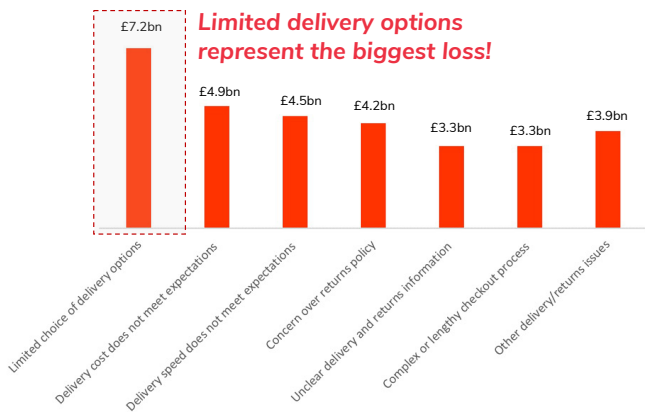


Battling Basket Abandonment: Mastering Delivery Choice & Convenience for Frictionless Shopping

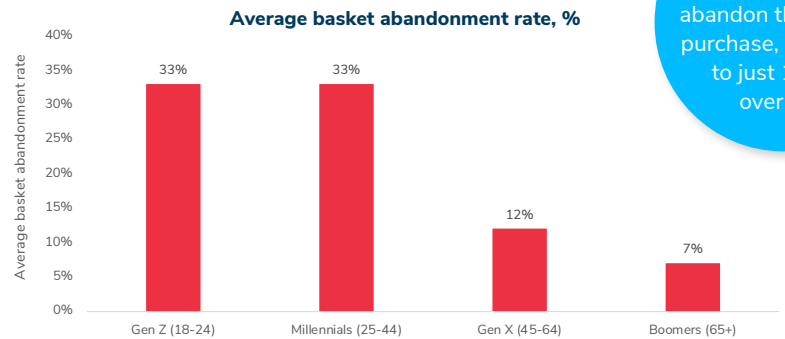
Top delivery issues behind cart abandonment – and their cost

£31.5 billion left at checkout as shoppers turned off by poor delivery options

Breakdown of delivery factors and cost of abandonment



Digital natives most likely to abandon baskets due to delivery



A third of under 45s will abandon their online purchase, compared to just 10% of over 45s

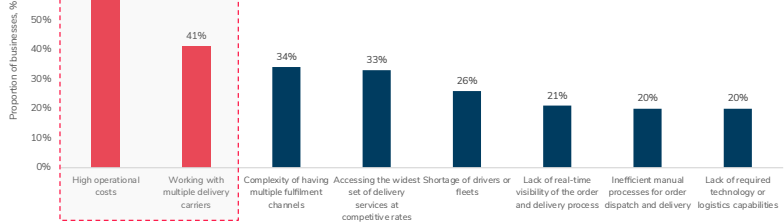
Retailers acknowledge the need for greater delivery choice

Which of the following would help meet customers' delivery expectations?

Expanding delivery options seen as #1 for addressing customer delivery expectations

- 45% Expanding delivery options (e.g. same-day, weekend delivery)
- 44% Offering free shipping or reducing shipping costs
- 42% Reducing delivery times
- 32% Developing a more efficient returns processing system
- 29% Offering personalised delivery options (e.g. nominated delivery)
- 27% Better communication and transparency around delivery and returns
- 26% Implementing new delivery technologies
- 23% Partnering with a single aggregator of multi-carrier services
- 14% Increasing staffing to handle high-volume periods

What are the main barriers for improving the choice of delivery options?



Barriers to offering more delivery choice and convenience
Cost and overhead of working with multiple carriers seen as main barriers to wider delivery solutions

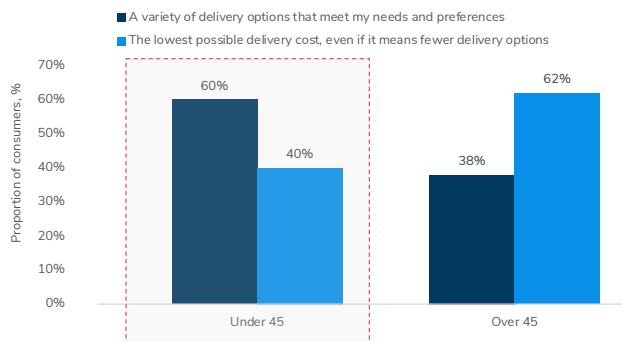
3 Myths

Myth #1:

“FREE trumps everything else”

60% of under 45s prioritise delivery choice and convenience over the lowest cost

When it comes to delivery options, which of the following is more important to you?

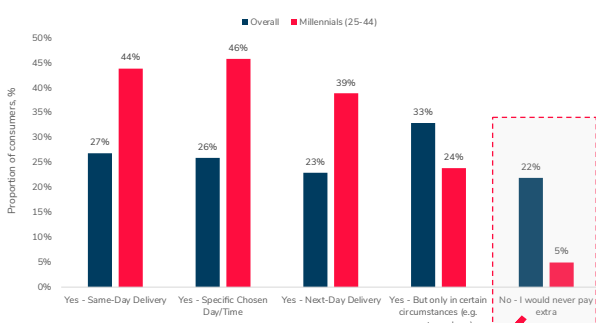


Myth #2:

“Consumers are not willing to pay for PREMIUM options”

Three in four consumers are willing to pay extra for same day, next day or nominated delivery

Would you be willing to spend £4-£5 extra to have a typical £25 online order delivered by any of the below methods? (select all that apply)



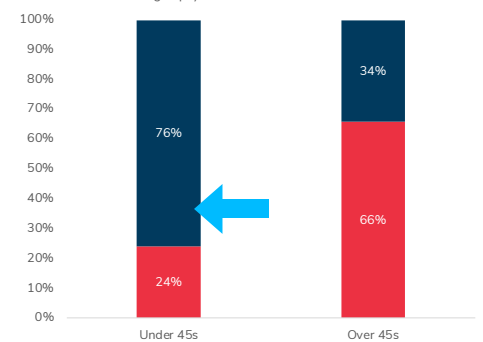
95% of Millennials open to paying for premium delivery options

Myth #3:

“Consumer will not pay for RETURNS”

One in two UK shoppers willing to pay for hassle-free returns - rising to 76% for under 45s

Willing to pay for a quick and hassle-free returns experience



Willing to pay for returns - correlation with frequency of shopping online

