bain expects the Black Friday–Cyber Monday period to account for **~9%** of holiday sales and grow **~11% YoY**, outpacing overall season growth.

2025 HOLIDAY SALES HIGHLIGHTS

- ✓ The National Retail Federation (NRF) forecasts retail sales during 2025 will grow between **2.7% and 3.7%** over 2024 to between \$5.42 trillion and \$5.48 trillion. This year’s forecast is also in line with the 10-year pre-pandemic average annual sales growth of **3.6%**.
- ✓ Adobe: U.S. online holiday spend is projected at **\$253.4B (+5.3% YoY)**; Cyber Week alone should contribute **\$43.7B (17.2% of the season)**. Mobile revenue share is forecast to reach **~56%**.
- ✓ Bain & Company: The Black Friday–Cyber Monday window is set to capture **~9%** of holiday sales, growing **~11% YoY**, the highest share Bain has recorded.

Overall, the economic conditions in 2025 reflect a mix of resilience and restraint. Low unemployment and rising incomes continue to support spending, yet ongoing policy shifts have tempered confidence. Still, for retailers, customer experience remains the non-negotiable focus, whatever the market brings.

The Impact of Economic & Supply Chain Dynamics on 2024 Holiday Shipping

Major parcel carriers in the U.S., including FedEx and UPS, are navigating a complex 2025 holiday season shaped by shifting trade policies, persistent cost pressures, and evolving consumer expectations. Rising import tariffs on Chinese goods, imposed earlier this year, have increased input and transportation costs across categories such as electronics, apparel, and home goods. Retailers are adjusting sourcing strategies and inventory timelines to minimize the downstream impact on holiday pricing and delivery performance.

With moderate shipment growth forecast despite trade-related volatility, both carriers are optimizing networks, adjusting surcharge structures, and investing in automation to preserve efficiency amid strong seasonal demand.

KEY UPDATES FROM UPS AND FEDEX FOR THE 2024 HOLIDAY SEASON

- ✓ **UPS** has announced its 2025 peak-season “Demand Surcharges,” effective Sept 28 – Jan 17, featuring higher rates for oversized and additional-handling packages, from \$8.25 – \$10.80 for Additional Handling and up to \$107 per package for Large Package fees.
- ✓ **FedEx** introduced its 2025 “Demand Surcharges,” effective Sept 29 – Jan 18, revising domestic parcel fees to reflect elevated fuel, labor, and import-related costs.
- ✓ According to ShipMatrix, U.S. holiday deliveries in 2025 are forecast to rise by ~5% compared with 2024, reaching ~2.3 billion packages, led by FedEx and Amazon (projected 5–8% increase), while UPS and USPS volumes remain largely flat.

With tariff uncertainty, rate hikes, and a compressed shopping window, carriers and retailers face new pressure to maintain delivery reliability without eroding profitability. Optimizing surcharges, diversifying supplier bases, and leveraging automation will be critical to sustaining performance through the year’s busiest shipping period.



UPS and FedEx : On-time Delivery Performance Analysis

The following section is the result of a trend analysis conducted on packages shipped between the **2024 Holiday Season (Nov 28 - Dec 31)** and **2025 Regular Operating Period (Jan 1 - Oct 31)**. You will find a detailed breakdown of package delays by **UPS and FedEx** across key *States, Cities, Service-types, and Retail Categories* in the United States.

KEY HIGHLIGHTS

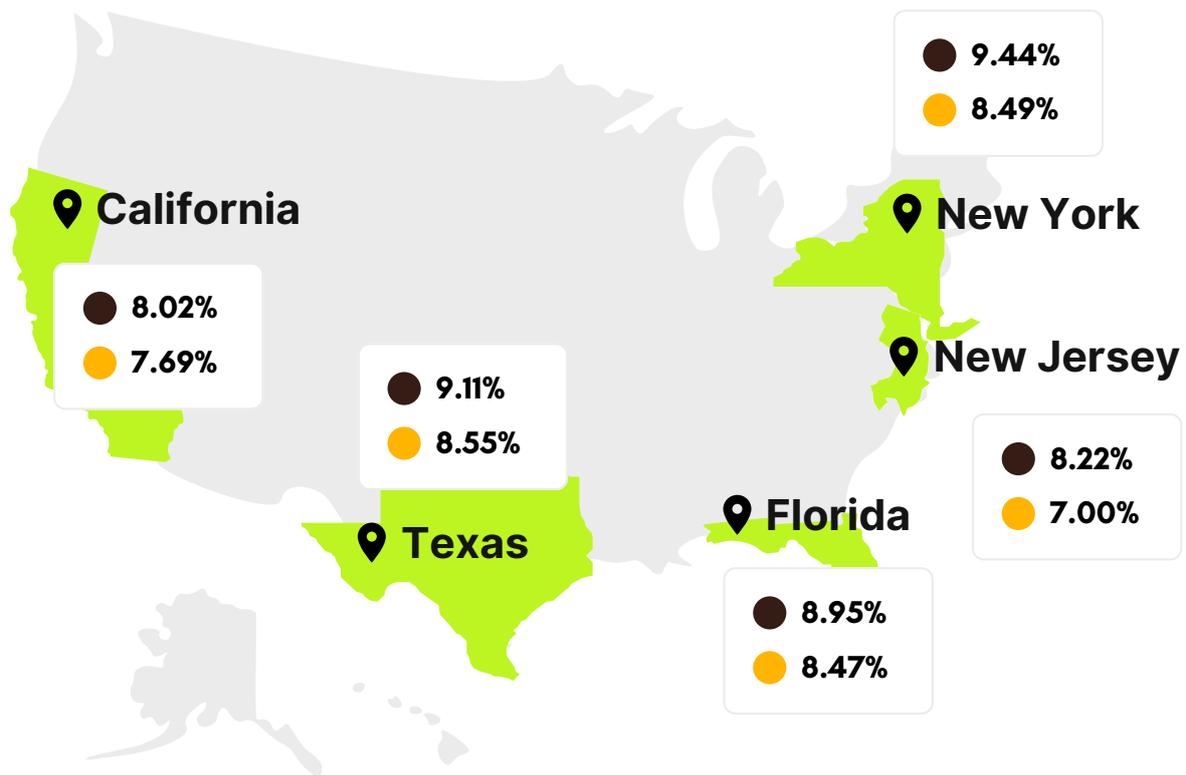
- ✓ **Delay Rates Expected to Widen**
Carrier networks are projected to experience 10-12% delay rates during the 2025 holiday season, about 1.5× higher than normal as both UPS and FedEx adopt a cost-optimization stance over scaling for surge capacity.
- ✓ **UPS Retains Lead in Delivery Reliability**
UPS is forecast to outperform FedEx in on-time delivery rates. Its tighter service consistency remains steadier, especially in high-density metro areas.
- ✓ **FedEx Faces Greater Variability Across Regions**
FedEx continues to experience larger swings in delay rates between states and regions. West Coast and Central markets, particularly Oregon and Louisiana, saw the most volatility pre-holiday period.
- ✓ **High-Volume States Continue to Strain Networks**
States such as New York and Florida consistently rank among the highest delay zones for both carriers. Across both carriers, the West Coast remains the most delay-prone region, averaging 8.5–9% delays during the 2024 holiday period. Urban congestion remain key limiting factors during holiday surges.
- ✓ **UPS Shows Stronger Recovery Post-Peak Season**
While UPS delay rates spike during the holidays, they tend to normalize faster in the regular period. The 2025 data showed average recovery of 1.2–1.5 percentage points, compared to only 0.6–0.8 points for FedEx.
- ✓ **Express Services Remain Most Vulnerable**
Despite premium pricing, next-day and two-day services from both carriers saw 8–10% delays in 2024 and are expected to face similar strain in 2025. Limited aircraft capacity and sorting constraints drive these peaks.
- ✓ **FedEx Ground Still Lagging Behind UPS Ground**
UPS Ground improved slightly from 7.18% to 6.81% delays, while FedEx Ground only improved marginally from 7.78% to 7.19%, signaling UPS's superior network stability and routing efficiency.
- ✓ **Retail Category Complexity Affects Performance**
High-value and fragile categories like Jewelry and Electronics continue to experience above-average FedEx delays (8–9%), reflecting handling and surge challenges. Apparel and Food show more reliable delivery timelines.

Delivery Delays Across Key U.S. States

UPS PACKAGE DELAYS IN TOP STATES

In 2024 holidays, New York reported the highest UPS delay rate at **9.44%**, improving slightly to **8.49%** in 2025. Texas followed with **9.11%** during the holiday season and **8.55%** in the regular period, while Florida saw consistent delays of **8.95%** and **8.47%** during both periods. California continued to perform best, with rates easing from **8.02%** to **7.69%**, reflecting stronger logistics performance. New Jersey recorded **8.22%** in 2024, improving to **7.00%** in 2025.

Overall, UPS maintained steady service improvements across major states, driven by network optimization and improved operations during high-volume periods.



● **Holiday Period 2024**
(Nov 28 - Dec 31, 2024)

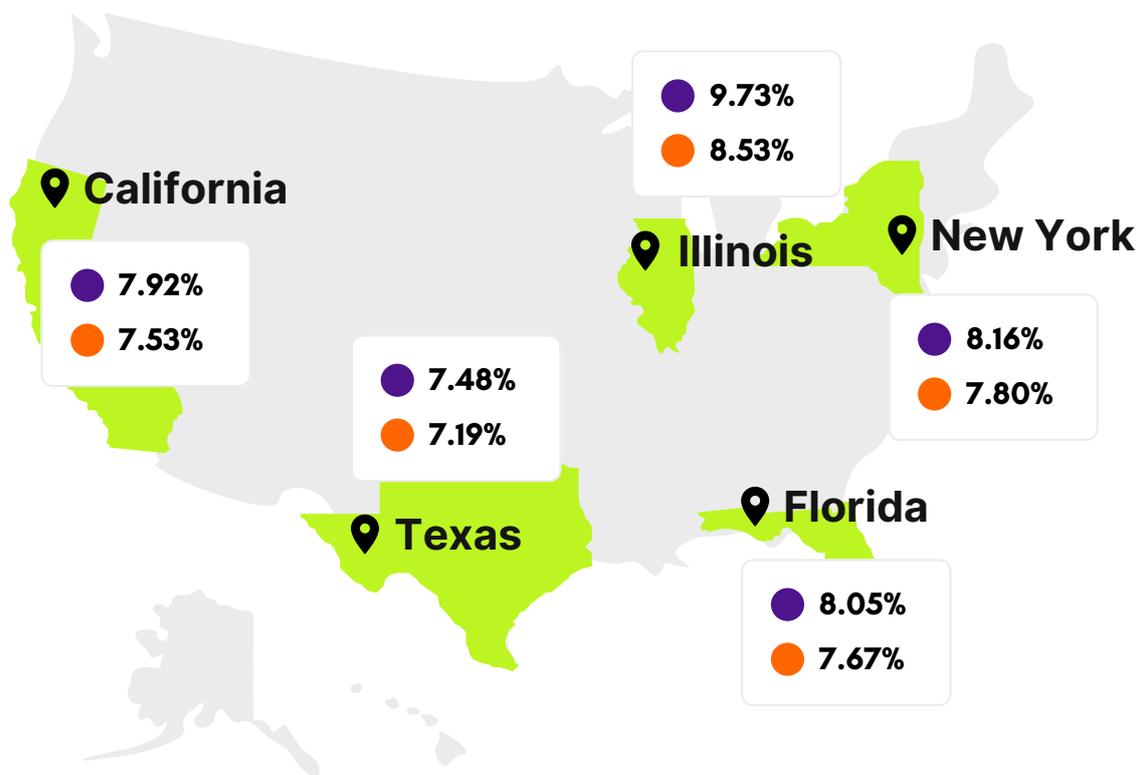
● **Regular Operating Period 2025**
(Jan 1 - Oct 31, 2025)



FEDEX PACKAGE DELAYS IN TOP STATES

In 2024 holidays, Illinois saw the highest FedEx delay rate at **9.73%**, improving to **8.53%** in 2025. New York followed with **8.16%** during the holiday season and **7.80%** in the regular period. Florida delays remained stable at **8.05%** and **7.67%**, while California saw **7.92%** during the holiday period, easing slightly to **7.53%** in 2025. Texas reported the lowest delays, moving from **7.48%** to **7.19%**.

Although overall performance shows modest improvement, seasonal congestion and regional demand variations continue to challenge consistency across FedEx's network in major states.



● **Holiday Period 2024**
(Nov 28 - Dec 31, 2024)

● **Regular Operating Period 2025**
(Jan 1 - Oct 31, 2025)

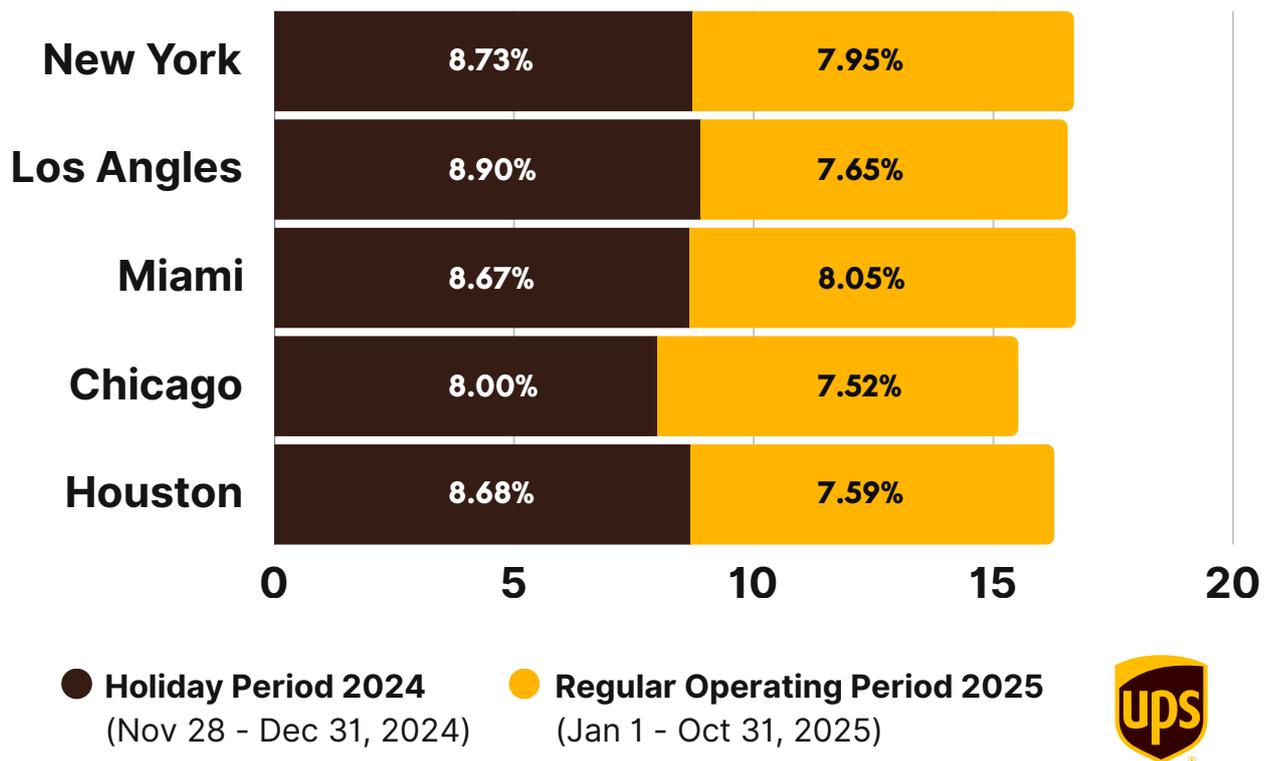


Delivery Delays Across Key U.S. Cities

UPS PACKAGE DELAYS IN TOP CITIES

In 2024 holidays, Los Angeles recorded the highest UPS delay rate at **8.90%**, followed by Houston (**8.68%**) and Miami (**8.67%**). New York registered **8.73%**, while Chicago showed the lowest delay rate among major cities at **8.00%**. During the 2025 regular operating period, delays declined modestly across all five metros, ranging from **7.52%** in Chicago to **8.05%** in Miami.

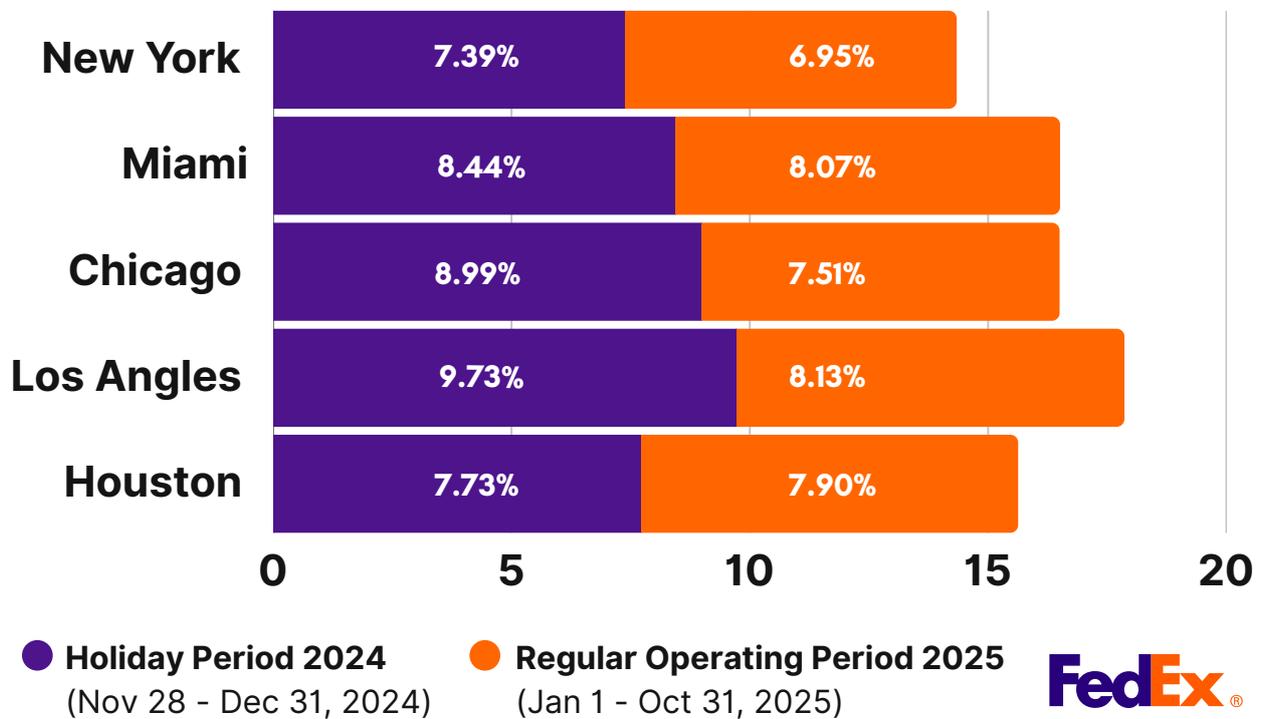
The data indicates steady but limited improvement in delivery timeliness, with dense urban zones and fluctuating shipment volumes continuing to affect UPS's overall network performance in key metropolitan regions.



FEDEX PACKAGE DELAYS IN TOP CITIES

During the Holiday Period 2024, Los Angeles recorded the highest FedEx delay rate at **9.73%**, followed by Chicago (**8.99%**) and Miami (**8.44%**). Houston registered **7.73%**, while New York reported the lowest at **7.39%**. In the Regular Operating Period 2025, delays showed slight improvement across most cities, ranging from **6.95%** in New York to **8.13%** in Los Angeles.

Although variations remain narrow, dense metro routes and capacity constraints continue to affect FedEx's delivery consistency across key urban regions.

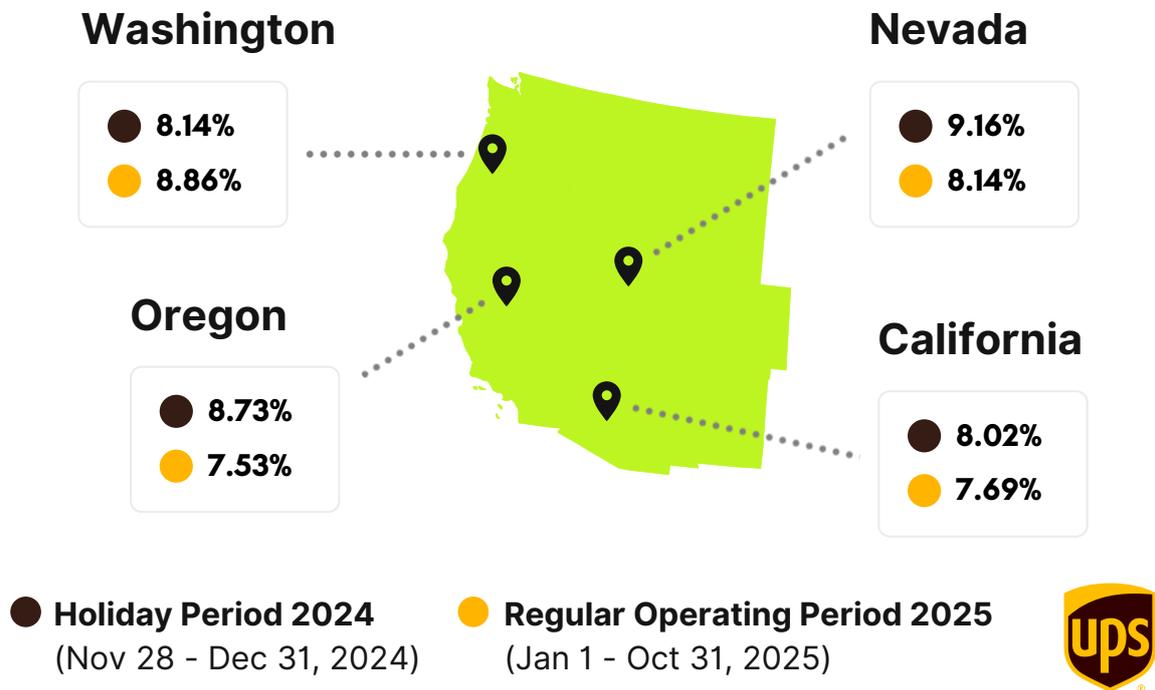


Delivery Delays Across West Coast, Central Region and East Coast

UPS PACKAGE DELAYS ON THE WEST COAST

During the Holiday Period 2024, Nevada recorded the highest UPS delay rate on the West Coast at **9.16%**, improving to **8.14%** in the Regular Operating Period 2025. Oregon followed with **8.73%** during the holiday period and **7.53%** in the regular season. Washington showed a slight increase, rising from **8.14%** to **8.86%**. California continued to perform best, with delays of **8.02%** and **7.69%**, respectively.

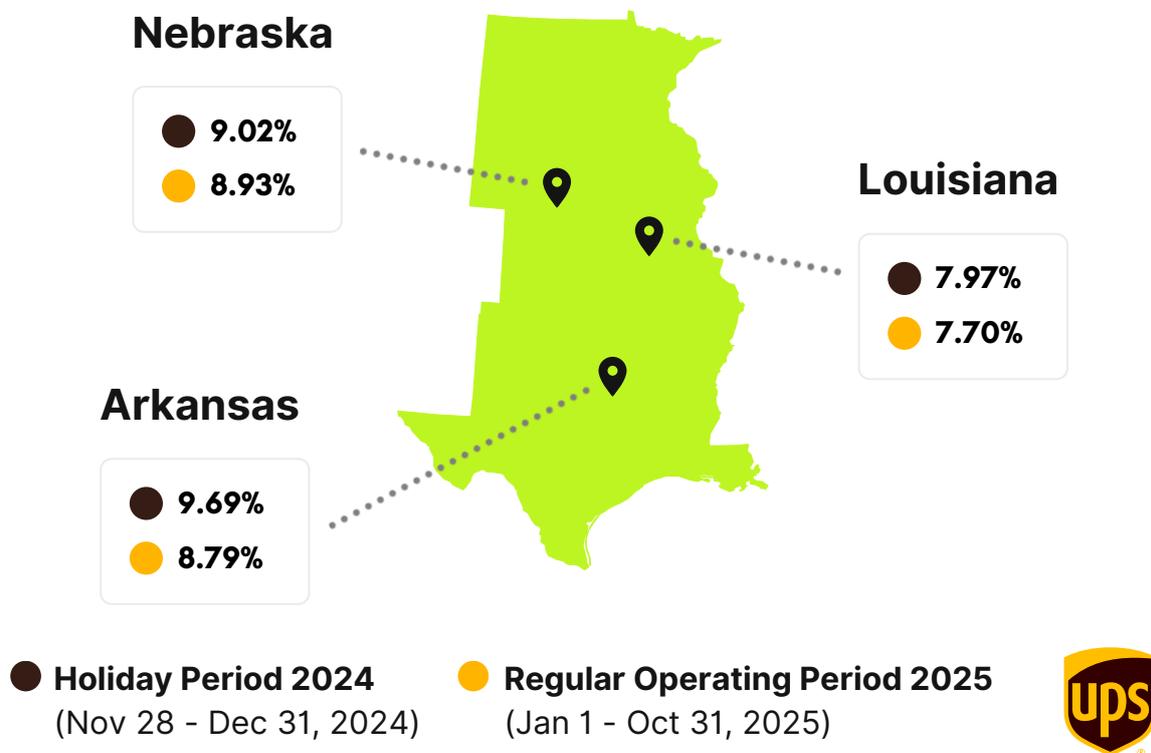
Overall, the region demonstrated gradual improvement, though network congestion and rising shipment volumes continued to affect UPS's on-time performance across the western United States.



UPS PACKAGE DELAYS IN THE CENTRAL REGION

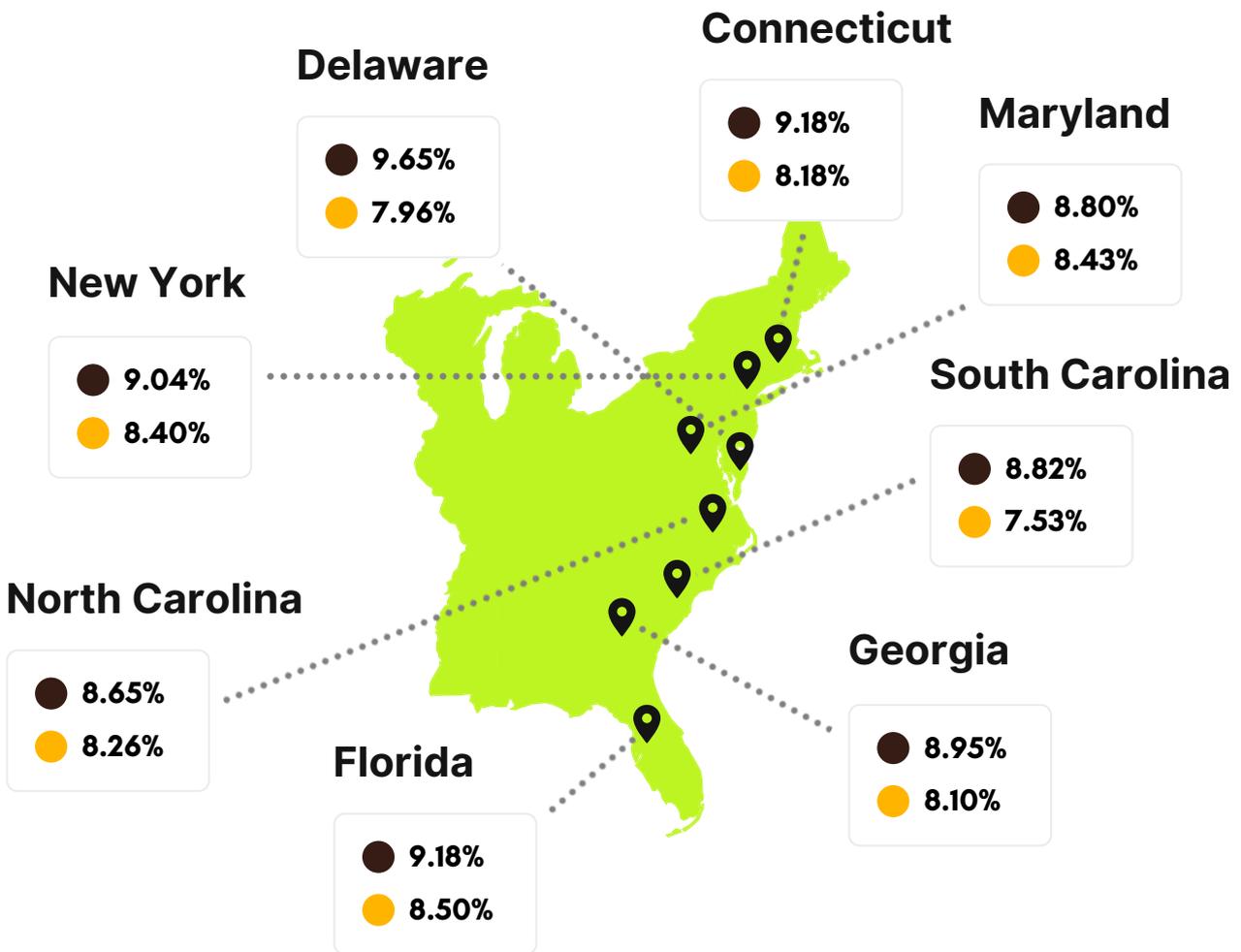
During the Holiday Period 2024, Arkansas recorded the highest UPS delay rate in the Central region at **9.69%**, followed by Nebraska at **9.02%**. Louisiana posted a lower rate of **7.97%**, indicating comparatively smoother seasonal operations. In the Regular Operating Period 2025, delays declined slightly across all three states, Arkansas to **8.79%**, Nebraska to **8.93%**, and Louisiana to **7.70%**.

Despite the moderate improvement, weather variability, interstate freight congestion, and rural delivery distances continue to challenge delivery consistency, keeping Central-region on-time performance marginally below national averages.



UPS PACKAGE DELAYS ON THE EAST COAST

During the Holiday Period 2024, Delaware reported the highest UPS delay rate on the East Coast at **9.65%**, followed by Connecticut (**9.18%**) and Florida (**9.18%**). New York recorded **9.04%**, while South Carolina showed a lower rate of **8.82%**. In the Regular Operating Period 2025, delays improved across most states, Delaware dropped to **7.96%**, Florida to **8.50%**, and Georgia to **8.10%**. Despite steady improvement, high population density and interstate volume continue to influence UPS's on-time delivery performance across East Coast distribution routes.



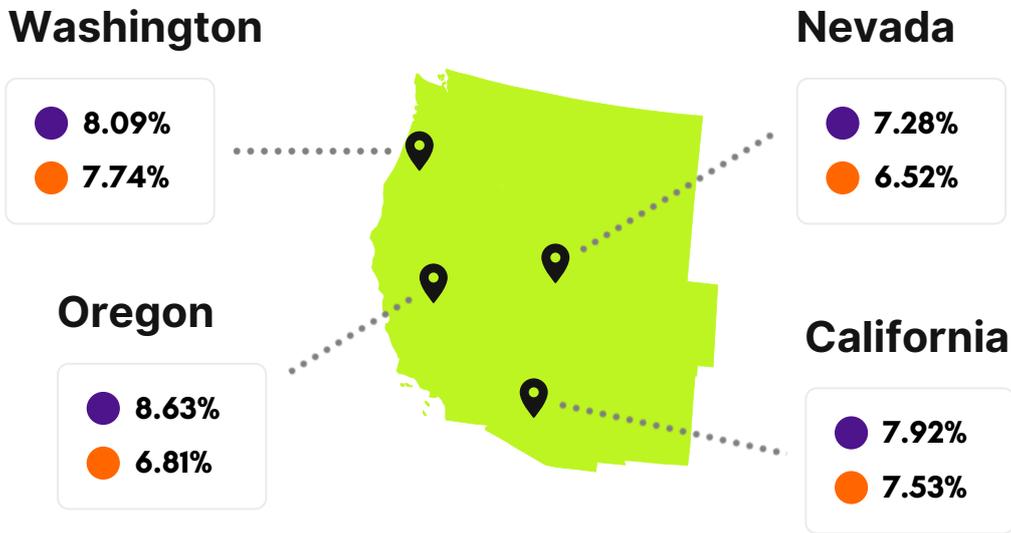
● **Holiday Period 2024**
(Nov 28 - Dec 31, 2024)

● **Regular Operating Period 2025**
(Jan 1 - Oct 31, 2025)



FEDEX PACKAGE DELAYS ON THE WEST COAST

During the Holiday Period 2024, Oregon reported the highest FedEx delay rate on the West Coast at **8.63%**, followed by Washington at **8.09%**. California and Nevada showed relatively lower rates at **7.92%** and **7.28%**, respectively. In the Regular Operating Period 2025, delays declined across all states, Oregon dropped to **6.81%**, Washington to **7.74%**, California to **7.53%**, and Nevada to **6.52%**. The overall reduction reflects modest operational improvement, though varying regional demand and long-distance delivery routes continue to impact FedEx's on-time delivery rates across the western United States.



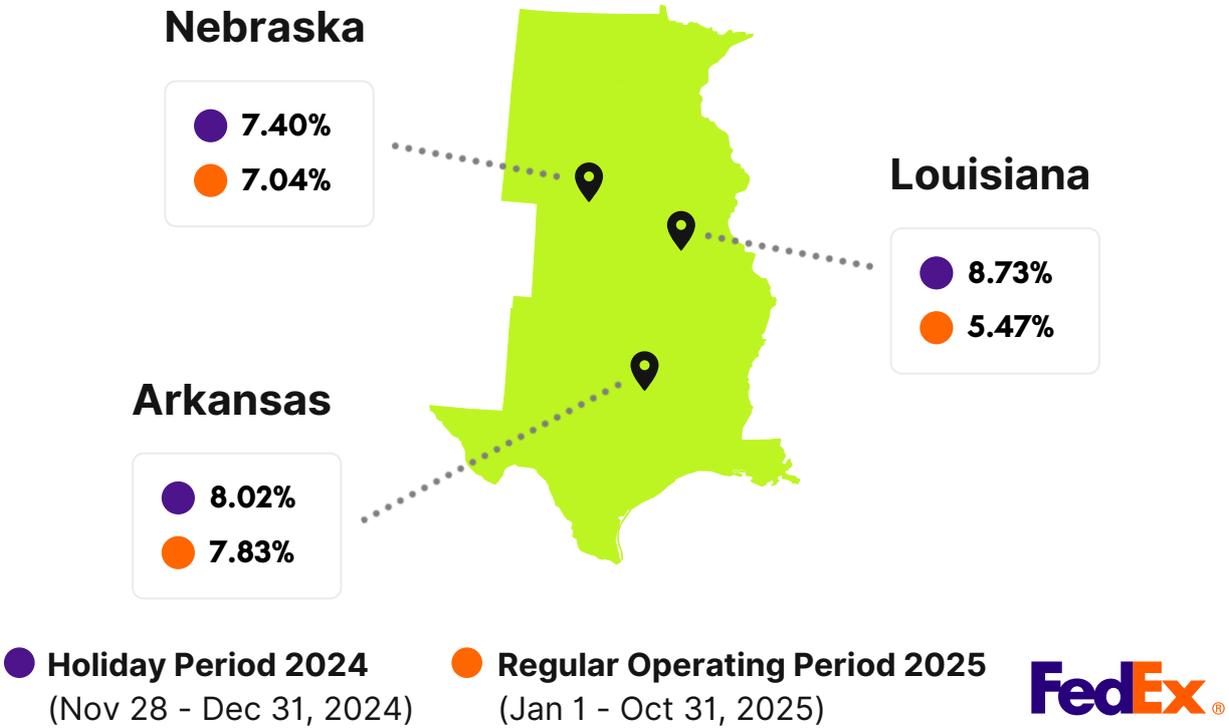
● **Holiday Period 2024**
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● **Regular Operating Period 2025**
(Jan 1 - Oct 31, 2025)



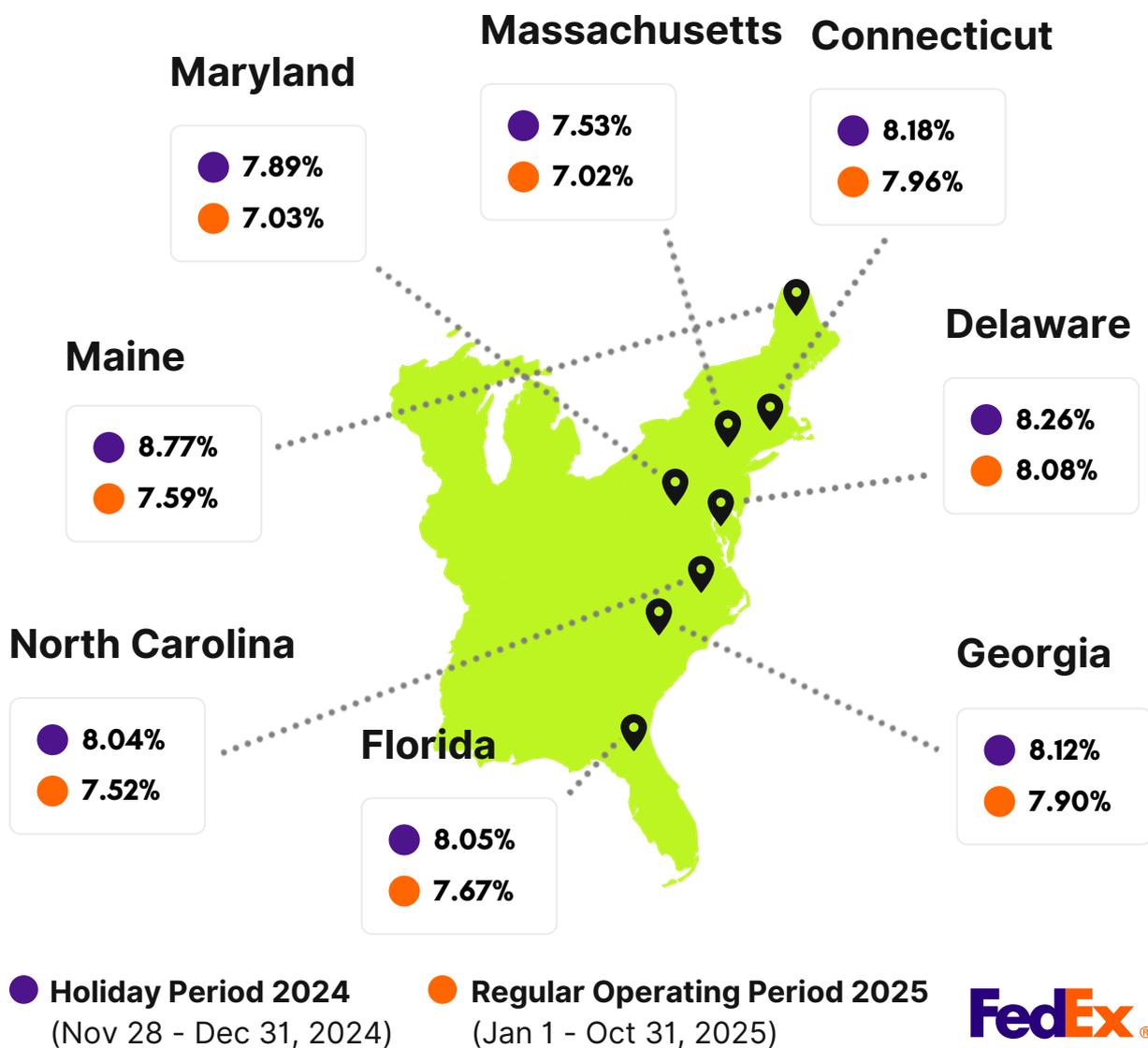
FEDEX PACKAGE DELAYS IN THE CENTRAL REGION

During the Holiday Period 2024, Louisiana recorded the highest FedEx delay rate in the Central region at **8.73%**, followed by Arkansas at **8.02%** and Nebraska at **7.40%**. In the Regular Operating Period 2025, delays improved across all states—Louisiana dropped sharply to **5.47%**, Arkansas to **7.83%**, and Nebraska to **7.04%**. The reduction in Louisiana reflects operational adjustments following prior seasonal bottlenecks, while Arkansas and Nebraska showed modest improvement. Overall, the region demonstrated steadier transit performance, though volume and network congestion remain notable delivery risks.



FEDEX PACKAGE DELAYS ON THE EAST COAST

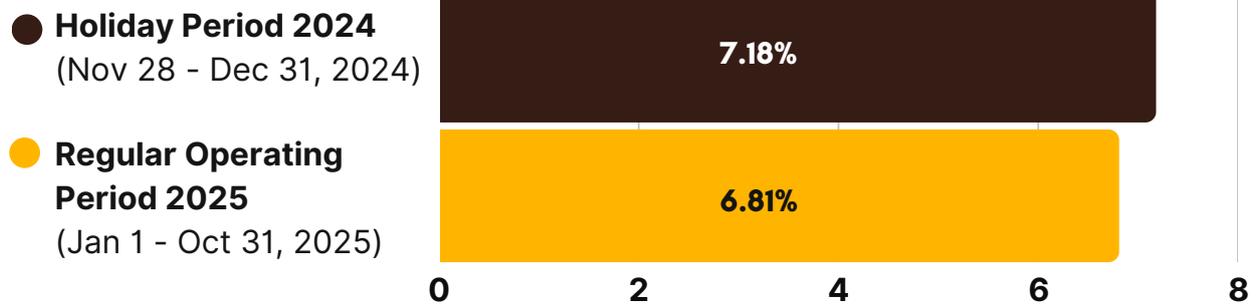
During the Holiday Period 2024, Maine recorded the highest FedEx delay rate on the East Coast at **8.77%**, followed by Connecticut (**8.18%**) and Delaware (**8.26%**). Florida and North Carolina reported moderate delays at **8.05%** and **8.04%**, respectively. In the Regular Operating Period 2025, delay rates declined across most states, Maine improved to **7.59%**, Maryland to **7.03%**, and Massachusetts to **7.02%**. Overall, East Coast performance showed gradual recovery from holiday congestion, though delays continue to affect on-time consistency in major FedEx regional corridors.



Delivery Delays Across Key Carrier Service Types

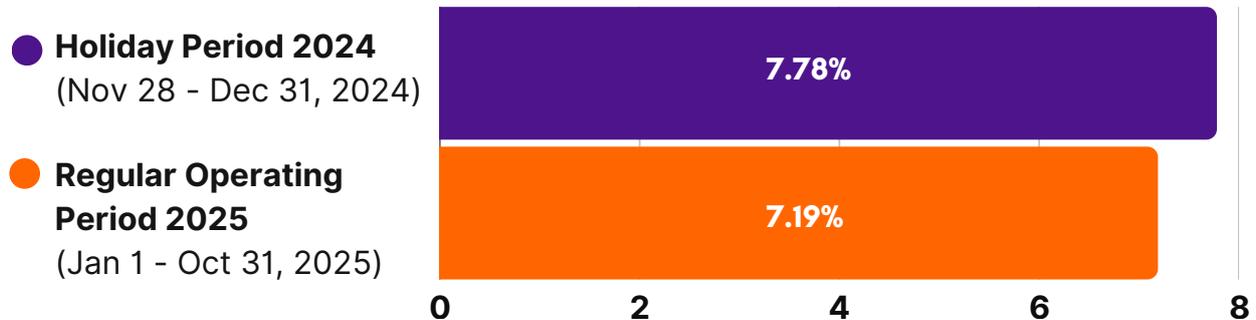
UPS GROUND SERVICE PACKAGE DELAYS

During the Holiday Period 2024, UPS Ground services recorded a delay rate of **7.18%**, reflecting the impact of heightened parcel volumes and network strain during the peak shopping season. In the Regular Operating Period 2025, delays eased slightly to **6.81%**, suggesting modest improvement in overall delivery consistency under normal operating conditions.



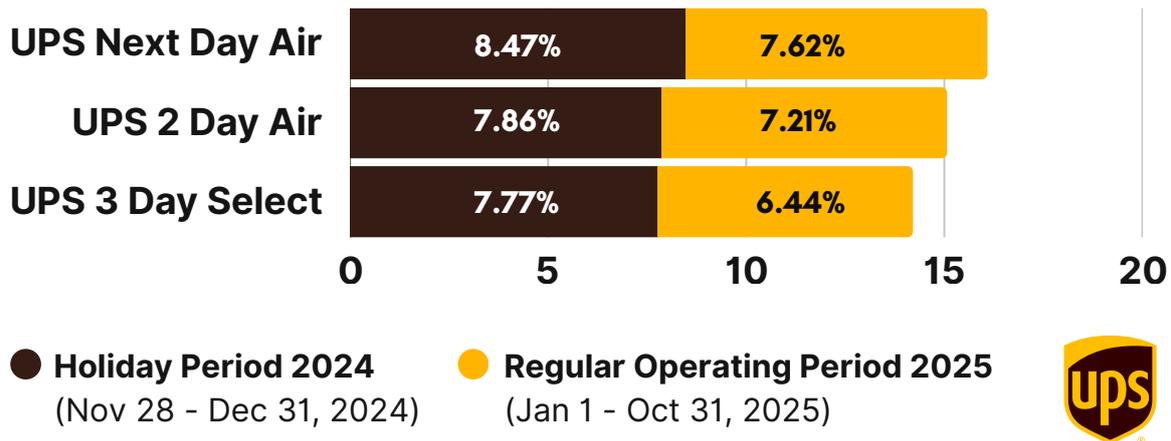
FEDEX GROUND SERVICE PACKAGE DELAYS

During the Holiday Period 2024, FedEx Ground services recorded a delay rate of **7.78%**, reflecting seasonal volume pressure on its network. In the Regular Operating Period 2025, delays declined to **7.19%**, indicating slight improvement in network stability and operational efficiency under normal shipping conditions.



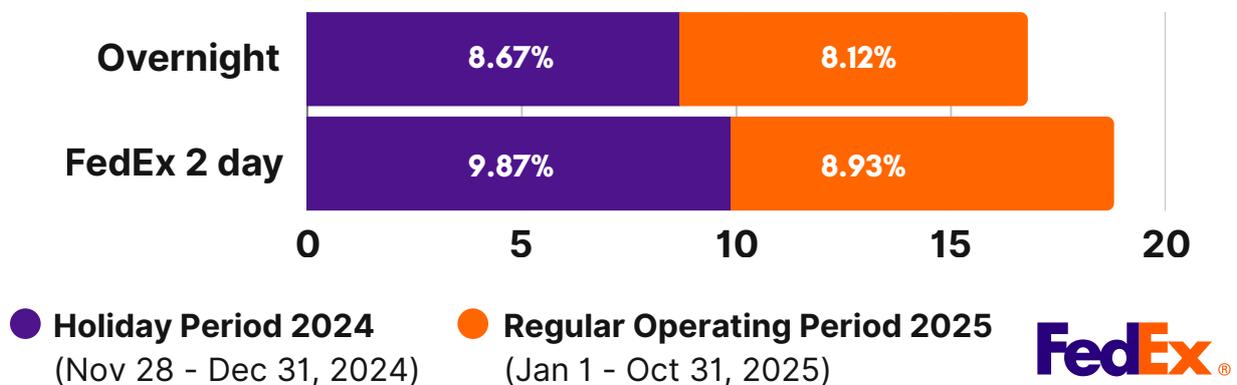
UPS EXPRESS SERVICE PACKAGE DELAYS

During the Holiday Period 2024, UPS Next Day Air saw the highest delay rate at **8.47%**, followed by 2 Day Air at **7.86%** and 3 Day Select at **7.77%**. In the Regular Operating Period 2025, all services improved slightly, declining to **7.62%**, **7.21%**, and **6.44%**, respectively, reflecting gradual efficiency gains.



FEDEX EXPRESS SERVICE PACKAGE DELAYS

During the Holiday Period 2024, FedEx 2 Day recorded the highest delay rate at **9.87%**, while Overnight services followed at **8.67%**. In the Regular Operating Period 2025, delays declined slightly to **8.93%** and **8.12%**, respectively. The modest reduction suggests stable performance but continued pressure on express capacity during peak fulfillment periods.

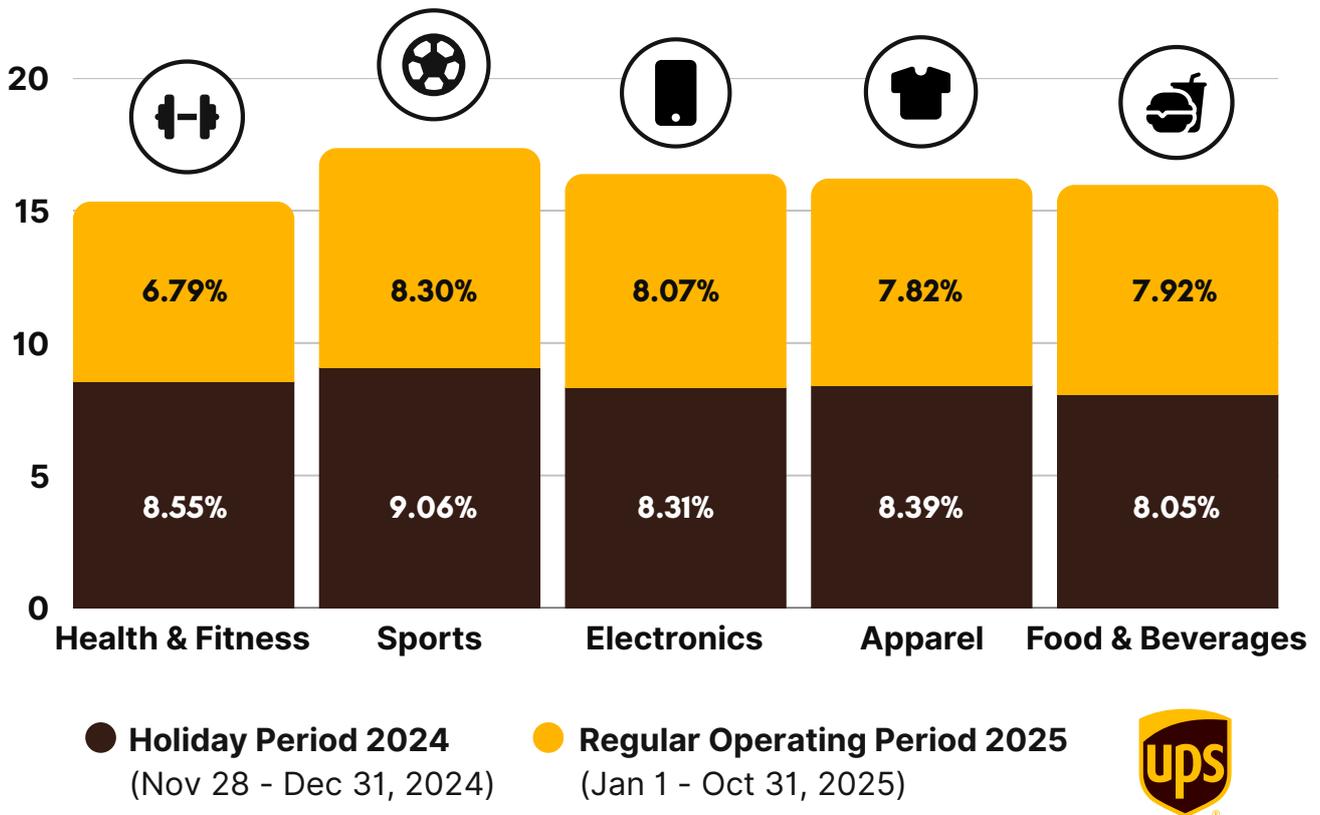


Delivery Delays Across Key Retail Categories

UPS PACKAGE DELAYS ACROSS RETAIL CATEGORIES

During the Holiday Period 2024, Sports recorded the highest UPS delay rate at **9.06%**, followed by Health & Fitness (**8.55%**) and Electronics (**8.31%**). Apparel and Food & Beverages saw delays of **8.39%** and **8.05%**, respectively.

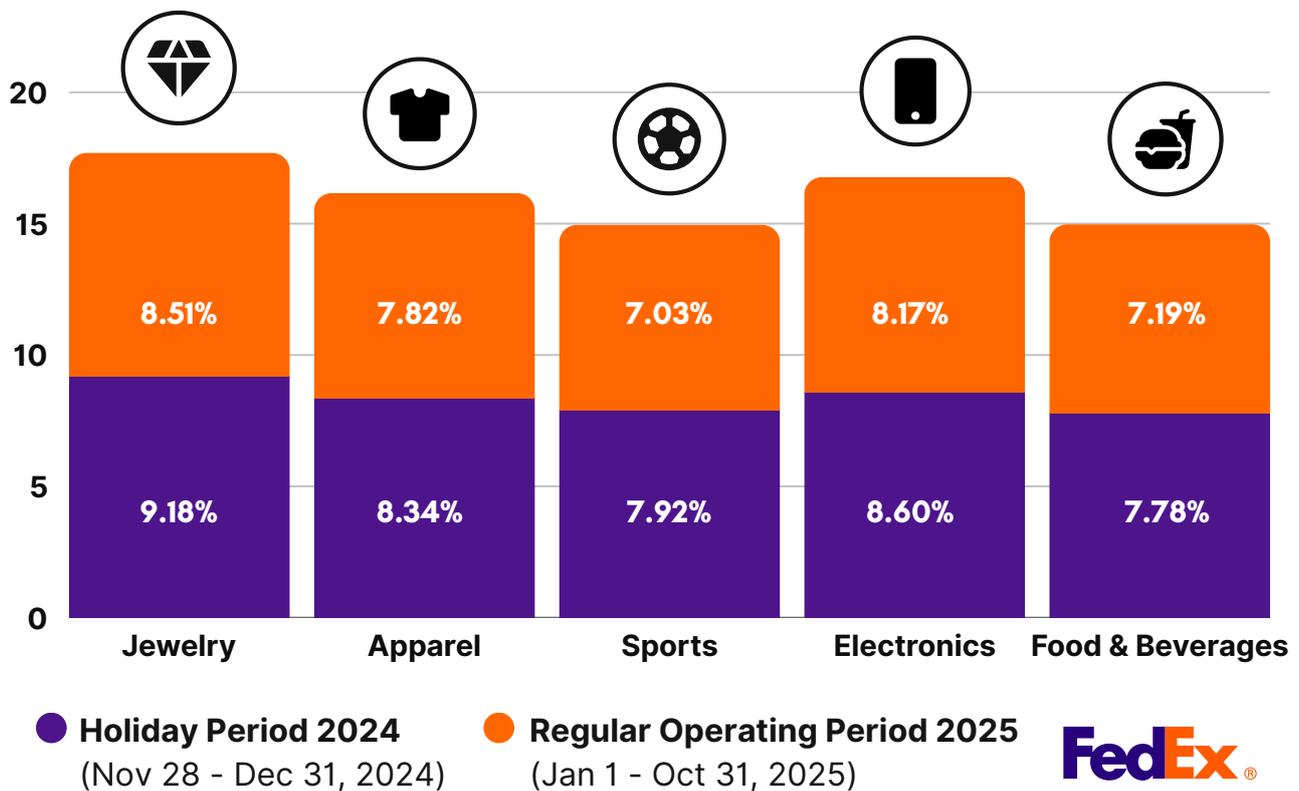
In the Regular Operating Period 2025, delays decreased modestly across all categories, led by Sports at **8.30%** and Health & Fitness at **6.79%**, reflecting steadier performance under normal delivery conditions.



FEDEX PACKAGE DELAYS ACROSS RETAIL CATEGORIES

During the Holiday Period 2024, Jewelry reported the highest FedEx delay rate at **9.18%**, followed by Electronics at **8.60%** and Apparel at **8.34%**. Sports and Food & Beverages recorded lower delays at **7.92%** and **7.78%**, respectively.

In the Regular Operating Period 2025, delays decreased modestly across all categories, Jewelry to **8.51%**, Electronics to **8.17%**, and Sports to **7.03%**. Despite improvement, high-value and technology-driven shipments continue to experience elevated risks due to handling sensitivity and regional demand surges during peak periods.





Holiday Shipping 2025 : Forecasting On-time Delivery Performance

The 2025 holiday season is expected to see steady e-commerce growth according to Adobe, forecasting U.S. e-commerce holiday sales (Nov-Dec) to increase by roughly **5.3%** year-over-year, to about **\$253 billion**. This growth is driven by expanding mobile commerce and continued consumer reliance on digital-first shopping experiences.

With Thanksgiving falling on **November 27**, the shopping window again spans just **28 days** between Thanksgiving and Christmas, posing logistical challenges similar to prior years. Higher import tariffs and increased delivery volumes are expected to pressure carrier networks, especially for express and ground shipments.

UPS, FedEx, and USPS have implemented higher peak surcharges to offset labor and fuel costs. Cutoff dates for guaranteed delivery range from **December 19 to December 23**, reinforcing the need for early fulfillment planning. Retailers are encouraged to use **BOPIS and same-day** options to distribute demand more evenly and adopt predictive post-purchase tools for real-time tracking and proactive communication.

Holiday Shipping 2025 Predictions, Trends & Insights

The 2025 holiday season presents a challenging and unpredictable environment for U.S. retailers and carriers, shaped by consumer caution, tariff uncertainty, and a compressed shopping calendar. With 28 days between Black Friday and Christmas, early shopping and logistics preparedness have become critical as carriers brace for elevated seasonal demand. Retailers are launching promotions as early as October to manage order peaks and mitigate delivery congestion.



Economic and Market Context

Despite inflationary pressures, e-commerce sales are projected to grow steadily, between 7% and 9%, reaching \$305–\$310 billion (Deloitte). Adobe Analytics forecasts total U.S. online holiday spending at \$253 billion, up 5.3% year-over-year. While spending remains resilient, shoppers are showing greater price sensitivity, focusing on discounts, flexible payment options, and value-driven purchases.



Carrier and Logistics Outlook

ShipMatrix projects a 5% increase in total U.S. parcel deliveries during the 2025 peak season—approximately 2.3 billion packages. Growth is led by FedEx and Amazon (projected 5–8% increase) while UPS and USPS volumes remain largely stable. Major carriers, including FedEx, UPS, USPS, and Amazon, have announced higher peak-season surcharges, effective through early 2026, to offset rising labor, fuel, and import-related costs.



On-time Delivery Performance Outlook

UPS is projected to outperform FedEx in on-time delivery reliability this holiday season. Delay rates are expected to range between 10% and 12%, roughly 1.5× higher than normal levels. This can be attributed to a more conservative carrier strategy this year, emphasizing cost optimization over network expansion, which could intensify competition and create localized congestion, making delivery delays likely during high-volume weeks.



Supply Chain Volatility and Tariff Impact

Retailers are adapting to tariff uncertainty and supply-chain volatility by diversifying sourcing from China toward markets like India and Vietnam. New U.S. Customs and Border Protection (CBP) procedures introduced in September 2025 are tightening documentation requirements, slowing import clearances, and heightening compliance rejections for cross-border parcels.

Holiday Shipping 2025 Predictions, Trends & Insights

- ✔ **Delivery Experience and Differentiation**

With free shipping now an expectation rather than a differentiator, retailers are shifting focus toward delivery reliability and flexibility. Competing with Amazon's accelerated standards, leading brands are introducing time-slot delivery, real-time tracking, and personalized post-purchase updates to improve customer confidence. The emphasis has moved from merely on-time delivery to creating a predictable, brand-controlled experience that builds trust and repeat business.
- ✔ **Consumer Expectations and Fulfillment Behavior**

Consumers continue to expect fast, free, and reliable delivery, even as household budgets tighten. Retailers are expanding Buy Online, Pick Up In-Store (BOPIS) and curbside pickup to blend convenience with immediacy, now seen as key pillars of omnichannel fulfillment.
- ✔ **Early Shopping and Extended Season**

Shoppers are starting their holiday purchases earlier than ever, many in October, to avoid shipping delays and price surges. Retailers have responded with pre-Black Friday promotions and extended marketing calendars, effectively lengthening the peak season to reduce last-minute fulfillment strain.
- ✔ **Returns and Reverse Logistics**

With return volumes expected to rise 8–9%, brands are focusing on clear, flexible return policies and encouraging exchange-first options to protect revenue. Automation in returns processing and real-time refund tracking are emerging as key differentiators for customer satisfaction and operational efficiency.



The Post-purchase Customer Experience Mandate

E-commerce post-purchase issues are nothing out of the ordinary, even during times like the Holiday Season. The impact they have is catastrophic — wrecking customer experience, straining customer support teams, and ultimately threatening the profit margins.

The friction points that hurt customer experience and loyalty occur mostly after orders have been shipped. Knowing what's coming and staying ahead of delivery and return-related issues is key to perfecting post-purchase. Regardless of who the shipping partner is, a leading carrier or a 3PL, some hard truths that you deal with are:

Up to **20%**

of shipments face ISSUES such as late delivery, attempted-failed delivery, lost or damaged in transit

Up to **40%**

of customer inquiries are WISMO (Where Is My Order), Lost/Damaged shipment or Return related

Up to **35%**

of all products purchased online are RETURNED.

In this section, we'll cover everything you need to know about creating an e-commerce post-purchase strategy that will **improve customer experience, boost customer retention, and reduce shipping costs** this Holiday Season and beyond.

The Big Post-purchase Customer Experience Gap

In today's retail market, there are hundreds of shipping carriers worldwide that specialize in e-commerce deliveries.

However, regardless of who your shipping partner is, the truth is that:

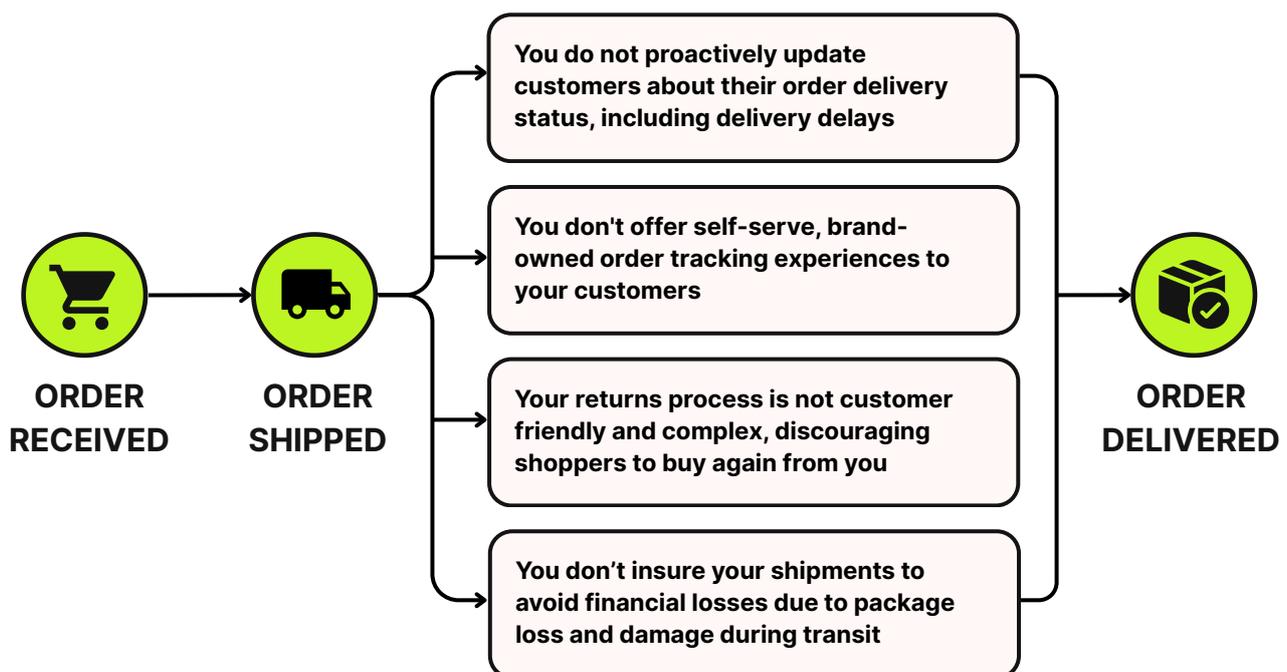
-  ~10% of all parcels shipped are either delayed, lost or damaged
-  Customers blame and penalize the brand they shop from and **NOT** the shipping carriers for delivery failures
-  **1-in-3** consumers will switch to a competitor after just **ONE** bad post-purchase experience with a brand

>40%

of all customer support tickets created are either Shipping, Delivery or Returns related.

All of these lead to a **big post-purchase CX gap** that has a negative impact on customer satisfaction and ultimately affects your profits.

THE BIG POST-PURCHASE CX GAP IN ONLINE RETAIL



8 Strategies To Ensure Post-purchase CX Success

Taking measures to close the post-purchase CX gap and provide customers with a frictionless delivery experience can cement you as their preferred brand to shop from. Adopting the following ways to improve your post-purchase CX will ensure a positive impact on both your customers' lifetime value and the retention rate of your business.

✔ INCREASE CONVERSIONS ON PDP AND CHECKOUT PAGES WITH ACCURATE DELIVERY DATES

Motivate shoppers with a countdown timer displaying precise delivery dates on product pages. Utilize ML for accurate predictions based on shipping history, carrier performance, and weather, boosting conversions effectively.

✔ ENGAGE WITH ANXIOUS CUSTOMERS TO REDUCE DELIVERY RELATED SUPPORT TICKETS

Over 30% of customer support tickets created are shipping-related, with most tickets being WISMO (Where Is My Order) inquiries. Addressing such tickets can be both time-consuming and expensive. Make order tracking self-service, send proactive, real-time shipping updates to reduce WISMO calls by 70%

✔ PREVENT NEGATIVE REVIEWS WITH PROACTIVE DELIVERY EXCEPTION ALERTS

Keep your customers informed of their orders with automated delivery exception alerts. Double it down by giving them credits or discount coupons based on severity and turn negative reviews into opportunities for positive CSAT scores

✔ KEEP YOUR CUSTOMER SERVICE AGENTS AHEAD AND IN CONTROL OF CRITICAL DELIVERY ISSUES

Give your agents the visibility they need to take proactive action via real-time order status info, pre-built responses, and coupon codes from inside your helpdesk

✔ **DELIGHT CUSTOMERS BY MAKING ORDER TRACKING A CONVENIENT, SEAMLESS EXTENSION OF YOUR BRAND**

To ensure seamless brand experiences, every customer interaction should be owned by the brand. Default order tracking pages provided by shipping carriers are dull and off-brand. Providing brand-consistent order tracking pages on your store drives customer delight and increases brand loyalty.

✔ **GROW YOUR BUSINESS BY LEVERAGING ORDER TRACKING MOMENTS TO INCREASE SALES AND REDUCE RETURNS**

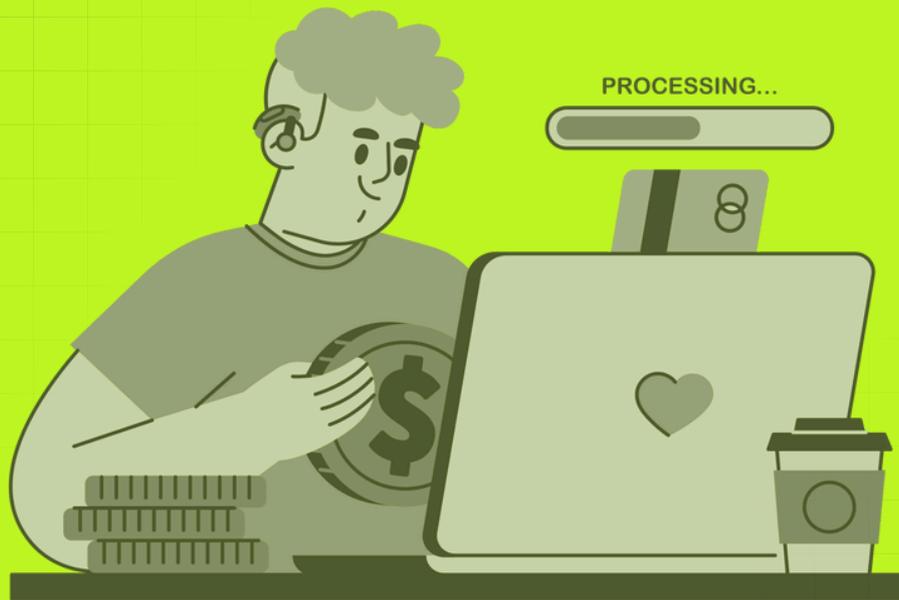
On average, customers track their orders 6 to 8 times before order delivery, that's 6-8 additional marketing touchpoints with customers post-checkout. Boost repeat sales with product recommendations on order tracking pages, besides providing relevant product usage information to reduce returns.

✔ **RETAIN MAXIMUM REVENUE WITH SELF-SERVE, AUTOMATED RETURN AND EXCHANGE FLOWS**

Be transparent and establish trust with a clear returns policy. Make product returns effortless for your customers, while providing return methods that encourage exchanges and store credit options to ensure revenue retention.

✔ **OPTIMIZE YOUR POST-PURCHASE PROCESS WITH ACTIONABLE INSIGHTS**

Gain valuable insights into customer feedback and fulfillment optimization to make precise cost reductions and other informed decisions to improve post-purchase CX and operations.



Parcel Audit and Shipping Refunds for Cost Saving

How can your business save up to 20% on shipping costs?

Did you know your business might be overpaying shipping bills by up to **20%** by not claiming refunds from shipping carriers for service failures and billing errors?

The **Money Back Guarantee** policy of shipping carriers promises **100% refunds** on shipping charges if a parcel is delayed even by 60 seconds. You can claim refunds for **50+ service failures and billing errors** that include late deliveries, incorrect surcharges, lost or damaged packages and more.



**Audit invoice for
50+ service failures
& billing errors**



**Recover refunds
and save up to 20%
on shipping costs**



**Get better service
quality from
shipping carriers**

However, claiming refunds from carriers can be both exhaustive and expensive, making it extremely challenging to recover refunds for valid claims before their eligibility window expires. Auditing your shipping invoice regularly can help you receive better service quality, and save you up to 20% on shipping expenses.

About LateShipment.com

At LateShipment.com, we are driven by an overarching mission to bring more transparency to the world of shipping. Our retail logistics solutions include cloud tools for small parcel shippers with a focus on post-purchase delivery experience and shipping cost optimization.

Trusted by 4500+ companies worldwide, at LateShipment.com we have tracked over **150 million packages** shipped through **80+ shipping carriers** globally. With our unique industry position, we're able to leverage our global shipping data and expertise in fulfillment logistics to publish unbiased carrier performance reports aimed at empowering readers with insights about the workings of the parcel shipping industry.

OUR SOLUTIONS

LateShipment.com is the ultimate all-in-one post-purchase success platform for e-commerce retailers, D2C brands, 3PLs, and businesses shipping small parcels, no matter their size or shipping volume.

-  **OneTrack:** Our **delivery experience management** platform helps improve shipment visibility and drive customer delight post-purchase.
-  **OneReturn:** Our **returns management** platform makes returns and exchanges effortless and efficient — all while retaining revenue.
-  **OneAudit:** Our **automated shipping refunds** solution brings performance accountability to carrier services and saves up to 20% on shipping spends.
-  **OneProtect:** Our **automated shipping insurance** solution that protects merchants from losses due to packages lost or damaged during transit.

LateShipment.com seamlessly integrates with 1200+ Shipping Carriers and Business Tools, including E-commerce platforms, Order Management Systems, Helpdesks, and Marketing Automation tools, to help you drive post-purchase experiences and shipping cost savings, at scale.

Visit www.lateshipment.com to find out more.

Disclaimer

The data and information in this report have been solely drawn from shipments tracked by LateShipment.com on behalf of its customers. While particular care has been taken to ensure that all data sets analyzed are accurate and statistically relevant across the small parcel shipping industry, LateShipment.com is not responsible for any errors or omissions whatsoever.

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