



5

top tips to
boost customer
delivery
experience

**Win sales and customer
loyalty with delivery!**





The customer experience can make or break a business. It's rapidly overtaking price and product as the main brand differentiator. And delivery is a vital part of that experience when it comes to online shopping.

60%

According to the IMRG Consumer Home Delivery Review 2019/20, 60% of customers say that a good delivery experience has encouraged them to order again from a retailer.¹

While unsurprisingly, bad experiences lead to customer losses. A PwC study found that one in three customers will leave a brand they love after just one bad experience. And 92% would completely abandon a company after two or three negative interactions.² With news of a poor experiences travelling fast in social media and on review sites, many more potential and existing customers may be put off by a single customer's story.

To avoid the parcel pitfalls and offer delightful delivery services, read on to reveal our top tips.





TIP 1.

Put choice & convenience first

We all know how frustrating failed deliveries are. In fact, it's the top delivery concern preventing **50%** of consumers from shopping online, with vagueness of delivery timeslots coming a close second.

To clinch the sale, offer customers a wide range of options so they can select the one that best suits their lifestyle – whether that's click and collect, next-day delivery or time-specific. This helps customers choose a delivery method that ensures they are available to receive the delivery first time.

A screenshot of a delivery selection interface. At the top, there are two tabs: '3' and 'DELIVERY'. Below the tabs, there is a 'CONTINUE >' button. The main section is titled 'CHOOSE YOUR DELIVERY'. It lists several delivery options with their respective prices and selection status:

Delivery Option	Price	Selection Status
Royal Mail Next Day	£0.00	<input checked="" type="radio"/>
DPD Next Day	£0.00	<input type="radio"/>
Royal Mail Two Day	£0.00	<input type="radio"/>
Specific Day	From £8.99	<input type="radio"/>

Below the table, there is a '+' sign and a 'Specific Day - From FREE' option. At the bottom, there is another 'CONTINUE >' button.

A screenshot of a 'Delivery Options' interface. It features a title 'Delivery Options' and a sub-header 'We will text you with a 1 or 2 hour delivery time-slot for delivery between 7am and 7pm, on the day of delivery or before.' Below this, there are three delivery options, each with a checkbox, a description, and a price:

Delivery Option	Price
<input type="checkbox"/> Standard (free for orders over £50) Delivery up to 7 working days Delivered from 18/05/2020	£4.95
<input type="checkbox"/> Choose your day Select an available delivery day (Tues-Fri)	£6.95
<input type="checkbox"/> Saturday Order anytime before 2pm on a Friday for Saturday delivery	£9.95



TIP 2.

Empower your customers with end-to-end control

Change is the only constant - what suits a customer one day might not the next. Improve first-time delivery success by enabling customers to make last-minute changes to their delivery.

In fact, 54% of customers say in-flight delivery options are important.

Put your customers in control with:



The ability to redirect deliveries by changing the location or time at short



The option of sending delivery instructions and direct messages to the



The opportunity to rate their delivery experience so you can measure performance and make improvements if



TIP 3.

Ensure consistent and comprehensive communication

91% of consumers want a predicted delivery window and 92% want to receive delivery updates.

– NetDespatch, 2019

Customer have come to expect regular updates, and will feel more comfortable the better they are kept informed, even if their delivery doesn't arrive as expected.

With the right technology, updates on the current location of every parcel and delivery time estimates can be automatically transmitted to your customers, giving them piece of mind that their delivery is making progress.





TIP 4.

Pro-actively identify and resolve delivery issues

It's important to continuously monitor and track parcels in order to identify if a scheduled delivery is likely to be missed or a parcel mis-routed. This then gives you the opportunity to intervene and resolve any issues before the customer experience is impacted.

This activity can be resource-intensive, so you might want to consider outsourcing to a provider who can carry out this valuable customer service for you.





TIP 5.

Make sure returns are easy and convenient

78% of consumers consider the returns service when choosing where to shop – proving that returns can be just as important as delivery

Make sure your customers don't feel short-changed when it comes to returns with these simple steps:

- Be clear about your returns policy from the outset
- Offer a choice of returns methods, whether this be booking a collection or a range of parcel lockers or drop points
- Keep the communications flowing so the customer is notified when their returned product has been received, and when they will receive a refund





Achieving these simple steps isn't rocket science. By working with a multi-carrier organisation such as GFS, you can offer your customers the delivery choice, control and communication they crave to ensure you have satisfied customers that come back, again and again.

To find out more about how GFS can help your business optimise the customer delivery experience, contact us:



www.gfsdeliver.com

CONTACT US

¹ IMRG Consumer Home Delivery Survey 2019

² <https://www.pwc.com/future-of-cx>

