SHIPUP

Turn your delivery issues into customer success

Be Proactive Not Reactive To Peak Season Delivery Issues

Retailers work hard to build an amazing and beautiful relationship with their customers and those relationships face their greatest test during delivery.

In fact, a bad delivery experience is one of the main reasons why brands lose customers. With all of the possible things that can go wrong during delivery, brands are left only hoping for the best. One human error along that journey to the customer's doorstep can lead to tremendous disappointment and even worse the loss of trust and loyalty.

84%

are unlikely to shop with a brand again after a poor last mile delivery experience

98.1%

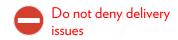of shoppers say that delivery impacts their brand loyalty

To make matters worse, this dynamic is especially challenging during periods of high demand (Peak Season, Sales, After Holiday Sales, Valentine's Day, Mother's Day etc.). These periods go hand and hand with high levels of stress and headaches during the post-purchase phase.

Common issues such as, shipment delays, saturated pick-up points, preparation errors with orders, increased contact rates with after-sales services, and problems with package returns and exchanges only multiply the threat of a damaged relationship ...

E-merchants must find alternative methods to avoid being overwhelmed by compounded mishaps and amplify their efforts to avoid further disappointing customers.

The first step, is to acknowledge that in no case should an e-merchant ever deny the existence of a problem, shift the blame, or remain silent over it.

One of the most effective strategies to adopt is simply to accept and recognize the problem head-on. This is a sure-fire strategy that allows the brand to foster credibility with customers.

This awareness-strategy is based on clear and straightforward communication.

⛔ Do not deny delivery issues

👍 Accept them

Depending on the context of the issue(s) at hand, several approaches are available to e-merchants:

- **Fully acknowledge the situation and own responsibility**. Taking responsibility with intent on repairing the damage suffered brings an advantage from a legal and service point of view, but also opens the possibility to positive mentions on social networks and opinion sites.

- **Enable support agents with the proper tools and resources** to easily begin investigations into a customer tickets or inquiries.
- **Extend liability to external actors** (carriers, 3PL's, fulfillment centers) with hard data on service ineffectiveness. (Track delivery performance through data reports)

The three key operational issues :

1

Speed
Because if you react too late…
it's already too late

2

Consistency
Across the the service promised and service delivered (expected delivery date, quality of goods, terms and conditions, company policy, etc…)

3

Rigor
To provide a thoughtful customer experience and maintain cost control when a customer's experience fails

11 Best Practices to adapt to your post-purchase communication to better serve customers during high demand periods, in case of delivery issues:

Parcel diversion

1. Mute your carrier's notifications to your customers. This way, you have full control over the conversation and what/how things are being communicated.

2. Display your FAQ on your tracking page to make it easier for customers to find and prepare the FAQ wording beforehand to explain any possible changes that may cause uncertainty for the customer and the probable reasons behind those changes.

3. If you're facing a recurring problem, customize your "Package Shipped" notification template with a message that recognizes, explains and outlines your solution to the issue at hand.

4. Clearly define when and for what reason(s) to reimburse customers in case of a problem.

YOUR PACKAGE WAS HANDED TO THE SHIPPING CARRIER

We inform you that currently the pick up points are sometimes saturated.

You can therefore be contacted by the carrier to change your pick up point for a substitute, you will have 24 hours to give your choice!

TRACK MY PACKAGE

Repeat delivery failure or very high failure rate

5. Customize different "failed delivery attempt" notification templates according to the number of attempts. Each should acknowledge and apologize for the problem until resolved. The key here is full transparency.

- First attempt (Standard template)
- Second Attempt deepen the Apology
- Third attempt: Open the lines of communication
- Fourth attempt: SMS Message/email notification clearly outlining next the steps

Please note: It's important to keep a record of these requests to organize a reimbursement protocol after the rush period.

OUR CARRIER COULD NOT DELIVER YOUR PACKAGE

The delivery attempt by UPS for your package was unsuccessful.

Don't worry Alice, you will receive a notification for the next step and don't forget to check your delivery notice or your online tracking page below.

If you were present and did not see your courier, do not hesitate to let us know by replying directly to this email.

TRACK MY PACKAGE

Delayed delivery

6. Play down the delay with a playful message and contextualize, to soothe and reassure your customers.

Example :
"*Your package should have been delivered and UPS informed us that it was still in transit. Damn you, you rascals, they didn't rush this one. This sometimes happens during the Christmas period. Don't worry, Peter! It will be in your hands very soon. Our team is on the alert.*"

7. Clearly describe the procedure and conditions for reimbursement, if any. Make sure to adapt it to the current period to make it easier for the customer to understand.

Example :
"*If within 2 working days you still have not received your package, please contact our support team by replying to this email so that we can find a solution together.*"

My package is indicated as delivered but has not been delivered

8. Anticipate customer confusion and provide clarity with insight on your brands procedure when an order has been indicated as but not delivered.

YOUR PACKAGE WAS JUST DELIVERED!

Good news, Peter, FedEx has just informed us that you have retrieved your order!

Please note: We know from experience that FedEx notifies the "delivered" package but only actually delivers it the next day or the next business day. After this period, and if you still have not received anything, you can contact us by replying to this email.
We also recommend that you see your neighbor, he/she may have picked it in safekeeping for you!

Increase your sales

9. Create a "special event banner," e.g a Black Friday banner, and link it to a landing page created for the peak-season, where customers can sign up with their email to get access to discounts or promotions. This allows the brand to have a page ready and well referenced for SEO for the opening of peak season.

10. Showcase 'bestsellers' and promotion on your tracking page for customers when they undoubtedly will check to see their order status. This can also work as a great way to upsell targeted goods to repeat customers.

11. Lastly, don't forget to adapt delivery notifications to your brand as well as to the period in question, to offer your customers a tailored experience.

YOUR PACKAGE WAS HANDED TO THE SHIPPING CARRIER

Good news Peter!

Santa Claus has taken his sled (better known as DHL) and soars through the starry sky with your present(s).
You can track Santa Claus by clicking on the track my package button.
On behalf of our entire team at (Brand name), we wish you a happy holiday season!

TRACK MY PACKAGE

Did you know ?

56%

of respondents encountered an issue during the last holiday season as they shopped online for gifts.

86%

of buyers are willing to pay more for a great customer experience.

82%

of consumers said it is important that retailers proactively communicate every fulfillment and delivery stage.

In Summary

It is important that e-merchant have integrated delivery tracking on their brand's site and are able to deliver proactive notifications throughout the post-purchase experience. E-merchant can thus reassure customers by directly sharing messages and information specific to the hazards of high season. These proactive measures can all take place while improving customer loyalty and trust in the brand. Along the way, it's pertinent that e-merchants humanize the consumer's buying experience and make it reflective of the brand's image through integrated marketing content and tailored communication.

The High season is a moments where honesty and caring should not only be the top priority but policy. There is no better ambassador than a once disappointed customer you managed to win back. Remember one thing: once you earn a customer's trust, your brand will no longer suffer the errors of external factors.

To learn more about how to use the delivery phase to build stronger customer loyalty and increase sales, contact and meet us:

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