

2021 HOLIDAY COMMERCE SERIES

THE MODERN E-COMMERCE POST-PURCHASE CUSTOMER EXPERIENCE PLAYBOOK

13 actionable CX strategies to win big this
Holiday Season and beyond



LATESHIPMENT.COM

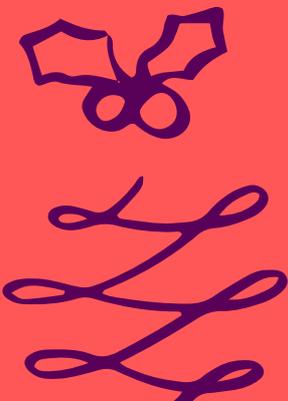


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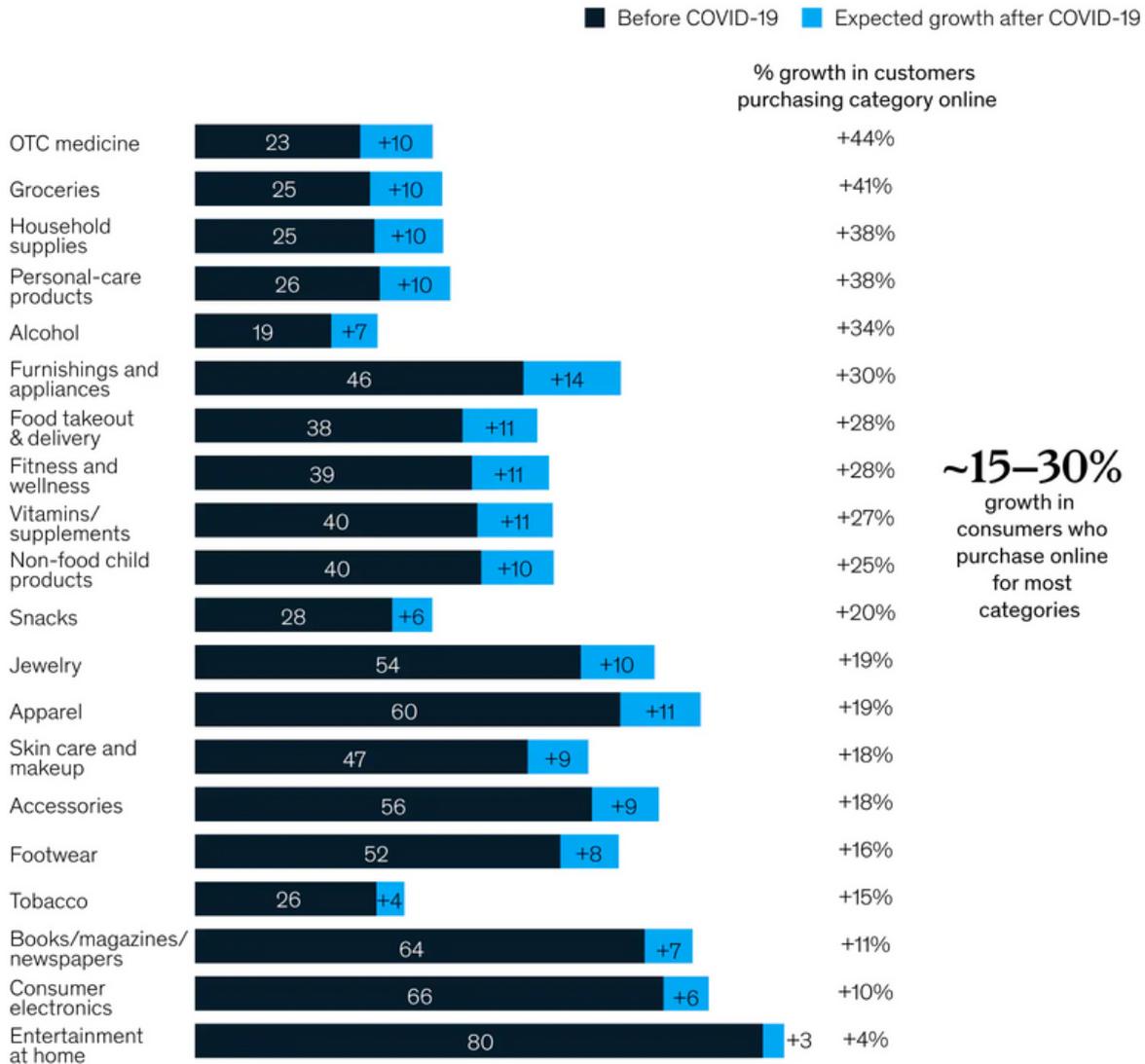


Introduction

Physical distancing and stay-at-home orders have forced all consumer segments to reinvent their shopping habits. And the changing shopping habits has made some shopping trends that are here to stay even when the world goes back to normalcy.

Out of these shifting trends, two common trends are consistent across all verticals:

1) Customers are overwhelmingly going online with their shopping needs, especially the high-bracket income earners.



2) Customers are more likely to favor better customer experience than any other factor

49% of shoppers made impulse buys after receiving a personalized recommendation

44%

will become repeat buyers after personalized experiences

It's no debate that E-commerce has become the lifeline of consumers. With the holiday season spiking up shopping trends, we want our audience to be well equipped to face the digital-first holiday season 2021.

This report would be a combined study of overall shopping trends over the past year, exclusive findings and key takeaways from LateShipment.com, and tips to steer through a post-pandemic ecommerce drift.

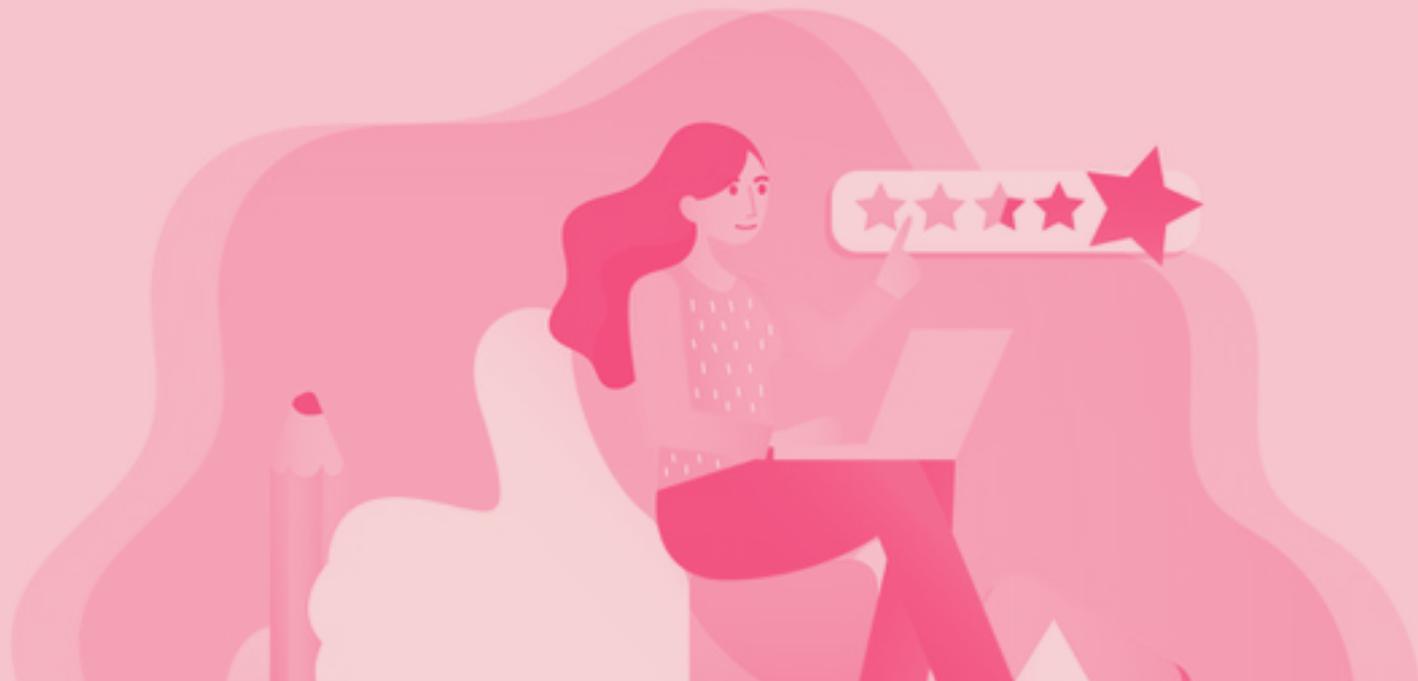
Without further delay, let's get into the details!

Your eCommerce site is designed to offer visitors the best possible user experience. Optimized for speed and easy navigation, it delights and keeps shoppers choosing your brand for a frictionless experience. From product discovery to purchase and checkout, everything works like clockwork.

But what about customer experience after checkout?

Post-purchase customer experience is a critical component of the overall customer experience offered by a brand. Therefore, it is incumbent upon you to focus on the post-purchase phase of the customer journey even though your parcel deliveries are handled by third-party shipping carriers.

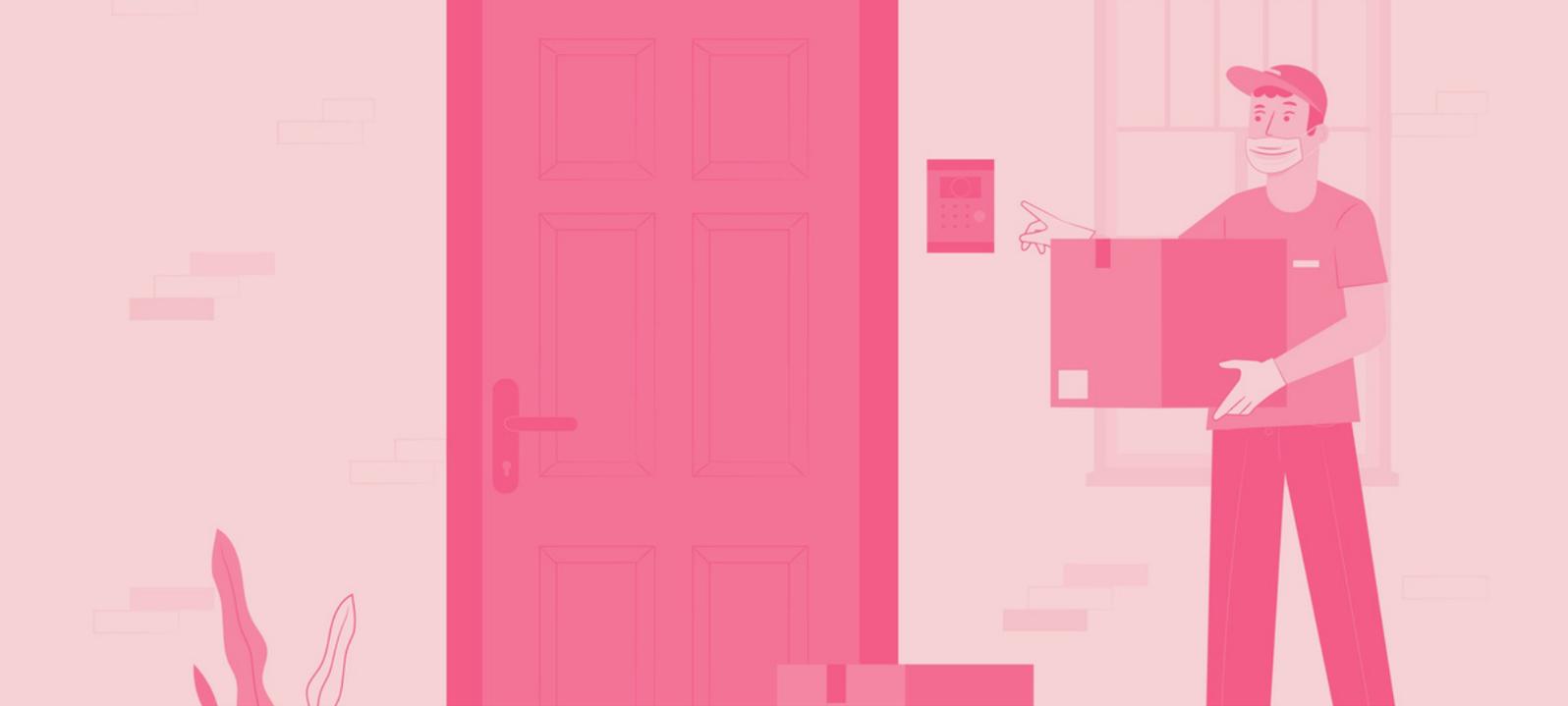
In addition, there's a reason why the culture of boxing day (the day where people in countries associated with the British empire return their Christmas gift to the stores) comes during the holiday season. With everything going digital, is your business prepared to steer through the increase in returns, and turn it to your advantage to make it a customer loyalty strategy?



Why does your business need a winning post-purchase CX strategy?

Offering top quality post-purchase experiences poses a challenge when you outsource shipping operations to a third party carrier. They may not share your sense of commitment to the highest standards of customer satisfaction.

-  **Reduce customer anxiety by meaningfully engaging with them post-checkout**
-  **Win customer loyalty by proactively resolving delivery-related customer issues**
-  **Improve customer experience by extending your on-site brand experience post-checkout**
-  **Boost sales post-checkout by monetizing customer order tracking moments**
-  **Reduce customer support tickets around shipping and delivery issues (Up to 30% of support tickets created are delivery related!)**
-  **Improve conversions by making your returns easy and frictionless returns and instill buyer confidence**

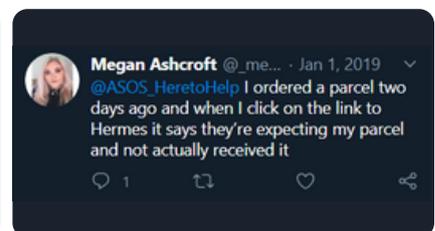


Delivery failures: Who is to be blamed after all?

Online retail in the Amazon era is all about exceeding customers' expectations with the quality of product, pricing, and finally order delivery speeds. And as a retailer, if you are banking on replacing lost customers by acquiring new ones, consider this: it is

5X more expensive to acquire a new customer than to retain an existing one.

Failing to meet customer expectations, particularly around delivering orders within the promised time can invite irreversible backlash from customers. Many of your dissatisfied customers could leave bad reviews on social media that will deter prospective customers from ever buying from you.



The one thing these tweets have in common, regardless of who the shipping carrier is, is that customers expect **the retailer** to be in control of their delivery experience.

Hence the post-purchase phase, which is the most anxious and vital stage of the customer journey, defines how often you can keep your customers coming back.



The Returns Management Paradox

Our statement on returns being a customer loyalty strategy might have come off as a surprise, given that most businesses look at it as a revenue losing affair that their business endures.

But the thing about returns in ecommerce is that customers expect you to give them an option for it, and perceive anything otherwise as a bad customer experience moment.

71%

of customers didn't make a purchase because of shipping or restocking fees.

62%

of consumers were unhappy when they were asked to pay postage and packaging costs for a return.

A free returns policy eliminates such customer concerns, and helps them gain confidence in your brand's user experience and lead to greater confidence in completing a purchase.

- • Let's face the inevitable facts. Your brand might have an amazing online shopping experience and seamless shipping and delivery experience, yet there's going to be customers who return products, and the volume of returns is going to grow as your business grows. Thus, overlooking your returns management would cost you more in the long run than providing return options.



Hence, preparing your business to face such hits once in a while, and formulating a strategy in place to equip your business while providing impeccable return service is the best approach to take. This would in turn reward you with customer loyalty, given you addressed their distress at their most uncertain phase during the transaction.

86%

of people hesitate to do business with a company if it has negative online reviews.

It's clear that trusting such a critical part of your sales cycle on third party shipping vendors and luck will end up hurting your brand reputation. But at the same time, there are definitely things you can do to ensure your loyal customers have frictionless and delightful post-purchase experiences.



The Big Post-Purchase Customer Experience Gap

In today's retail market, there are hundreds of shipping carriers worldwide that specialize in eCommerce deliveries. From FedEx, UPS or USPS in the U.S., Canada Post or Purolator in Canada or Royal Mail in the U.K.

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



1-in-5 parcels are routinely delayed



15% of all urban deliveries fail on the first attempt



Shipping carriers don't provide real-time updates, particularly when parcels are running late



A large number of parcels are damaged or lost in transit



Ecommerce witnesses a 30% return rate as opposed to 9% return rate seen in retail stores



Over 30% of support tickets created by customers are shipping and delivery related



92% of the shoppers will buy again if the returns process is user-friendly and easy to use



40% of the customers say free returns would improve their delivery experience

And what really drives customers to return to a brand is the overall CX you provide

All of these indicate that a big post-purchase CX gap exists that has a definite negative impact on customer satisfaction, ultimately affecting your bottom line

THE BIG POST-PURCHASE CX GAP





13 Things You Can Do (But Probably Don't) to Ensure Memorable Post-Purchase Customer Experiences

Taking measures to provide your customers a memorable and reliable experience after checkout can cement you as their go to option when shopping within your product category. This will have a positive impact on both your customers' lifetime value and the retention rate of your business.

Here are some measures you could take:



Proactively resolve delivery issues - Third-party shipping operations are highly error-prone. Earn customer loyalty with **a solution that provides real-time shipping information** for timely delivery issue resolution.



Reduce delivery anxiety with automated delivery notifications – Engage meaningfully & effectively – throughout the order delivery lifecycle. Keep your customers informed of package location at all times. Send regular email and SMS updates to customers about important parcel-tracking events, including delivery issues.



Be transparent. Build trust— Communicate your terms clearly on checkout pages and effectively follow up till delivery. Ensure you are sensitive to customer expectations. If a delivery deadline is likely to be missed, make sure the customer is kept informed.



Offer custom branded tracking experiences - Offer customers the ability to track their parcels on a branded tracking page within your eCommerce site. Provide tracking widgets on your site and a smart-track button on the emails you send.



Reduce customer service inquiries — Embed “Track My Order” widget on your website and shipping emails to make parcel tracking self-service



Monetize customer tracking moments - Upsell via your email and SMS updates to spur further spending.



Course-correct when necessary - Compensate customers for late deliveries by offering them coupons or discounts on future purchases



Collect & leverage user feedback -

a. Capture user feedback around customer delivery experiences to understand the detractors of a great post-purchase experience.

b. Everyone loves talking about their customer experience, more so when it's a bad one. Lend a close ear to such signals on social media and effectively address them to reduce bad word-of-mouth.

c. Understanding all of these, make necessary operational changes to ensure customers who bore the brunt of bad delivery experiences are given greater attention.



Periodically review & improve your delivery performance - For **every delivery failure that happens**, do a thorough analysis focusing on the type of service failure, delay-trend patterns, which customers are getting affected, and so on.



Focus on returns - Make **the eCommerce returns process** free and as simple as possible. This will contribute to the overall comfort level of your customers.



How LateShipment.com Can Help Your Business

LateShipment.com is the world's only logistics cloud tool that helps businesses of every size provide memorable delivery experiences to customers at scale.

At LateShipment.com, our focus has remained steadfastly on the post-purchase phase, typically the part of the logistics chain that is the most neglected.

Key benefits of using our Delivery Experience Management platform to powers post-purchase CX success

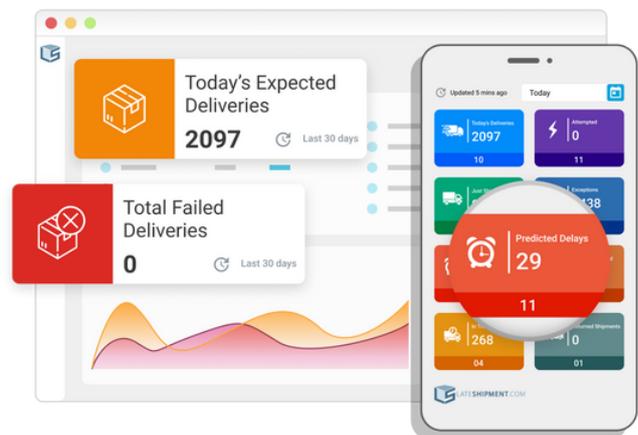
1

Stay on top of order deliveries, particularly those facing delays.

Tracking & Delay Prediction

Track in-transit shipments in real-time, across carriers you use on a single dashboard.

Receive predictive alerts about parcels facing delivery delays & take corrective action

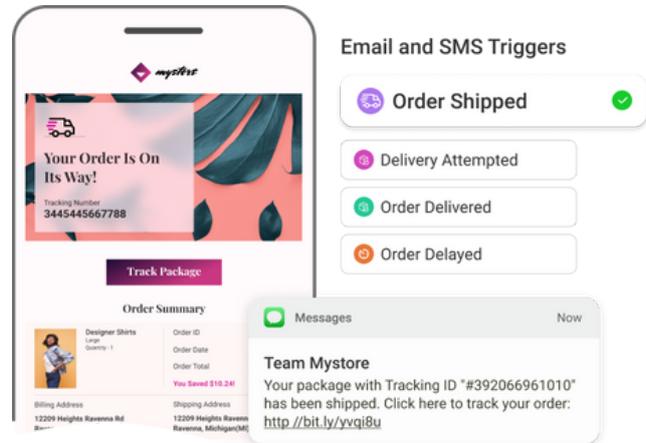


2

Over-communicate and reduce customer anxiety post purchase.

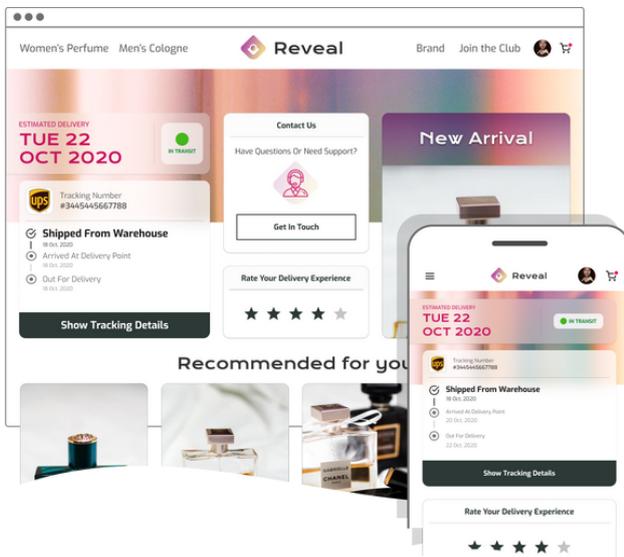
Customer Engagement

- Proactively identify and communicate with customers facing critical delivery issues
- Automate order status notifications via email or SMS throughout the delivery lifecycle



3

Impress your customers with brand consistent order tracking experiences.



Branded Order Tracking

- Build beautiful branded order tracking pages, personalized for your customers
- Enable "order tracking" from within shipping emails you send to your customers

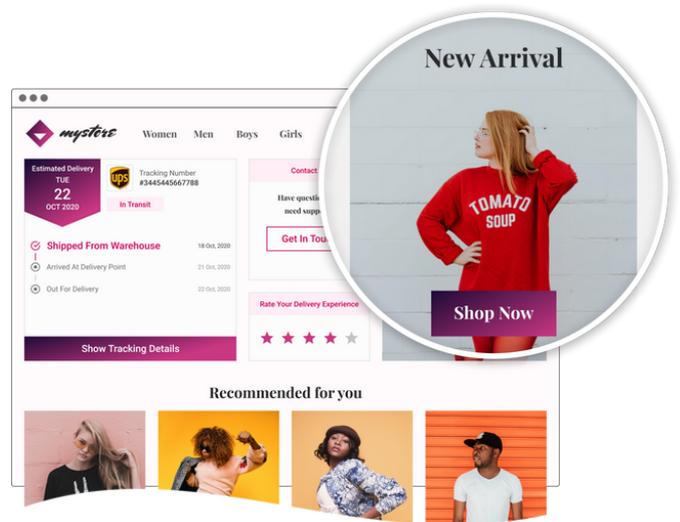
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Leverage order tracking moments to increase sales and reduce returns.

Increase Sales. Reduce Returns

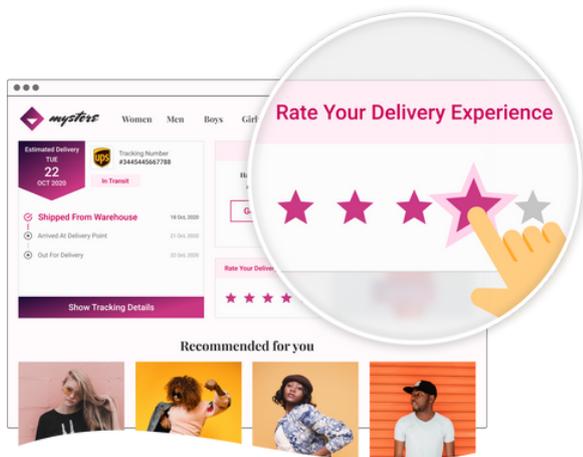
Increase sales with marketing campaigns & product recommendations on tracking pages

Reduce returns by providing relevant product usage information on order tracking pages



5

Know how good or bad your customers' delivery experiences were



Delivery Experience Feedback

Capture your customers' Delivery Satisfaction (DSAT) rating after every order delivery

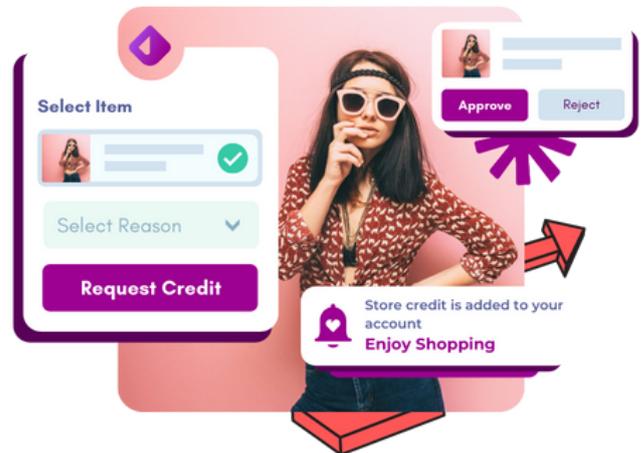
Monitor the average DSAT scores of customers to optimize shipping & delivery process

6

Make order returns hassle-free for your customers while maintaining profitability

Automate Your Returns

- Create a return portal where return experience are made fast and easy for your customers with zero interactions with your support agents
- A tracking page dedicated for returns would provide transparency around return status



The LateShipment.com **Return Experience Management** Suite focuses on automating your entire returns process and provide workflows for self-service

Apart from holding all the features of a complete returns management solution, Returns Experience Management hands you the reins to do more in the form of:

A **customizable, on-demand return portal** makes the return experience fast and easy for your customers with close to zero interactions with your support agents.

A **purpose-built returns dashboard** for merchants, support users, and warehouse operators to drive quick return request resolution and drastically reduce your team's time tending to returns and thereby reduce support ticket volume.

A **tracking page for returns** that provides transparency around return status and eliminates customer anxiety about the whereabouts of their package.

Retain revenue with smart and flexible return methods. Encourage exchanges with store credit options to ensure revenue retention from returns. Incentivize customers to opt for exchanges or store credit with prepaid labels, free shipping and bonus credit.

The best part is, it takes less than 2 minutes to **see** [LateShipment.com in action](#) without any change to your existing workflow. The value we add to businesses is most evident when experienced first-hand.

Get Started



Other Key Benefits of LateShipment.com

How You Can Save up to 20% on Shipping Costs

Did you know your business might be overpaying shipping bills by up to 20% because of poor service quality by your shipping carrier?

Shipping contracts promise 100% refunds on shipping charges if a parcel is delayed even by 60 seconds. Additionally, shipping carriers invoices // with billing errors

However, the process to claim refunds is deliberately kept challenging with a short claim window. As a result, over \$3 billion a year goes unclaimed in refunds. This is money that rightfully belongs to retail businesses like yours.



Invoice with errors highlighted



Audit for 50+ Service Failures & Billing Errors



Claim refunds and save up to 20% on shipping costs

This is where LateShipment.com can make a difference. Our cutting-edge algorithms **automatically audit your shipping carriers' invoices** and recover refunds for not just late deliveries but 50+ other service failures and billing errors and credit the amount in your account.

Get actionable insights with In-Depth Shipping Analytics & Reports

That's not all! LateShipment.com gives you access to actionable insights on your delivery performance across all your shipping carriers and service types within one interface. Data that can be as broad or as granular as required, down to a single package. Data that enables you to make well-informed decisions that help you provide a better and more cost-efficient post-purchase experience.

Gain logistics intelligence in the following areas:



Shipping Spend Analysis - Analyze your shipping spends across carriers you use, unlock cost optimization opportunities.



Shipping Trends & Patterns - Analyze your shipping trends, discover your busiest days & top shipping destinations to further optimize your supply chain.



Service Choice Analysis - Identify which shipping carrier service types you use are most efficient from an on-time delivery standpoint across geographies you ship to.



Carrier Performance - Analyze the on-time delivery performance of the shipping carriers you use. Drive rate negotiations with carriers backed by data.

The best part is, it takes less than 2 minutes to **see** **LateShipment.com in action** without any change to your existing workflow. The value we add to businesses is most evident when experienced first-hand.

Get Started



Use Existing Business Tools to Enhance Post-Purchase CX with LateShipment.com

LateShipment.com integrates seamlessly with your existing helpdesk, eCommerce, order management, and CRM tools to help you craft a delightful and reliable post-purchase customer experience.



If you use helpdesk tools like Zendesk, Zohodesk, Freshdesk, etc - Get predictive alerts within your helpdesk tool that allow you to proactively resolve issues before customer impact & reduce the volume of WISMO calls.



If you use eCommerce platforms like Shopify, 3dcart, Woocommerce, etc - Proactively resolve delivery issues, send delivery notifications, and save up to 20% on shipping costs with refunds.

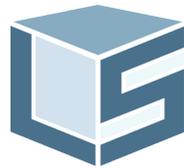


If you use Order Management Systems like Shipstation, Stamps.com, Shippo, etc. - Get predictive alerts for delivery failures in real-time and send automated delivery updates to customers.



If you use a CRM solution like Salesforce, Hubspot, Freshsales, Zoho, etc. - Send automated updates to customers, gain insights into delivery satisfaction, & much more!

Contact Us



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1000s
OF BUSINESSES
WORLDWIDE

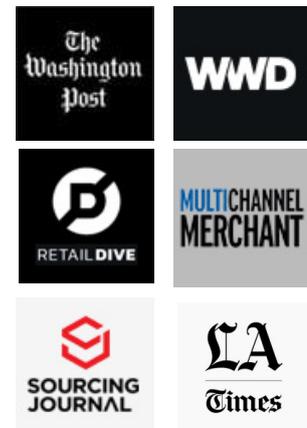


CUSTOMERS IN
40+
COUNTRIES

100M+

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TRACKED

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