

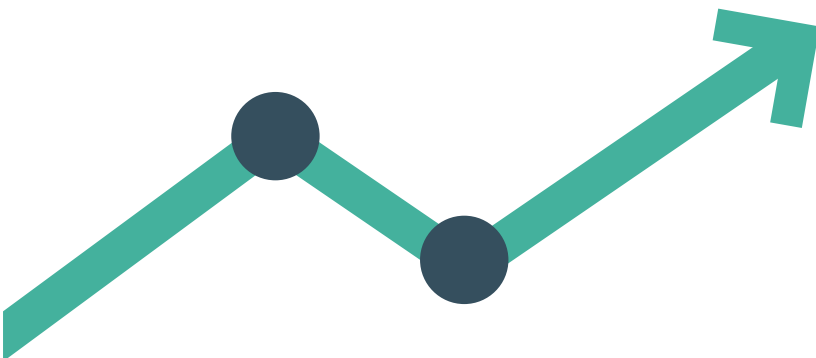
Delivering Consumer Choice:

2015 State of eCommerce Delivery



Content

<i>Introduction</i>	2
<i>Differentiation Through Delivery</i>	3
Personalised delivery: Consumers determine what, when and where	
International offerings: eCommerce without borders	
Returns: No longer just a post-purchase afterthought	
<i>Delivery: A Key to Conversion</i>	9
<i>Loyalty Starts With Delivery</i>	12
Delivery experiences: The highs and lows stand out the most	
Social media: Where consumers share their voice	
Proactive communication: Keeping customers in the know	
<i>What's Next</i>	16
<i>Conclusion</i>	17



Delivering Consumer Choice

An Introduction

Understanding what consumers want from delivery is a pivotal step in creating a successful eCommerce strategy. The eCommerce industry is constantly changing, challenging retailers to keep pace. As consumer expectations of delivery evolve, retailers must not only rise to the occasion, but also maintain profitability in terms of logistics and processes. With that in mind, we surveyed 3,000 consumers from the ages of 18 through to 65 across the UK, US, France, Germany, Spain and the Netherlands to find out what people really want from delivery.

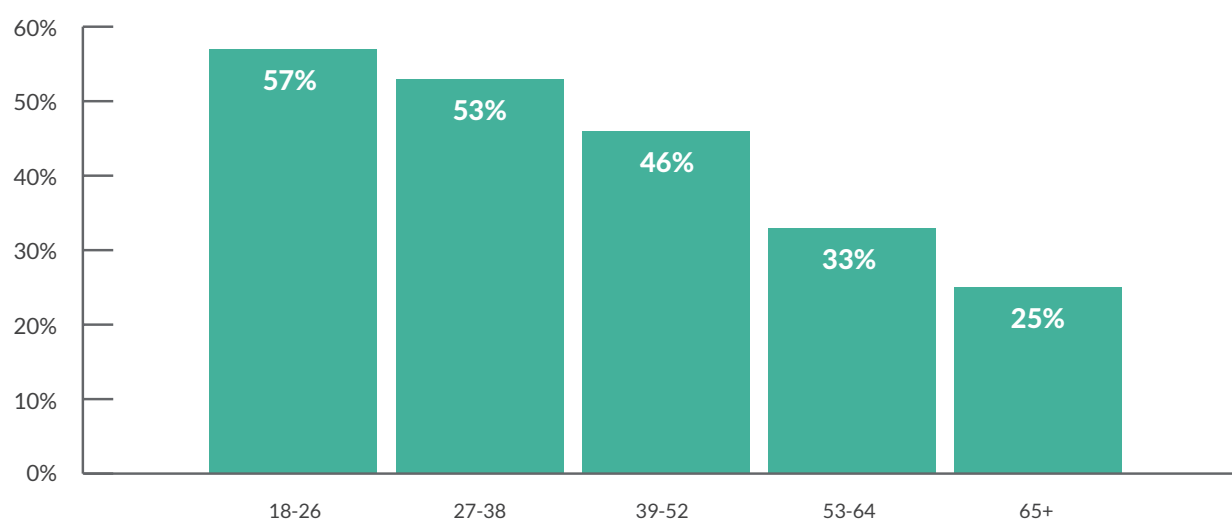
We found that in an era in which numerous industries are radically transforming, many eCommerce consumers are still feeling disappointed. Our research found that 43% of global consumers have had a negative experience when it comes to delivery. We also discovered that the younger consumers are, the more likely they are to have had a negative experience. Having grown up in a world of technology-enabled convenience, consumers aged 18 to 26 have higher expectations. Throughout the report we will call these consumers the “disruptive generation” as they will have the greatest influence on the direction of eCommerce as we move forward.

In spite of their relative youth and smaller annual incomes, the disruptive generation embodies an enormous opportunity when it comes to revenue to be won. For these digital natives, online shopping is a convenient and natural way to purchase goods. As consumers grow older, the preferences of people currently in the 18 to 26 age bracket will become those of the majority. **For any retailer hoping to predict the future of the delivery landscape, understanding consumers in the disruptive generation is essential.**

The good news is that overcoming consumers’ delivery disappointment is entirely possible with the right strategy. However, preventing negative customer experiences is only one reason that retailers should aim to get on top of the delivery conundrum now.

As our research shows, delivery offers an incredibly effective means to differentiate from other competitors in the eCommerce landscape, a tool for boosting conversion rates and a powerful mechanism for building customer loyalty.

Figure 1: Consumers who have had a negative delivery experience (By age)



Differentiation Through Delivery

A retailer can invest in providing the best website and products in the world, but without high quality delivery services a retail business can struggle to flourish. **By making delivery a priority, eCommerce businesses can differentiate themselves from the competition, vastly improving the chance for their products to achieve the sales numbers they deserve.**

Research shows that consumers react positively to personalised delivery options, new international offerings and thoughtful return policies. For an eCommerce company hoping to differentiate, delivery offers a vital way to outshine the rest.

Personalised delivery: Consumers determine what, when and where

The ability to offer tailored services and to remember these from one shopping session to the next adds a compelling competitive advantage. Smart retailers can adapt how they display delivery services according to the types of services consumers typically use.

What delivery options do consumers want?

It's important to understand current trends in delivery preferences. Our research shows that alternative delivery options such as same-day delivery are on an upswing. Delivery to home is still the most popular option, but deeper analysis across age groups reveals variations. Figure 3 provides an overview.

Home delivery is most popular among consumers who are of retirement age. On the other hand, consumers aged 18 to 38 are less likely to be at home, so they tend to use click and collect and delivery to local shops more often. They enjoy having the ability to pick up a parcel wherever and whenever they want.

The disruptive generation (ages 18 to 26) has been much quicker to adopt same-day delivery (23%) than the average for all consumers in our study (13%).

Figure 2: Delivery Options Adoption

Q: Have you ever used the following services to receive your goods (e.g. clothes) bought online?

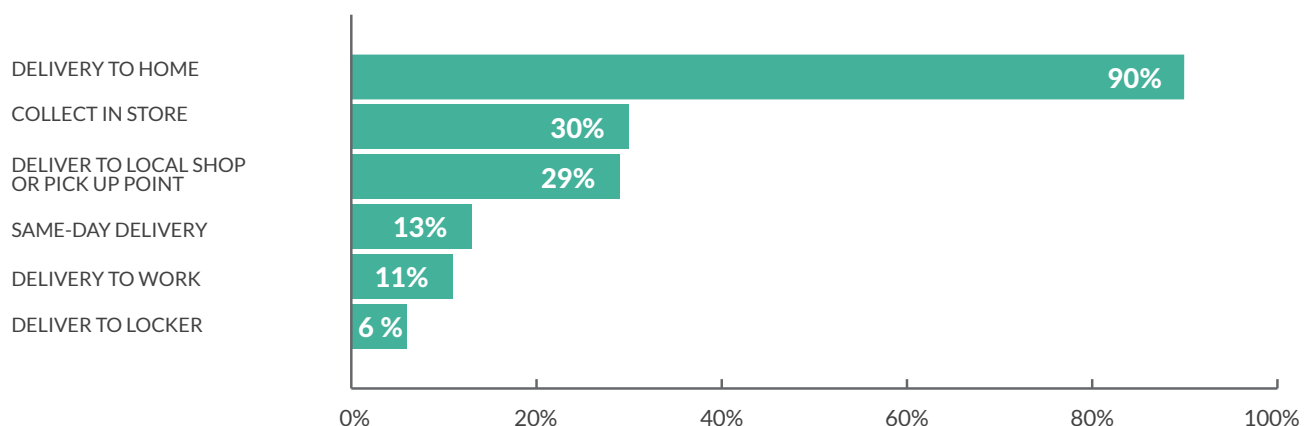
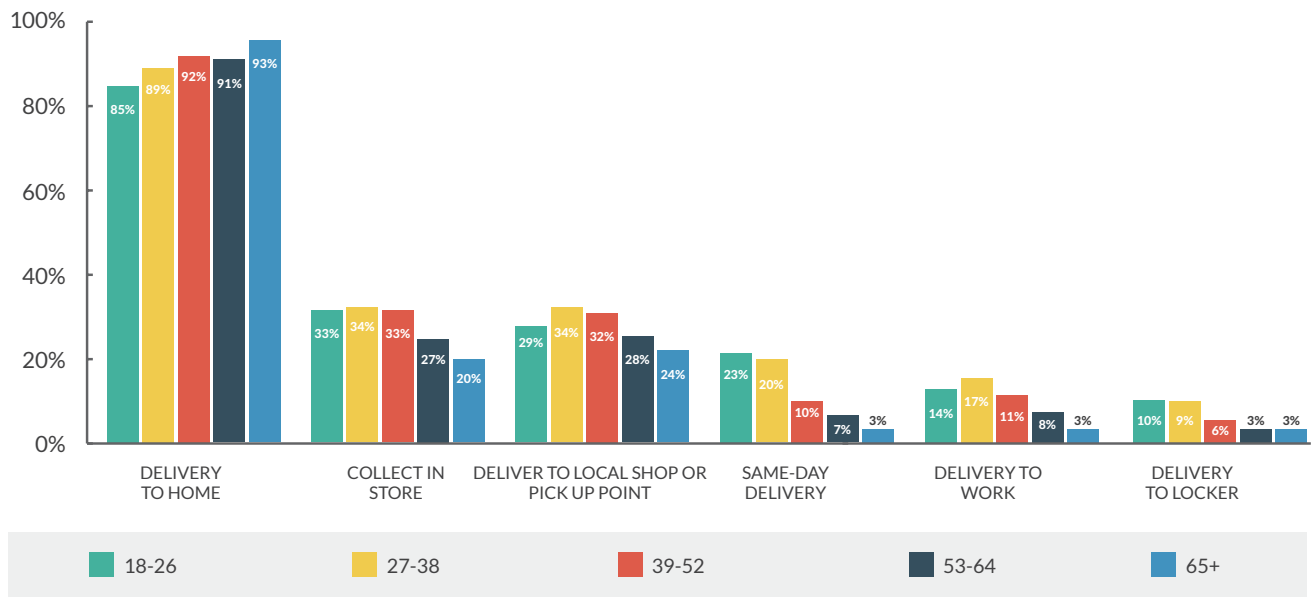


Figure 3: Delivery Options Adoption

Q: Have you ever used the following services to receive your goods (e.g. clothes) bought online?

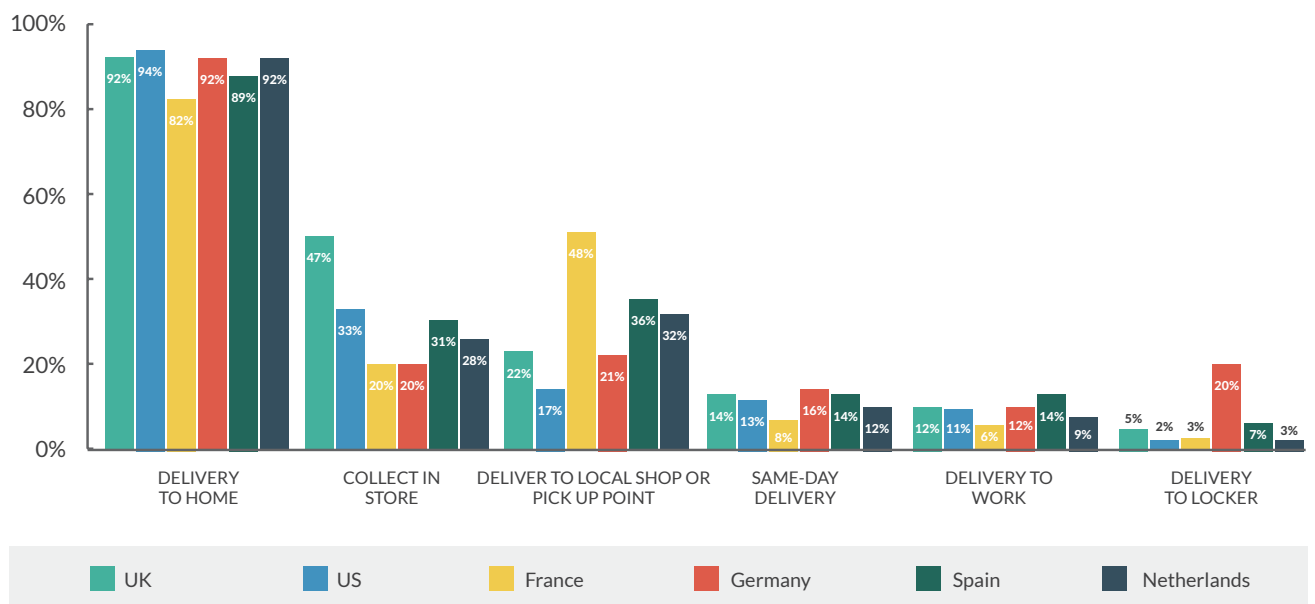


It is important that international retailers understand what services consumers are using in order to optimise the customer experience according to geographical region. We analysed the use of delivery options by country and found that:

- Delivery to home and collect in store are used more commonly in the UK than other countries.
- Delivery to locker is used more in Germany than in other countries.
- Relative to other countries, collect in store has seen declines in both in France and Germany.
- Compared to other services, pick up at a local shop is a very popular option in France.

Figure 4: Delivery Options Adoption

Q: Have you ever used the following services to receive your goods (e.g. clothes) bought online?



Do delivery options have an impact on sales and revenue?

It is worth noting that retailers may not only differentiate which types of delivery options they offer, they can differentiate with how the offer is displayed. **While 83% of consumers want to see delivery options on the product page, many retailers have not yet adopted this strategy.** This preference is remarkably consistent across all age groups and regions, demonstrating a crucial opportunity for forward-thinking retailers to deliver delight by reacting to consumer needs.

Figure 5: Consumers who want to see delivery options displayed on the product page (By age)

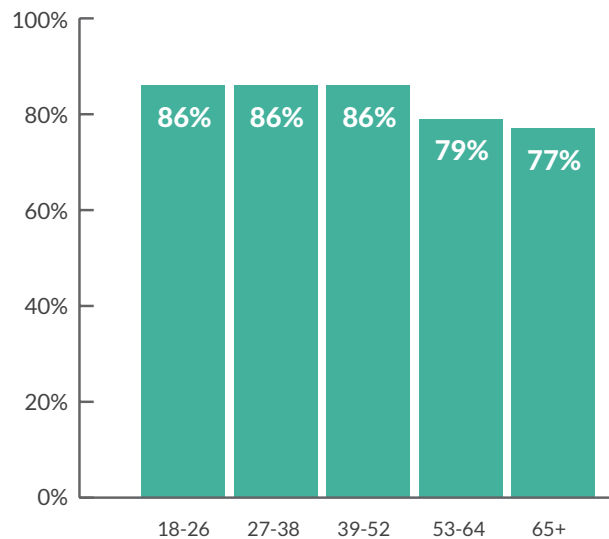
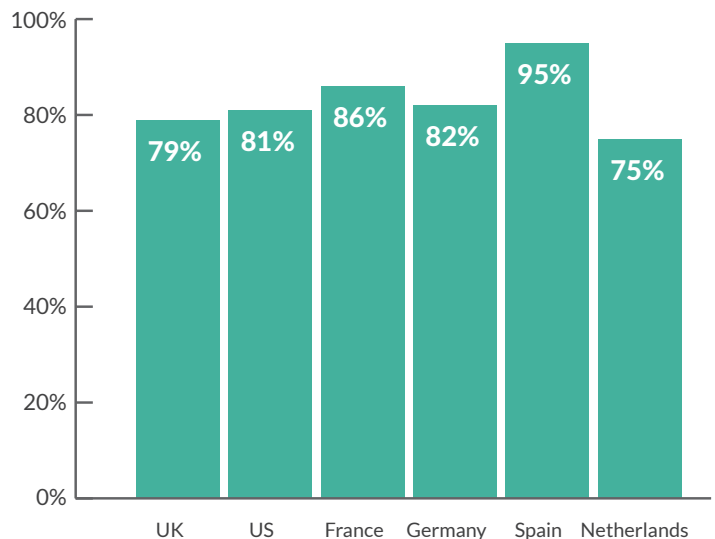


Figure 6: Consumers who want to see delivery options displayed on the product page (By country)



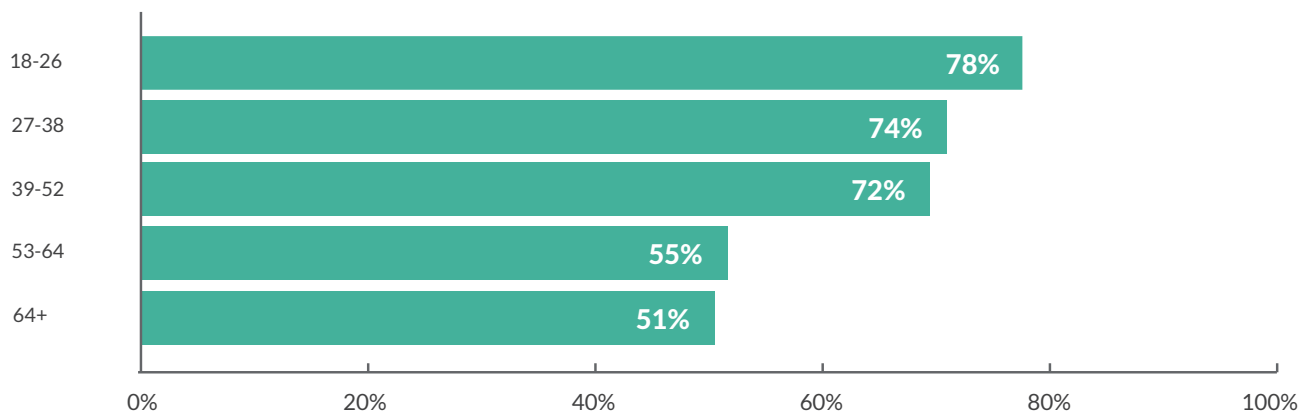
Our research also revealed that the types of delivery options on offer can influence the consumer's decision to shop with a retailer or not:

66% of consumers have chosen one retailer over another because they provided more delivery options.

This means that when products and pricing are the same across several manufacturers' and retailers' sites, delivery becomes the deciding factor.

By age group, consumers aged 18 to 52 showed a higher chance of switching to another retailer based on delivery options than older demographics. These shoppers have less allegiance to retailers and they are more likely to change their spending habits according to convenience.

Figure 7: Consumers who have bought goods from one retailer over another because they provided more delivery options (By age)

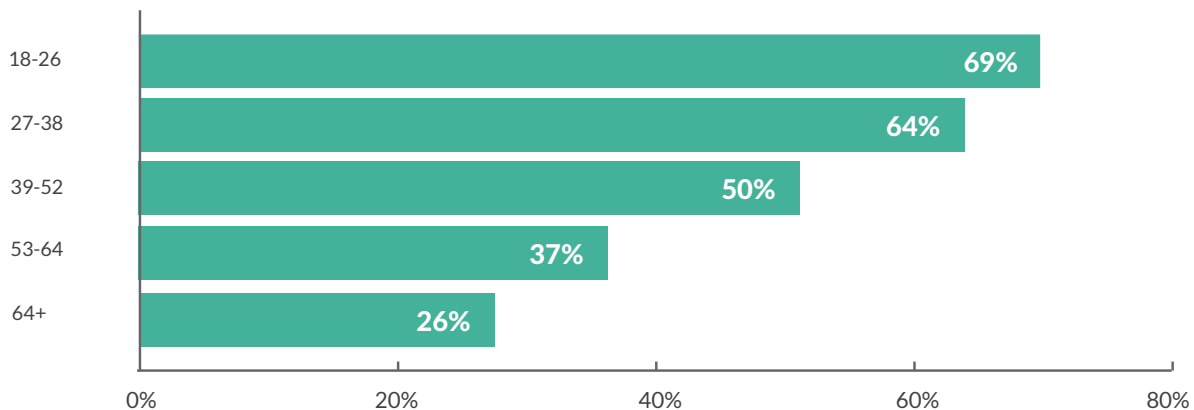


This trend highlights the struggle between brands and retailers: consumers are becoming more loyal to the brand and product rather than the retailer they buy it from. Because multiple retailers carry the same brands, delivery options pose an important opportunity for retailers to attract customers and differentiate from the crowd. Offering personalised delivery options may not only drive a consumer in the direction of a certain retailer, but it can even create new revenue opportunities.

Research shows that 49% of consumers have paid more for goods because the delivery options were better or more convenient.

In other words, some consumers are more concerned about when they get their goods than how much they cost. With the right brands and the right delivery options in place, product price takes the backseat.

Figure 8: Consumers have paid more for goods because the delivery options were better or more convenient (By age)



In spite of having the smallest annual income, 69% of consumers aged 18 to 26 have chosen to pay more for goods for the right delivery experience. So what does this mean for the future? As this group grows older and gains more disposable incomes, these more fluid spending habits are likely to become more widespread.

Comparing consumers' opinions on three unique delivery options

When it comes to **free delivery**, 18 to 26 year-olds assign less importance to free delivery (83%) than 39 to 52 year-olds (93%). These younger consumers are receptive to change when it means they can get what they want. If the type of delivery matches their needs, price doesn't play as significant a role. When we asked about the importance of receiving a **time slot** for delivery, the response was consistent across all age groups and all countries. Consumers want to know exactly when they can expect their order and they will praise those retailers who offer this type of experience.

Figure 9: Consumers who want to receive a time slot for delivery (By age)

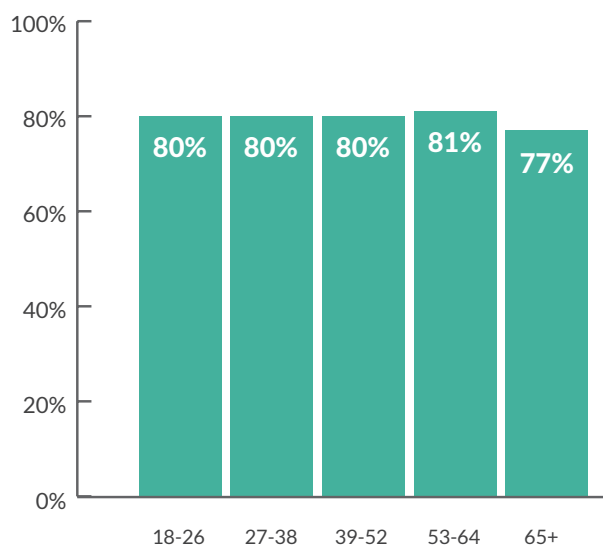
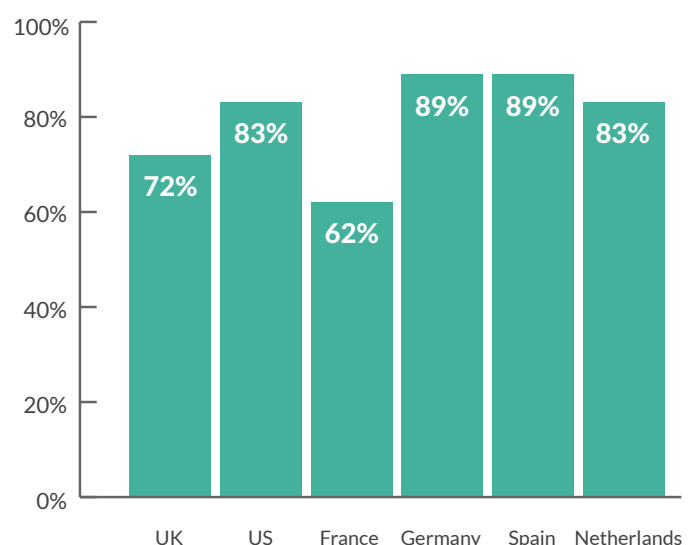


Figure 10: Consumers who want to receive a time slot for delivery (By country)



Guaranteed delivery date is another feature contributing to a more seamless customer experience. Alleviating the stress of not knowing when a parcel will come increases consumer satisfaction. We found that 83% of consumers across all age groups and countries want a guaranteed delivery date, with consumers aged 27 to 38 taking the lead (86%). Members of this age group are often starting families and work long hours, making certainty around delivery most important.

The conclusion? A one-size-fits-all delivery experience isn't enough to keep customers happy. **Personalised delivery options create a powerful opportunity for retailers to differentiate and gain a pivotal competitive edge in the eCommerce space.**

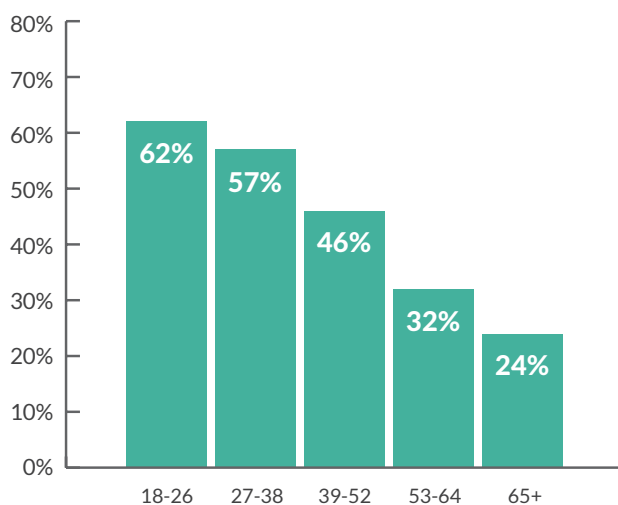
International offerings: eCommerce without borders

It is increasingly important that retailers understand their customers' preferences as well as regional tendencies if they are considering cross-border trade.

In the past six months, 45% of consumers have purchased goods online from overseas, with the digital natives of the 18 to 26 age range leading the field.

Newer to the eCommerce market, these consumers want to be able to buy products from anywhere in the world. In this climate of eCommerce without borders, it's up to the retailer to strategise about expanding globally while still remaining profitable.

Figure 11: Consumers who have purchased good from overseas in the past six months (By age)



Among all the countries in our study, Spain took the lead with the most international purchases (61%). With their eCommerce market yet to reach full maturity, Spanish consumers are looking outside their country to get the products, prices and delivery experiences they want.

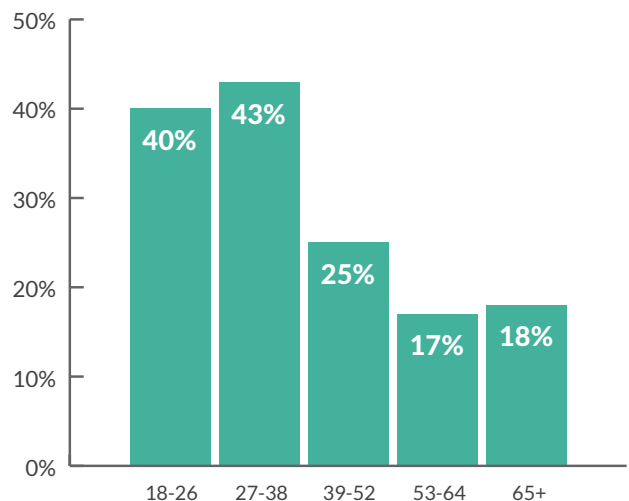
Returns: No longer just a post-purchase afterthought

Returns today are a critical part of the delivery experience. While traditionally returns became a concern for the consumer after the purchase had been completed, now returns play an important role in the purchase decision itself. As is the case in delivery options, **returns policies influence who consumers buy from and whether they buy at all.**

As much as 76% of consumers look at a retailer's return policy before they even complete an order – a trend that holds true across all demographic groups and countries in our study.

At the same time, more and more consumers are making purchases with the intention of returning some items. Akin to taking several items into a fitting room, the habit of buying multiple sizes or colours with the aim of returning some or all of them is here to stay. In our research, 29% of consumers indicated that they have bought multiple goods online knowing some or all would be returned. Consumers aged 18 to 38 take part in this buying strategy more often than older consumers aged 39 to 65 and older.

Figure 12: Consumers who have bought multiple goods online, knowing they will return some/all of them (By age)



Luckily, consumers are even more likely to choose a retailer who makes returns easier rather than abandon one.

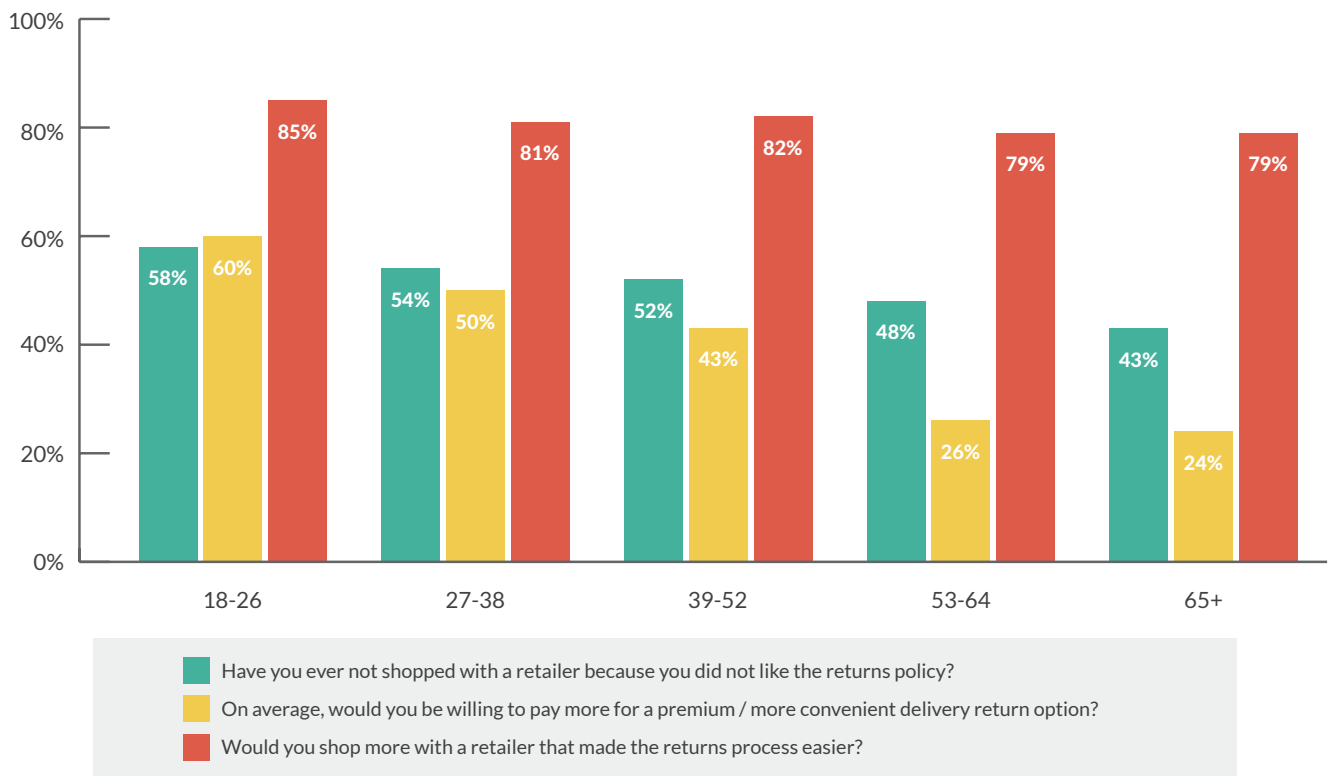
Consistently across all ages and regions, 81% of consumers would shop more with a retailer who makes returns easier.

The takeaway? An appealing returns policy has the power to help acquire and attract consumers, while a poor policy can push a consumer into a competitor's arms.

We also found that premium returns options actually create a revenue opportunity for retailers. According to our research, **41% of consumers are willing to pay more for a premium or more convenient returns option**. Despite making less money overall, 60% of those aged 18 to 26 would pay more for the ability to tailor returns to fit their precise needs. Investing more in your returns policy could not only result in happier customers, but also drive overall revenue. Broken down according to age group, Figure 13 illustrates broad variations in opinions about returns. Alongside the similarities and differences in trends by age, the fact that consumers do not view returns as an afterthought emerges as a critical insight.

- All demographic groups said they would shop more with a retailer who makes returns easier.
- The majority of consumers across all groups (51% on average) revealed they have not shopped with a retailer because they didn't like the return policy.
- Well over half of consumers aged 18 to 26 said they would be willing to pay more for a premium return.

Figure 13: Consumer Preferences Regarding Returns (By age)



Conclusion

In a world of nearly infinite consumer choice, the online arena is propelling delivery to new heights of importance. Consumers are choosing one retailer over another based on delivery options and are even willing to pay more overall if they can get the delivery option that suits them best. Consumers want to be able to buy from other countries easily and are purchasing with the intention of returning some items as a matter of course. Against this backdrop, smart eCommerce businesses will develop flexible, tailored options for deliveries and returns to differentiate themselves from companies that are slower to react to these developments.

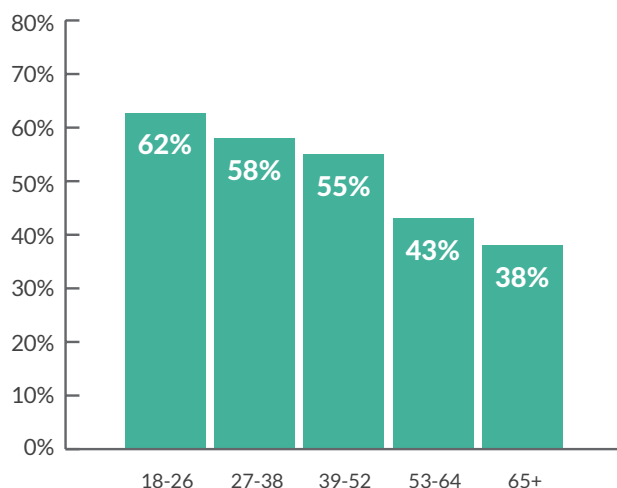
Delivery: A Key to Conversion

Irresistible products and competitive pricing only get you so far; consumers will abandon a purchase if the delivery offering fails to meet expectations.

We found that over half of all consumers have not completed an online order because the delivery options were unsatisfactory – at 62%, the trend is strongest among the disruptive generation.

This means that for many retailers, valuable conversions are being lost because their delivery offering doesn't measure up. Today and in the future, converting a site visit into a transaction hinges on getting delivery right.

Figure 14: Consumers who have not completed an online order because of unsatisfactory delivery options (By age)



Discovering what matters most, bolstering the bottom line

The best way to safeguard against abandonment is by providing the right delivery options. The fact is that it's increasingly easy to lose customers at checkout. For example, 23% of 18 to 26 year-olds have used same-day delivery. If a retailer doesn't provide this service, a significant portion of consumers might abandon their basket for a competing retailer that does.

On the bright side, the retailer that does offer same-day delivery stands not only to drive conversions, but could also increase overall revenue for the sale. For consumers aged 18 to 26, our research found that 47% in the UK would pay more than £5 for same-day service, 50% in the EU would pay more than €5 and 59% in the US would pay more than \$6.

This is just one example of the many ways a retailer can tailor options to appeal to the target customer, optimise conversions and actually boost eCommerce revenue.

When a retailer understands the target market and the types of options its customers tend to use, it can better prioritise areas within a delivery strategy – and in effect produce tangible benefits to the bottom line.

A comparison of checkout abandonment by country

When we drilled down in our research to compare trends by country, interesting insights emerged. The UK and the US have some of the lowest basket abandonment rates, likely due to their advanced and well-thought-out delivery strategies. With the world's most developed eCommerce market, the UK's online retail sales are predicted to reach £52.25bn this year, a 16.2% increase over 2014[1]. Thanks to a varied and diverse set of delivery options and a desire to embrace the latest changes, it seems that UK consumers are happier.

On the other hand, Spain, Germany and France see higher numbers in basket abandonment, with Spain taking the lead with 67% of consumers having not completed an order based on undesirable delivery options. This could be due in part to the fact that distance and catalogue selling is not an established tradition in Spain, which caused its eCommerce market to get off to a slower start.

After Amazon intensified selling in Spain and opened a local fulfilment centre, consumers began to get a taste of wider offerings based around a clear customer focus. In this way, Amazon was a catalyst in defining Spaniards' high expectations in delivery. Additionally, Amazon became a noticeable threat to other retailers in Spain. This example underlines the **opportunity for retailers to make big gains in developing markets by offering robust delivery options.**

Harnessing the data to turn insights into strategy

Preferences change frequently; how consumers feel today might be different from how they feel tomorrow. Finding the optimal delivery strategy for eCommerce operations in a business depends on taking the latest research and understanding the host of reasons why a basket might be abandoned. This illustration helps illuminate what consumers cite as the reasons behind those lost conversions.

Figure 15: Reasons why delivery options are unsatisfactory

	GENDER			AGE				
	Total	Male	Female	18-26	27-38	39-52	53-64	65+
Too expensive	59%	56%	62%	54%	55%	64%	65%	63%
Delivery would take too long	44%	42%	45%	45%	44%	49%	43%	33%
Not free	31%	29%	32%	27%	27%	32%	29%	43%
Delivery was not guaranteed by a certain date	30%	31%	29%	30%	28%	34%	33%	23%
I wanted to select a certain day (not available)	12%	14%	11%	15%	14%	12%	8%	9%
I wanted to pick up from my local shop (not available)	10%	11%	10%	13%	11%	9%	8%	8%
I wanted to be able to pick up in store (not available)	8%	8%	7%	11%	8%	7%	5%	4%
I wanted it today (not available)	6%	7%	5%	11%	9%	4%	3%	1%
Other	3%	3%	3%	1%	1%	4%	2%	6%

Figure 15 continued: Reasons why delivery options are unsatisfactory

	COUNTRY					
	UK	US	France	Germany	Spain	Netherlands
Too expensive	62%	57%	56%	52%	69%	57%
Delivery would take too long	48%	53%	42%	48%	37%	40%
Not free	32%	33%	30%	26%	32%	32%
Delivery was not guaranteed by a certain date	38%	35%	26%	29%	29%	26%
I wanted to select a certain day (not available)	11%	15%	12%	14%	11%	11%
I wanted to pick up from my local shop (not available)	7%	8%	19%	12%	8%	4%
I wanted to be able to pick up in store (not available)	9%	12%	10%	8%	5%	4%
I wanted it today (not available)	8%	4%	7%	7%	7%	5%
Other	2%	2%	2%	5%	2%	3%

Successful retailers have a firm idea of their target customers by age, gender and geographic region. Marrying that view of the target market with these insights is a vital first step in developing a delivery strategy that prevents basket abandonment and drives incremental conversions.

Conclusion

For consumers, delivery isn't a post-purchase consideration – it's a pivotal factor in the decision to buy or not to buy. In a climate where over half of all consumers have not completed an online order because the delivery options were unsatisfactory, it's hard to ignore the potential impact of delivery on conversion rates. To prevent basket abandonment, retailers must respond by providing a range of personalised delivery options. At the same time, getting a firm handle on target consumers' delivery priorities offers an unbeatable chance to actually drive incremental conversions and increase revenue.

Loyalty Starts With Delivery

As competition in eCommerce grows fiercer, retailers need to do everything they can to keep customers loyal. Providers such as Google Shopping have created a virtual high street where consumers can find instant price comparisons on any product. For businesses, it doesn't help that online shoppers can find similar products and brands on another retailer's site so easily. With each item being viewed as a single entity rather than a part of the product range of a specific online retailer, the task of building loyalty is a greater challenge than ever.

The opportunity to drive loyalty starts the second after a customer completes a purchase. Everything that follows – including the delivery of the item – is fundamental to keeping that customer happy and maximising the likelihood that they'll return again. After a purchase, **delivery is the first chance a retailer has to influence a consumer's future buying habits.**

Delivery experiences: The highs and lows stand out the most

Positive and negative delivery experiences have the greatest impact on customer loyalty. Let's start with the bad news first: **negative experiences pose a huge threat to customer retention, as they harm brand reputation and can limit repeat custom.**

We learned that 43% of all consumers have had a negative experience in delivery. Although the types of negative experiences vary, they're all incredibly powerful when it comes to influencing who a consumer shops with and how often. Bad delivery experiences undermine a retailer's ability to maintain customers and create loyal fans.

Significantly, negative delivery experiences can also compromise future revenue.

Research shows that 45% of consumers are unlikely to shop with a retailer again following a poor delivery experience.

If a delivery is poor, this means that the resources, time and money that went into acquiring the customer in the first place are for nothing.

Figure 16: Consumers who are unlikely to shop with a retailer following a negative delivery experience (By age)

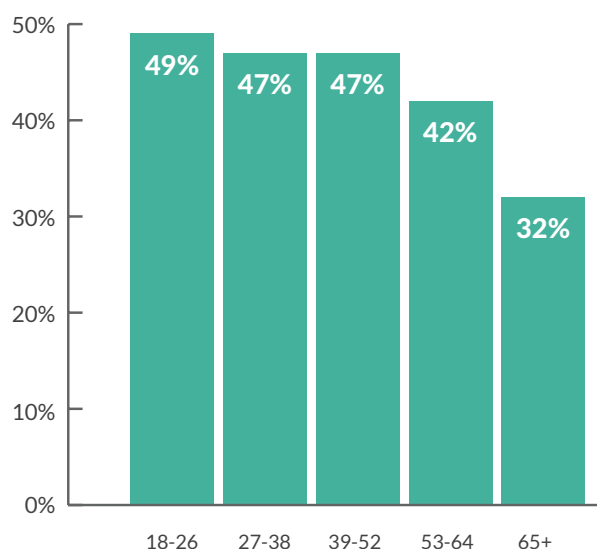
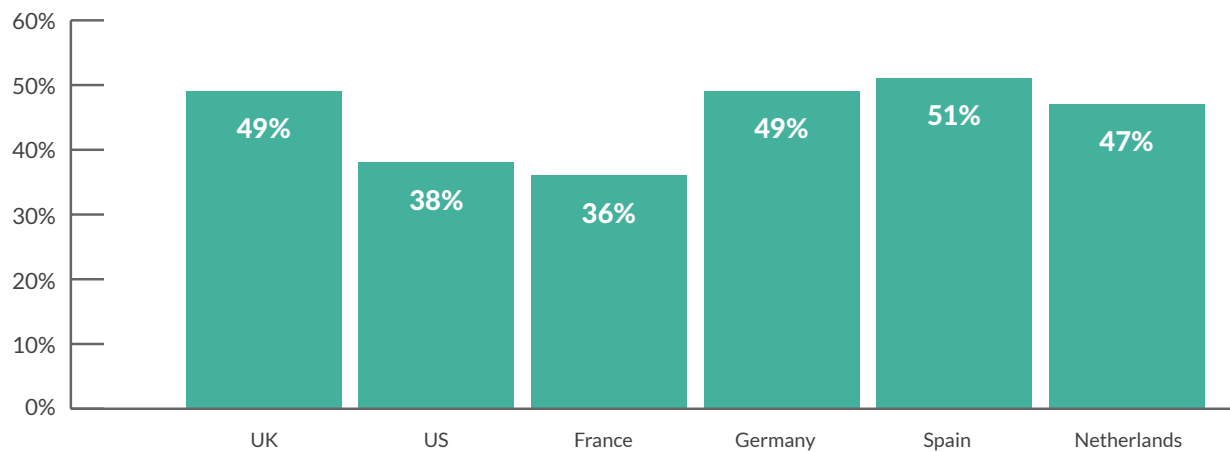


Figure 17: Consumers who are unlikely to shop with a retailer following a negative delivery experience (By country)



It might seem a grim picture – but not all hope is lost. Although negative delivery experiences do pose a threat, it's the positive ones that really hold the greatest influence.

Consistent across all age groups and all countries in our research, 96% of consumers said that a positive delivery experience would encourage them to shop with a retailer again.

In simple terms, retailers that get delivery right are well on their way to getting loyalty right, too.

Figure 18: Consumers who would shop more with a retailer following a positive delivery experience (By age)

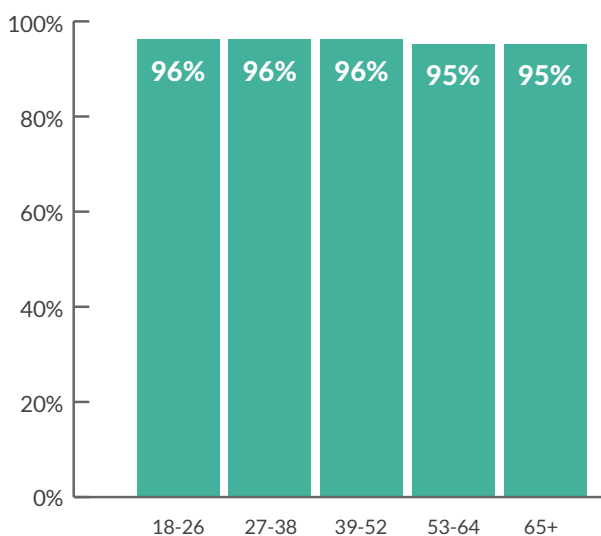
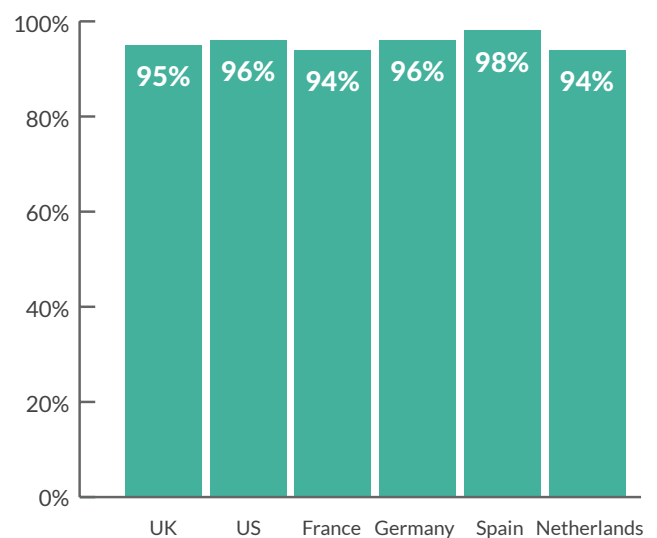


Figure 19: Consumers who would shop more with a retailer following a positive delivery experience (By country)

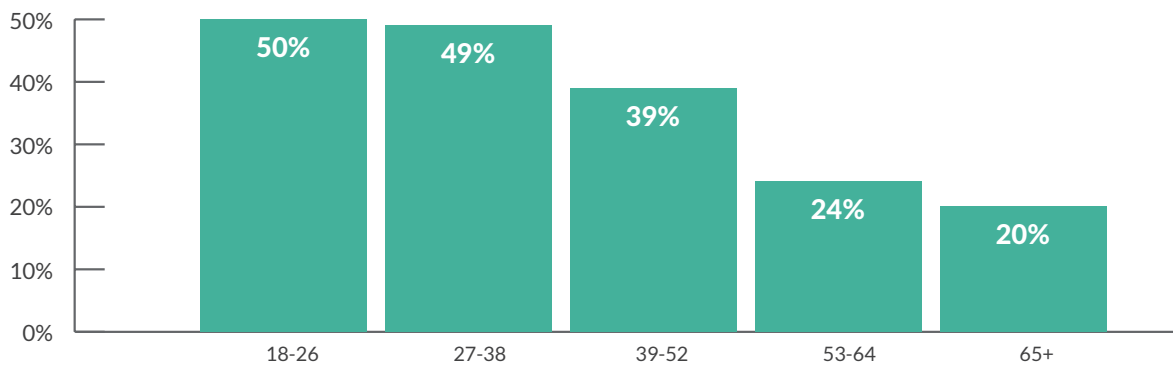


Social media: Where consumers share their voice

Social media has emerged as a key platform for consumers to air grievances and express dissatisfaction. Embodying infinite connections and massive reach, its influence is huge. With research showing that **40% of consumers have broadcast a negative delivery experience on social media**, it's not a subject any retailer can afford to ignore.

Looking at the research by age group, it's no surprise that millennials are the most vocal. Higher expectations and greater propensity to use technology explains why these digital natives tend to broadcast more than others. These consumers are often the first to try new things, but also are the first to show their distaste when they are not happy. As these tech savvy consumers grow older, the use of social media will only continue to rise.

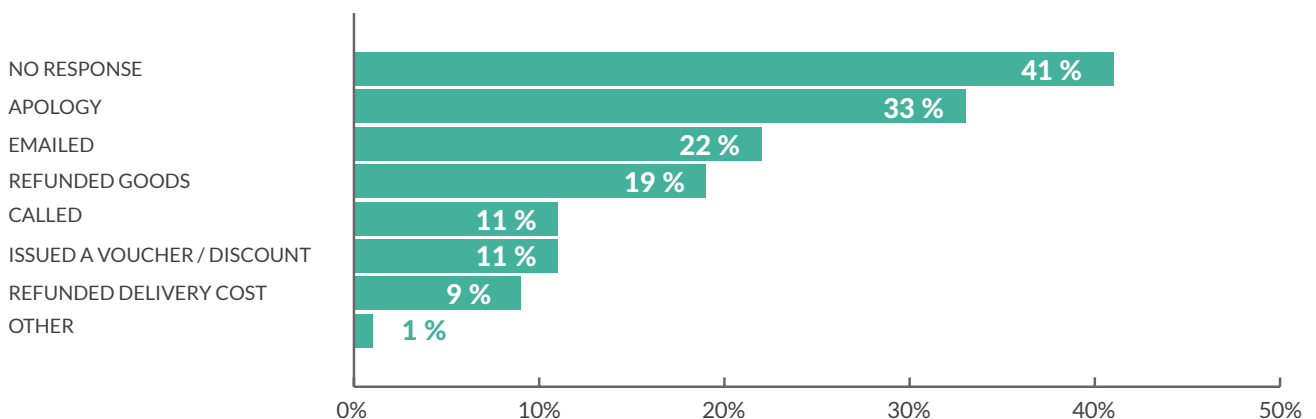
Figure 20: Consumers who broadcast negative delivery experiences on social media (By age)



Geographically, Spain's response illustrates the result of higher expectations within a less mature market. The country reported 53% of its consumers having broadcast negative experiences on social media – notably higher than the global average of 40%.

So how are retailers responding to these negative social media declarations? The most common response is no response at all. Obviously in the short term it is a cost-effective tactic, but it is enormously harmful to brand reputation in the long run. In effect, not showing your customers that you care gives them encouragement to shop with your competition. The potential impact of losing a customer – and that customer's friends and followers – is far more detrimental than the cost of a voucher or delivery refund.

Figure 21: Retailer's responses to negative social media reviews



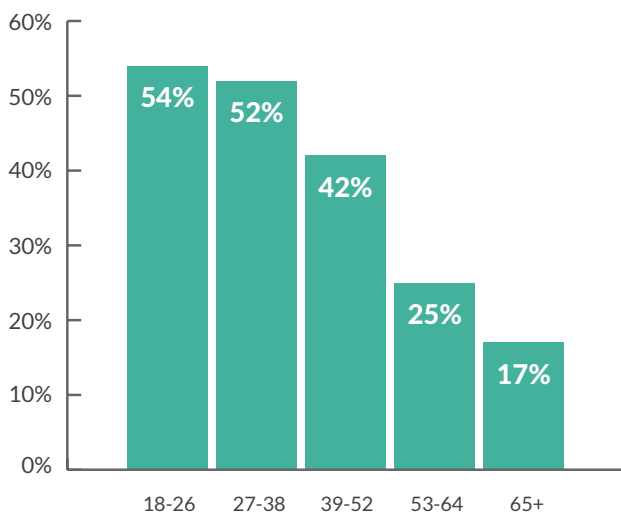
How rapidly negative information is dispersed today means that brand perception can be damaged all too quickly.

In our study, 56% of consumers said that bad reviews of delivery on social media would influence who they shop with.

Thanks to social media, a single person who has had a negative experience can deter other shoppers through one small online post – a trend that’s consistent across all ages and countries. **The best way to prevent negative social media reviews is by serving up positive experiences – and investing in delivery is the way to achieve this.**

It’s worth noting that maintaining customers isn’t quite the same as growing a loyal customer base. The good news is that a positive delivery experience helps you earn the loyalty of your consumer, increasing the chances that they will become a brand ambassador and help acquire new customers for you. **Our study revealed that 38% of consumers have broadcast positive experiences in the past.**

Figure 22: Consumers who have broadcast a positive delivery experience on social media (By age)



In fact, the disruptive generation tends to broadcast positive experience (54%) more than negative ones (50%). The more positive their experience, the more they broadcast. The opportunities are there – retailers just need to take advantage.

Providing a platform for loyal customers is another way for brands and retailers to encourage repeat business from fans. Amazon Prime offers a great example – 33% of consumers in our study are users of the platform, with those aged 18 to 26 leading by age group (45%) and those from the US leading by country (47%). Of all consumers currently using Amazon Prime, 88% would like other retailers to do the same.

At the present time, Amazon holds the greatest market share in this space – yet there is a big opportunity for other retailers to offer more to their customers in this way. For example, ASOS has started to offer customers ASOS Premier Delivery. For £9.95 a year, ASOS customers can have free next day delivery, free returns and free collections for all purchased goods. Through this scheme ASOS can keep customers loyal while also gaining a better understanding of who their most frequent customers are and what they tend to purchase.

Providing a loyalty program and offering consumers rewards in exchange for their custom allows a retailer to strengthen its customer base and keep online shoppers coming back for more. It’s up to each retailer to develop the most optimal strategy for its own eCommerce operations.

Proactive communication: Keeping customers in the know

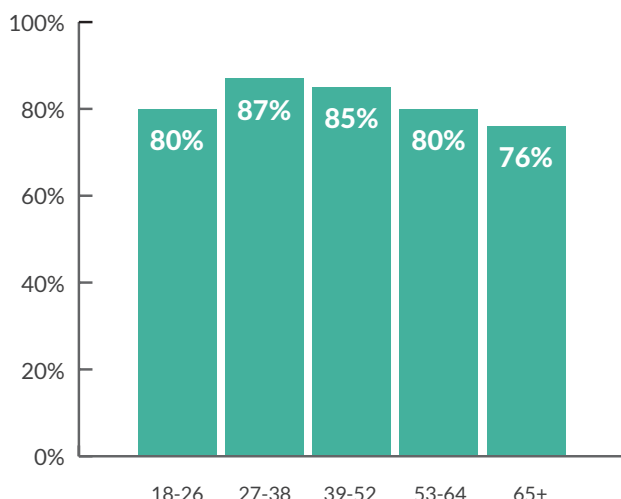
Positive delivery experiences and loyalty programs are important means for increasing return custom. **Making proactive tracking status updates a priority is another way that retailers can show customers that they care.**

Our research shows that proactive communication by the retailer goes a long way in the eyes of the consumer.

In fact, 82% of consumers agreed that retailer communication about the location of a parcel is important, peaking among the 27 to 38 age group.

These consumers tend to be making more money, but at the expense of free time – which means being kept aware of their parcel’s location and expected delivery time is a high priority.

Figure 23: Consumers who believe it is important that a retailer communicates where their parcels are (By age)



All countries in the survey demonstrated that a large percentage of consumers value proactive communication. We found Spain to have the highest numbers (92%). Overall, the majority of consumers named trust in a retailer to deliver on time (38%) as the most important aspect of delivery, followed by low cost (33%) and fast delivery (20%). Proactive tracking status updates go hand in hand with ensuring a timely and positive delivery experience.

With 88% of consumers tracking their parcels today, it is obvious that this has become a widely adopted and expected practice. When asked how often they like to check an item's status, 81% of consumers said they track a parcel two or more times. Typically, consumers are redirected to a carrier hosted tracking site rather than a retailer branded page. **This points to an underutilised opportunity – retailers who offer delivery tracking on their own sites stand to receive at least two additional visits per customer per delivery.**

We found that 45% of consumers track via SMS, while 85% track via email. Although SMS adoption is lower today, it is likely a result of how easy it is to use email on a mobile device. In any event, the research showed that the medium is less important than having a clear tracking process.

Conclusion

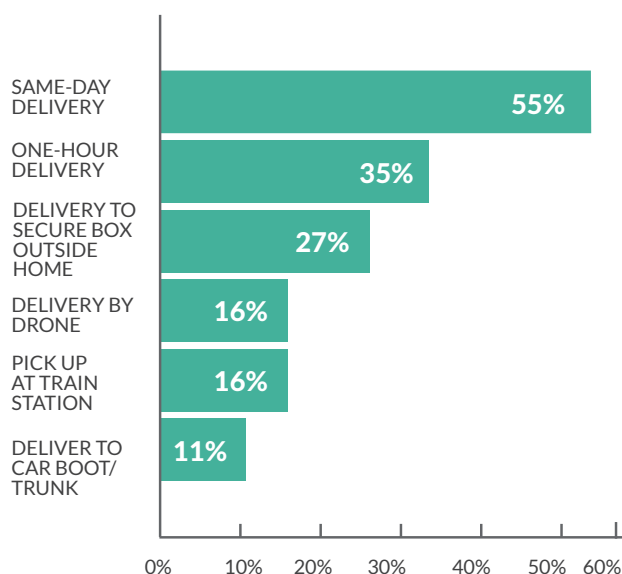
A single bad delivery experience stands to lose customers, tarnish brand image in the eyes of that person's contacts and compromise potential future revenue. The best prevention is to ensure positive experiences by investing in delivery strategy. After all, 96% of consumers said that a positive delivery experience would encourage them to shop with a retailer again. Use delivery as an excuse to provide outstanding service, and drive loyalty among consumers who have made the decision to shop with you.

What's Next?

Keeping one step ahead of consumers' digital habits requires insight into the upcoming innovations in delivery as well as an understanding of growth trends in existing delivery options. In light of this, our research included questions around consumers' future behaviours and needs. We saw the majority of consumers favouring established options that increase speed of delivery: 53% said they were likely to use same-day delivery while 35% said they were likely to use one-hour delivery.

Consumers also were excited about yet-to-be released delivery options. For example, 27% said they would be likely to use delivery to a secure box outside of the home and 16% would be likely to use delivery by drone when these services become available. Compared to other generations, consumers aged 18 to 26 showed the most interest in the emerging delivery options of the future, with same-day delivery being the most appealing.

Figure 24:
Q: How likely are you to use these delivery services in the future?



Conclusion

Our research shows that putting a priority on serving customers through excellent delivery makes sense on so many levels – see the key findings summarised below. By understanding and embracing these fundamental points, eCommerce companies can make important strides toward achieving consumer delight and business success in the months and years to come.

Key Findings:

- Delivery needs to vary by age group and region. An understanding of the preferences of a retailer's specific target market enables the business to effectively cater to its most valuable consumers.
- To prepare for the future delivery landscape, pay close attention to the preferences and opinions of the disruptive generation (ages 18-26).
- The fluidity of shopping via the Internet means that more and more consumers are looking beyond their own borders for products. Providing easy international delivery is vital to winning customers in this context.
- Similar to taking many items into a changing room but only buying one, consumers are buying several items online with the intention of returning some or all. Retailers should build friendly and cost-effective returns policies into their strategies to accommodate this reality.
- Because of how easy it is to compare products from different retailers while shopping online, retailers need to find factors beyond price to outshine the competition. Offering outstanding delivery options and services is one way to develop critical competitive advantage.
- Consumers are willing to pay more for a convenient delivery or returns option and will choose one retailer over another purely on the basis of better delivery and returns policies. In this way, delivery presents a way to drive incremental revenue.
- With the reach of social media growing by the day, businesses can't afford to ignore complaints. Getting delivery right is an important measure to preventing the loss of custom and revenue through bad customer experiences.
- Providing proactive communication in the form of delivery status updates is a service that consumers value incredibly highly.
- Consumers are increasingly shopping on a product-by-product basis, compromising traditional notions of retailer loyalty. But by extending unbeatable delivery offers to consumers, retailers regain a way to win loyal fans.