



LATESHIPMENT.COM

2023 HOLIDAY E-COMMERCE GUIDE

10 Post-purchase Plays To Dominate Customer Experience And Revenue During The Holiday Season

Bring cheer to your post-purchase with exceptional customer experience, recurring revenue, and shipping cost savings — all in one fell swoop this Holiday Season.

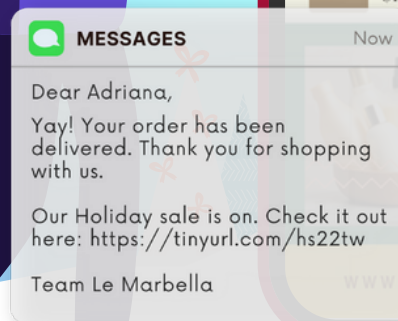
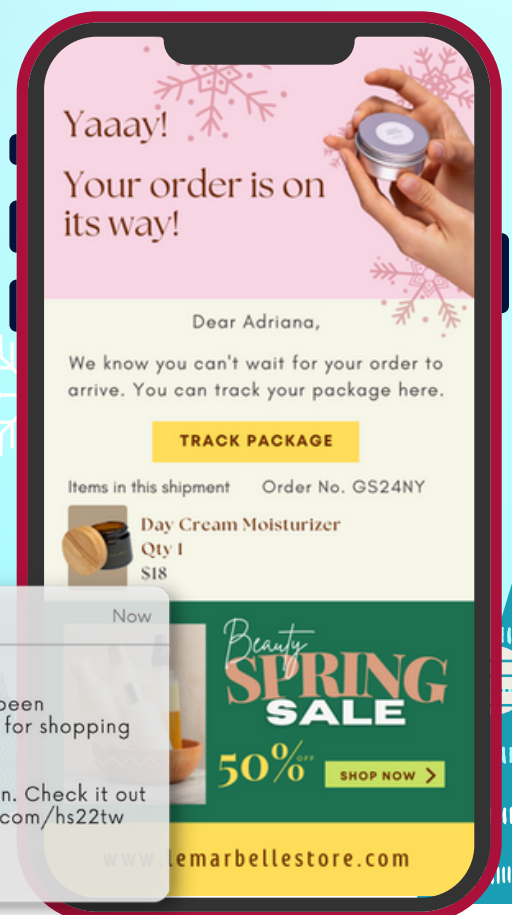




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About LateShipment.com





WHY E-COMMERCE POST-PURCHASE IS A HUGE MISSED OPPORTUNITY

The 'post-purchase' is an integral, but often overlooked function in any e-commerce business. A successful post-purchase strategy has **two parts**. **First** is your **post-purchase customer experience** — that ensures your customers have an hassle-free '**order delivery**' and '**return**' experience. **Second** is your **post-purchase operations** — that ensures your '**shipping**', '**delivery**' and '**returns**' operations are optimized for cost and efficiency.

Simply put, when done right, your post-purchase has the potential to boost customer loyalty, efficiency and your profits. That said, let's see **why post-purchase is a huge missed opportunity** for most businesses out there.

 **30%** of customer support team's time and effort is **WASTED** handling repetitive delivery and return related inquiries

 Up to **12%** of revenue is **LOST** because businesses don't encourage repeat purchases during order and return tracking moments

 Up to **20%** of charges on shipping invoices are **INCORRECT** due to billing errors and charges despite service failures; all eligible for 100% refunds

Now the question one should ask is: ***On whom does the onus of perfecting the post-purchase really fall?*** The answer is: **on everyone** — ***from marketing to sales, to operations and customer service.*** Bringing all business functions together and working towards excelling in both, your post-purchase customer experience and operations at every stage of the process is vital.

WHICH POST-PURCHASE ISSUES POSE THE BIGGEST THREAT

The friction points that hurt customer experience and loyalty occur mostly after orders have been shipped. Knowing what's coming and staying ahead of delivery and return-related issues is key. *Regardless of who your shipping partner is, some hard truths that you deal with are:*

THE THREAT



of shipments face ISSUES such as late delivery, attempted-failed delivery, lost or damaged in transit



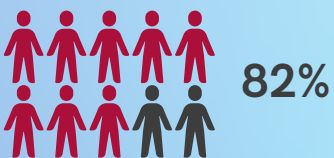
of customer support inquiries are WISMO (*Where Is My Order*) or RETURN related



of all products that are purchased from e-commerce retailers are RETURNED

E-commerce post-purchase issues mentioned above are nothing out of the ordinary, through out the year and even more during the Holiday Season. The impact they have are catastrophic — *wrecking customer experience, straining support teams, and ultimately threatening your profit margins.*

THE IMPACT



of shoppers are worried about their orders NOT reaching them on time



of online merchants claim severe supply chain disruptions HURT profits



of shoppers won't buy from a brand again after just ONE bad delivery or return experience

But there's no need for stress — the next section will cover everything you need to know about creating an e-commerce post-purchase strategy that will **improve customer experience, boost customer retention, and reduce shipping cost.**

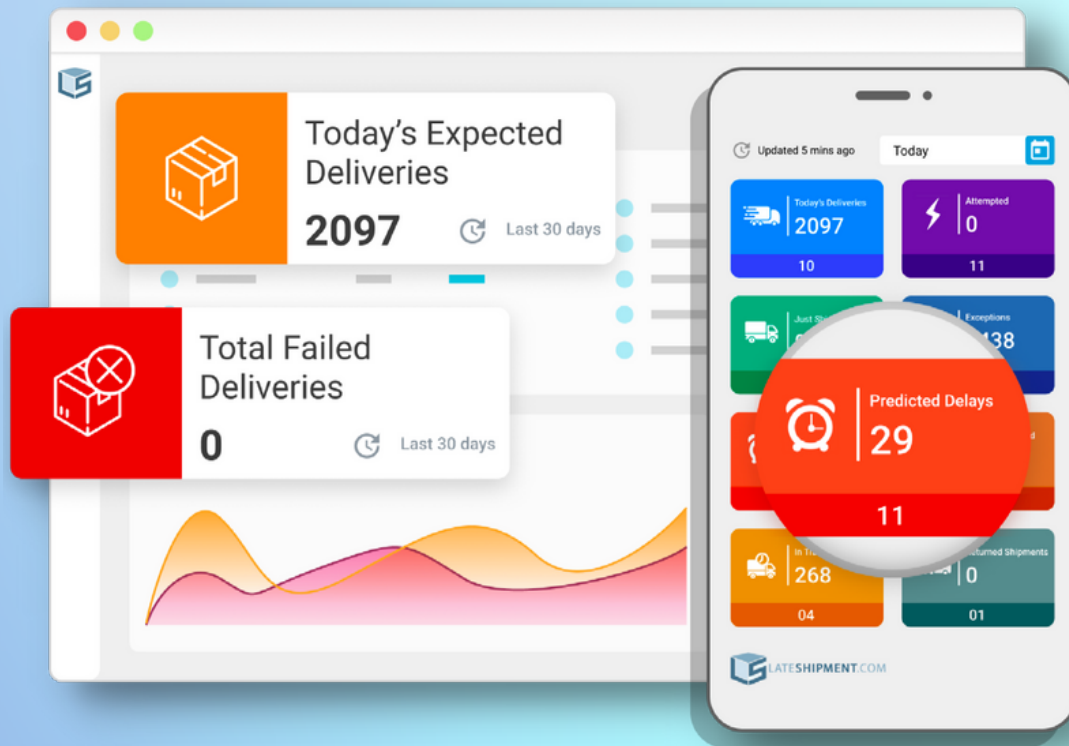
[1] Stay in the know, when it matters most

A) Track your shipments in real-time; across carriers and 3PLs you use

Gain real-time visibility of your shipments, even after packages have left your facility — across carriers, 3PL service providers, service types, and locations, to have a true and unified view of your fulfillment operations.

B) Dive deep into delivery exceptions and on-time performance trends

Gain a commanding and consolidated view of all delivery issues and on-time performance trends to intervene before they can adversely affect your customers and the efficiency of your order fulfillment operations.



IMPACT



With deep shipping insights, precisely act on delivery errors and carrier performance trends to optimize fulfillment operations, on-time efficiency, and reduce shipping costs.

[2] Predict the worst and perform to your best

A) Proactively resolve delivery issues by learning about them before they impact your customers

Trigger proactive alerts on your helpdesk for parcels with critical delivery issues such as **in-transit with delay, suspected lost, failed delivery attempt or damaged during transit** to enable your support agents to proactively address and alleviate the negative impact of such issues on your customers.

B) Provide support agents the context they need to extend fast and exceptional customer service

Empower support agents with information related to **customer order delivery and return status** inside your helpdesk so they can quickly respond and proactively resolve post-purchase issues without switching between tools.

1 Get proactive alerts for delivery issues

2 Trigger alert on helpdesk

3 View Delivery & Return info inside your helpdesk

4 Proactively communicate and resolve issue

IMPACT

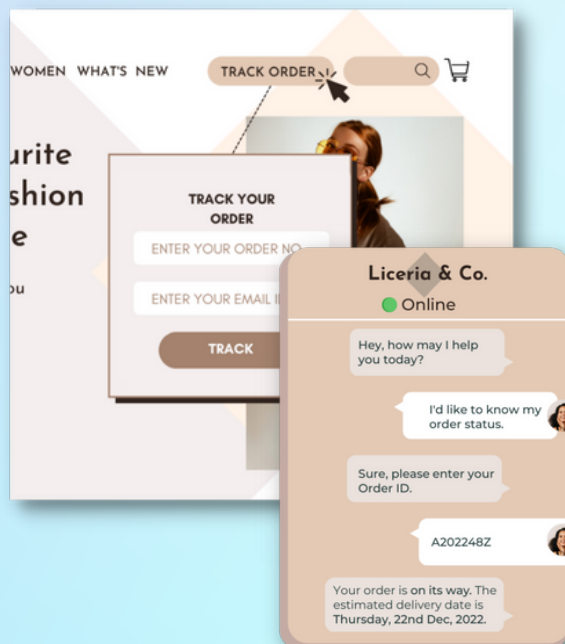


67% of respondents in *Microsoft's Global State of Customer Service* report said **proactive customer service notifications** are favorable. Proactive customer engagement improves retention.

[3] Flex it with flexible self-service and automation

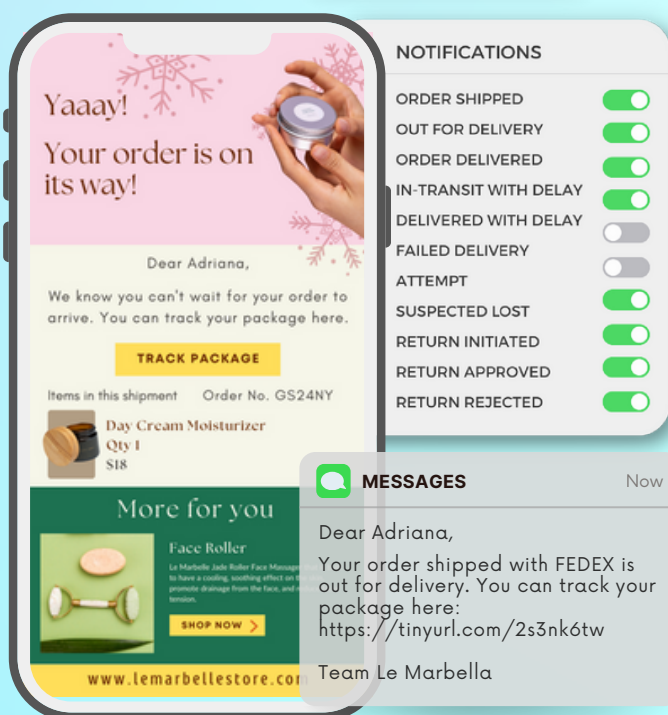
A) Enable your customers to track their 'Order Delivery' and 'Return' status without needing any help

Let customers check the status of their deliveries any time they need to. Embed a **24x7 order lookup widget** on your **website and chat tool** to make tracking self-service.



B) Automate notifications (e-mail and SMS) to reduce WISMO (Where Is My Order) and return-related inquiries

From 'shipped' to 'delivered' to 'return status', automate e-mail and SMS notifications at every step of the post-purchase package journey to keep customers informed and reduce support inquiries significantly.



IMPACT



Reduce up to **72%** of post-purchase, **WISMO** (*Where Is My Order*) customer inquiries, allowing support agents to focus on more pressing issues.

[4] Turn mundane tracking transactions into memorable experiences

Sending customers to a carrier's website to track their order is old world. *While you're in complete control of your customers' buying experiences, why not their tracking experience?* Provide a **Branded Order Tracking Page** so you can boost brand recall, customer delight, and engagement post-purchase.

The screenshot shows a web browser window displaying a tracking page for 'MyStore'. The URL is `https://mystore.com/track/E199AU`. A banner at the top offers a 15% discount with code 'HELLO15'. The page features a 'TRACK YOUR ORDER' timeline with stages: ORDERED (12/6), DISPATCHED (12/7), IN TRANSIT (12/8), OUT FOR DELIVERY (12/9), and DELIVERED (12/9). Below the timeline, there are sections for 'TRACKING DETAILS' (including order ID E199AU and delivery date DEC 2022), 'DETAILED PROGRESS' (showing a 'DELIVERED' status at 11:15 AM on 9/12/2022), and 'ITEMS IN THIS PACKAGE' (listing 'The Love Galore Romper Brown'). A 'SHOW TRACKING DETAILS' button is present. At the bottom, there is a 'RATE YOUR DELIVERY EXPERIENCE' section with a 5-star rating and a 'NEED HELP?' button. A 'WE THINK YOU WOULD LOVE' section displays five product recommendations with images and prices.

Callouts on the left side of the screenshot include:

- Logo & On-brand Webpage Design
- Detailed Tracking Info
- Order Summary
- Customer Feedback
- Personalized Product Recommendations

Callouts on the right side of the screenshot include:

- Branded Tracking URL
- Sale Announcement
- Live Order Status Timeline
- Initiate Return or Exchange
- Contact Support

IMPACT



Improve brand recall, post-purchase customer delight and engagement by 4x with Branded Order Tracking pages.

[5] Transform tracking moments into recurring revenue opportunities

On average, online shoppers track their orders **6 to 8 times** before delivery. *That's 6 to 8 opportunities to re-engage with your customers and drive more sales.* Take advantage of your **'Delivery Notifications (Email + SMS)'** and **'Branded Order Tracking Page'** to **boost repeat purchases** with personalized product recommendations and targeted marketing campaigns.

Branded Tracking Page

Email Notification

SMS Notification

The tracking page shows a progress bar with stages: ORDERED (12/6), DISPATCHED (12/7), IN TRANSIT (12/8), and OUT FOR DELIVERY (12/9). Tracking details include Order ID: E199AU, Delivery Date: FRI 9 DEC 2022, and a FedEx logo. Product recommendations include a Black Sleeveless Dress, Black Tight Pants, and a Blue Full-Sleeve Dress. The email notification says "Yaaay! Your order is on its way!" and the SMS notification says "Yay! Your order has been delivered. Thank you for shopping with us." Both notifications include a promotional offer for a "Beauty Spring Sale" with 50% off.

IMPACT



Increase recurring revenue by up to 12% from repeat purchases during 'order' and 'return' tracking moments and turn your post-purchase into a marketing channel of its own.

[6] Redefine returns as an effortless profit center

A) Automate returns to make it effortless and boost buyer confidence

Offer an on-demand, self-service portal for customers to return items they wish to, in the way they prefer — be it a **refund, store credit, or even an exchange**. Automate **return approval** (and denial), **shipping label creation**, and **return status notifications** to **save time, effort, and money**.

B) Retain revenue by encouraging exchanges or store credits over refunds

Preference-based returns (*e.g., size, fit, color, or style mismatch*) make up for a majority of online returns. Nudging and incentivizing customers to exchange an item or accept store credits with additional discounts, rather than a refund will help you save a lost sale and retain profits.

Initiate Return

20% Return Methods Step 1 of 5

Pick Return Method

Refund

Store Credit Bonus: 5% Free Shipping

Exchange

40% What would you like to return? Step 2 of 5

casual shirt - XL / blue Quantity 2

casual shirt - XL / black Quantity 2

Select Item

60% Return Reason Step 3 of 5

casual shirt - XL / blue Quantity 2

Choose Reason

Received the wrong product

Does not fit

Received damaged product

Product does not match the description

Product arrived late

Product quality did not meet expectations

80% Confirm your selection Step 4 of 5

Print Label & Complete

casual shirt - XL / blue Quantity 1 Price \$ 89.00

Return Method Store Credit

FedEx return label prepaid

Return Label Cost Free

IMPACT



92% of shoppers will buy again if the returns experience is easy (*Invespro*). Encourage exchanges or store credits over refunds and **retain revenue from up to 50%** of returns.

[7] Keep positive feedback close, negative ones closer

Capturing customer feedback about their post-purchase experience after completing their 'delivery' or 'return' is vital for understanding customer satisfaction and making improvements that really matter.

Adopting metrics like the average **Delivery Satisfaction Score (DSAT)** and **Return Satisfaction Score (RSAT)** for every customer will help you gauge the true efficiency and effectiveness of your post-purchase process.



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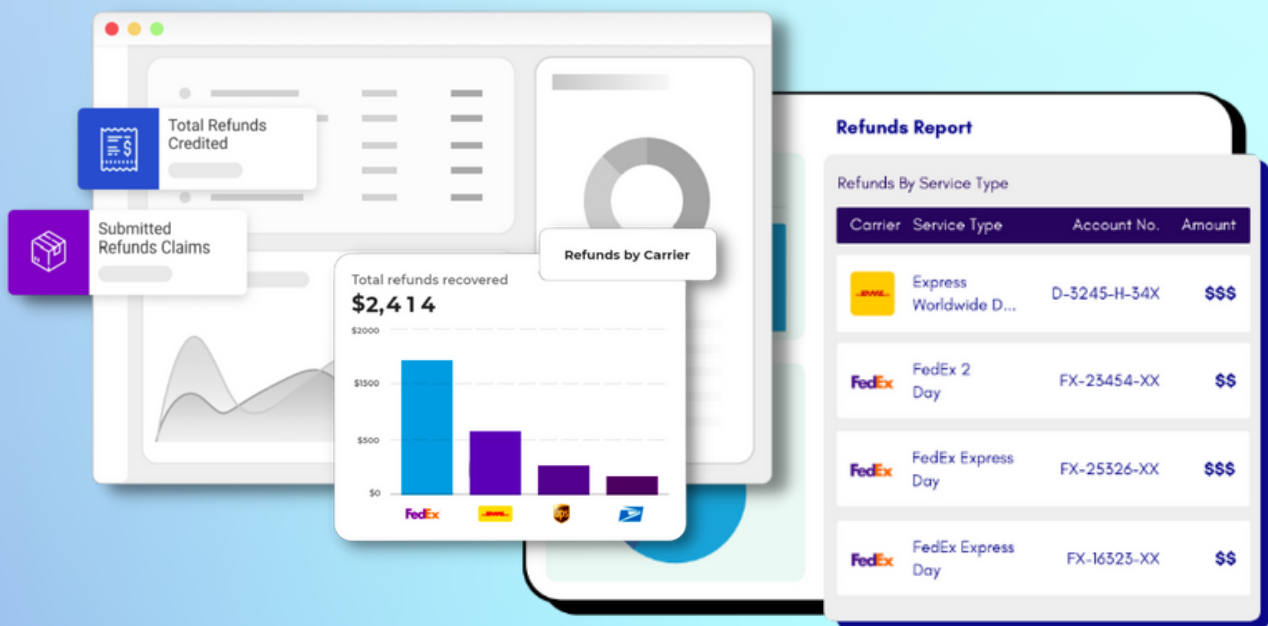


70% of consumers are likely to purchase exclusively from brands that understand them and their needs (*Hubspot*). Decode customer feedback to evaluate and optimize your 'shipping', 'delivery', and 'returns' operations.

[8] Enforce accountability and make every shipping dollar count

Holding your shipping carriers accountable can help you receive better service quality and reduce costs. Under the **Money-back Guarantee** policy of shipping carriers, you can claim refunds for **over 50 service failures and billing errors** like **late deliveries, incorrect surcharges, unused shipping labels, and lost or damaged shipments**.

Identifying and filing claims with carriers is time-consuming and laborious. You can simply use an **automated parcel audit solution** to recover shipping refunds and **save up to 20% on your shipping cost**.



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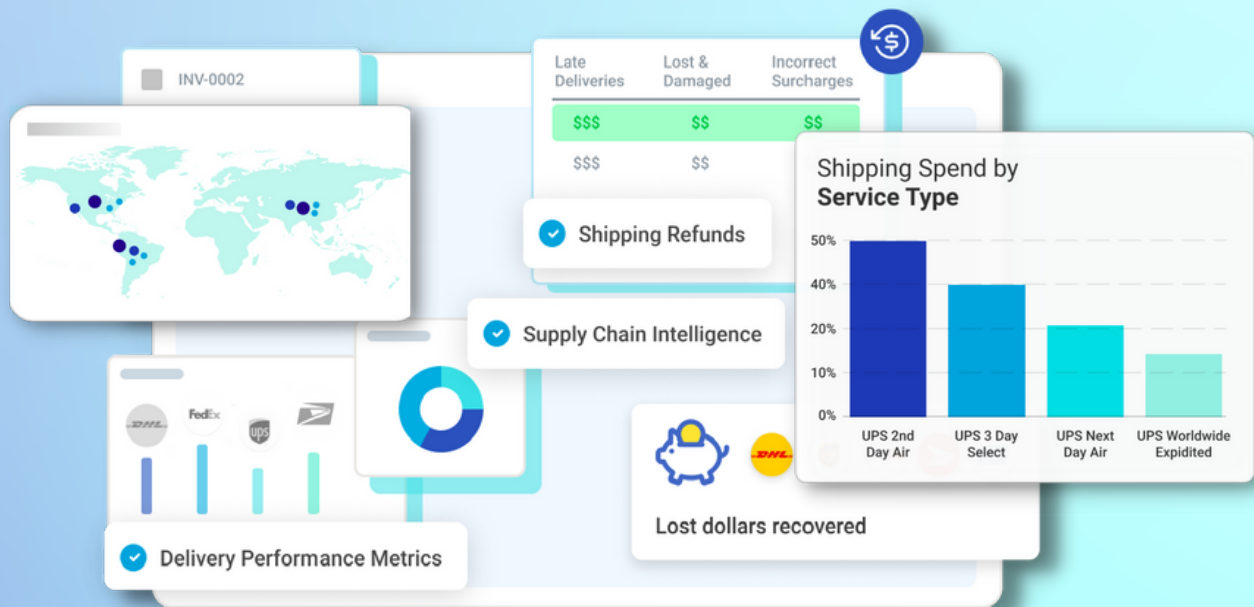


Reduce your shipping cost by up to 20% through shipping refunds and also **receive better service** by holding carriers accountable to their service-level agreement.

[9] Turn shipping data into insights that inspire action

For every e-commerce business, shipping analytics is a vital tool to drive operational and cost efficiency. The basis for a successful post-purchase strategy lies in in-depth reporting and hard insights to guide your supply chain decision-making.

To gain this intelligence, take advantage of reporting tools that tell you more about **On-time Delivery Performance** (*across shipping carriers, service types, and geographies*), **Shipping Spend Analysis**, **Exceptions and Refunds**, **Post-purchase Customer Engagement** (*with your notifications and tracking page*) and **Returns Analytics** (*to understand most returned products, return reasons, refunds issued, exchanges*) and more.



IMPACT



Armed with the intelligence from shipping analytics and insights you can **drive operational efficiency, reduce shipping costs, and better meet customer demands.**

[10] Protect your bottom line from lost and damaged packages

A) Insure shipments on auto-pilot — without losing control

Set up custom rules to auto-apply insurance based on your unique needs. When bundled with flexible coverage and insurance on-demand options, you no longer have to overpay for insurance.

Insured Orders Last 30 Days

| Order | Price | Coverage |
|------------------|----------|----------|
| Blue Sneakers | \$130.00 | \$130.00 |
| Black Knit Shoes | \$110.00 | \$110.00 |
| Duffle bag | \$145.00 | \$145.00 |
| Denim Jacket | \$125.00 | \$125.00 |
| Silver Bracelet | \$115.00 | \$115.00 |

If **Product Cost** is **greater than \$100** then **insure** the shipment

If **Product Category** is **jewellery** then **insure** the shipment

B) Automated claims management

Make use of a unified portal that enables you to submit claims, track statuses, and manage everything—insurance at scale. With insurance automation at hand, file faster claims and effortlessly manage them.

All Claims Submitted Approved Denied Requires Additional Documents

| Claim ID | Claim Type | Claim Status | Date of Claim | Claim Amount |
|------------|------------|--------------|---------------|--------------|
| 180CA1SFG | Lost | Submitted | 14/10/23 | \$130.00 |
| 154SD4NYF | Damaged | Approved | 12/10/23 | \$110.00 |
| 123AB7JFL | Damaged | Denied | 02/10/23 | \$25.00 |
| 490CA1SYXZ | Lost | Submitted | 02/10/23 | \$15.00 |
| 789PH3ARIM | Lost | Submitted | 30/09/23 | \$15.00 |
| 249T0SSPAK | Damaged | Approved | 25/09/23 | |
| 416OR4ASQR | Lost | Approved | 21/09/23 | |

Initiate Claim

Lost/Damaged
Damaged

Tracking Number
ZXSAY1565848XS225

Proof of Damage

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Losing valuable dollars due to lost and damaged package losses and damages becomes a thing of the past. Offer complete shipment protection without compromising revenue.



HOW LATESHIPMENT.COM CAN HELP POWER YOUR POST-PURCHASE SUCCESS

Want to deliver delight with every order you ship?

Want to reduce your WISMO support tickets by up to 70%?

Want to drive repeat purchases during order tracking?

Want to build return experiences that retain profits?

Want to reduce your shipping costs by up to 20%?

Look no further. **LateShipment.com** is the ultimate **all-in-one post-purchase success platform** for **e-commerce retailers, D2C brands and businesses shipping small parcels**, no matter their size or shipping volume.

Our **Post-purchase Success** platform includes:

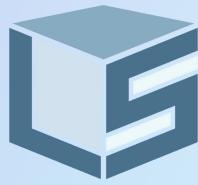
Delivery Experience Management (DEM): To build memorable order delivery experiences and boost recurring revenue during order tracking moments.

Returns Experience Management (REM): To make returns hassle-free with flexible return options and smart automations to help retain revenue.

Parcel Audit and Shipping Refunds: To save big on shipping costs through automated shipping refunds and drive supply-chain optimization with in-depth shipping analytics and insights.

Shipping Insurance: To simplify protecting your e-commerce parcels from lost and damaged packages via fully customizable and automated processes for maximum cost-savings.

LateShipment.com seamlessly integrates with **600+ Shipping Carriers and Business Tools** that include **E-commerce platforms, Order Management Systems, Helpdesks, and Marketing Automation tools** to help you drive post-purchase experiences and shipping cost savings, at scale.



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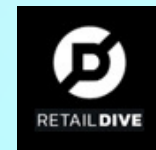
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