



LATESHIPMENT.COM

2024 Holiday E-commerce Guide

AI-Powered Path To Post-Purchase Success



A handy guide to help you leverage AI-driven tools to streamline post-purchase operations and exceed customer expectations for the upcoming holiday season and beyond.



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The Current State of E-Commerce Post-Purchase Experiences

As an e-commerce merchant, your post-purchase efforts show that you care about your customers' experiences and have the power to become your brand's competitive differentiator. This is because not only does the **post-purchase phase make up 50% of the overall CX**, but whatever happens in this phase is likely the last thing your customers will remember about your brand.

Therefore, if your pre-sales efforts matter in customer acquisition, the post-purchase experience you offer fosters long-term loyalty. And we all know the impact of **retention over acquisition**. However, the post-purchase phase is notorious for delivery and returns issues that only go up during peak times like the holiday season.

Up to **20%**

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

Up to **40%**

of customer support inquiries are WISMO OR WISMR (Where is My Order/Return)

Up to **35%**

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

78%

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

All of these lead to a **big post-purchase CX gap** that has a negative impact on customer satisfaction and ultimately affects your profits.



Everything's Now Faster With AI



E-commerce post-purchase issues are nothing out of the ordinary, getting more common in occurrence during times like the Holiday Season. The impact they have is catastrophic — wrecking customer experience, straining customer support teams, and ultimately threatening the profit margins.

While manually dealing with these issues is an option, it is definitely not viable as they take too much time and deviate your teams from focusing on core business functions. This is where you employ artificial intelligence (AI) that helps you simplify, automate, and streamline the post-purchase experience you offer.

83% of companies consider adding AI to their strategy a high-priority initiative ([Tidio](#)), while 73% of shoppers believe AI can positively impact the CX ([Statista](#)).

Automation and AI have become crucial in delivering a seamless post-purchase experience, allowing e-commerce businesses to meet the growing demands of customers effortlessly.

With the holiday season approaching, it is time to prepare by leveraging AI-driven tools to streamline operations and exceed customer expectations. To help you get started, we've covered everything you need to know about enhancing your processes with automation to improve customer experience, boost customer retention, and reduce shipping costs this Holiday Season and beyond.

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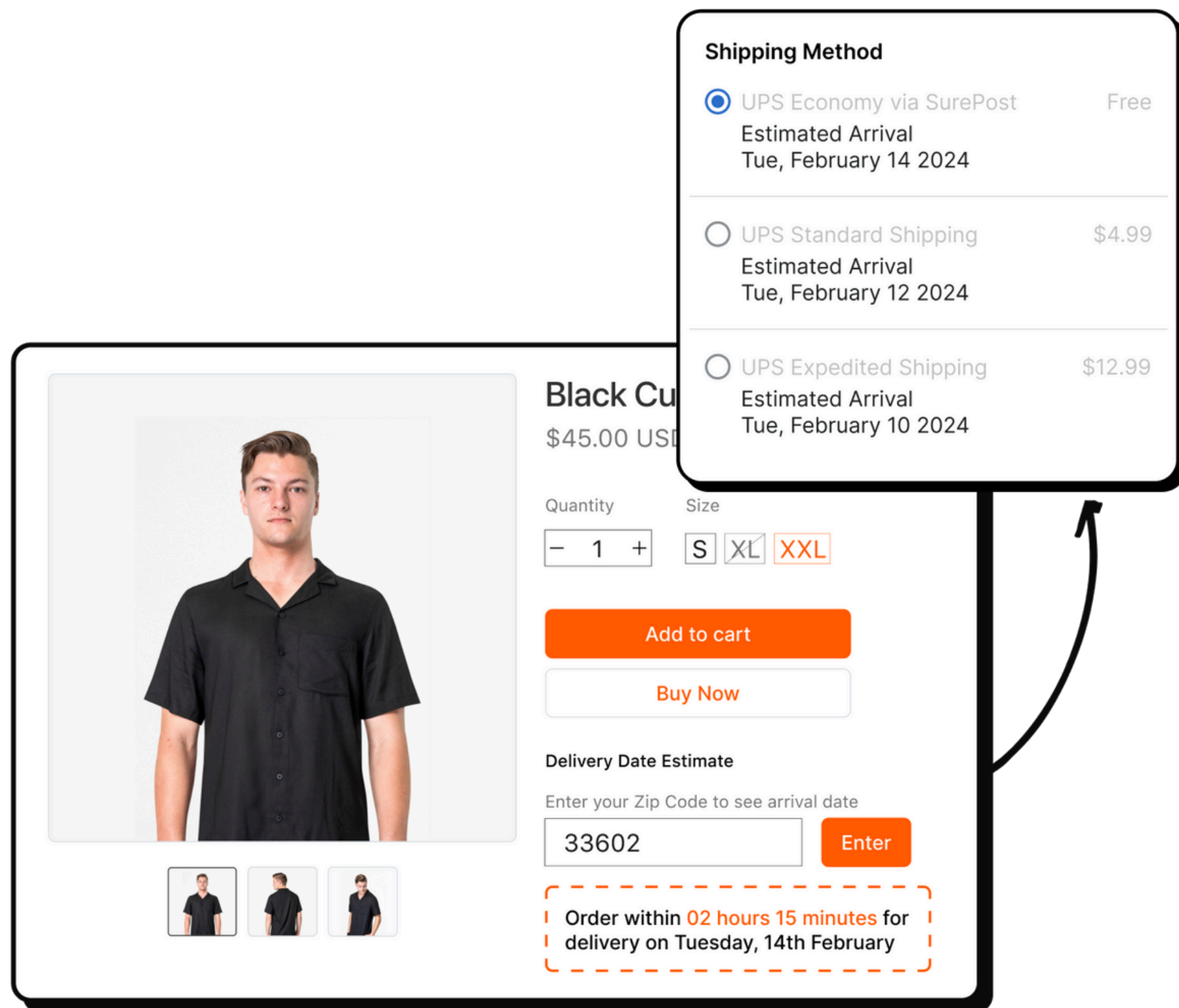
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Boost Conversions With ML-Assisted Delivery Date Estimates On PDP And Checkout Pages



a) Set delivery expectations right with accurate arrival dates

Leverage **ML-assisted Estimated Delivery Dates (EDD)** to accurately predict package arrival based on factors like carrier, service type, and real-time data (delay trends, weather, etc). Reduce customer uncertainty by displaying this order arrival date on the product and checkout pages.

b) Boost conversions with an order countdown timer

Implement a **shipping countdown timer** alongside accurate delivery dates. This added urgency encourages shoppers to complete their purchase quickly to secure an earlier delivery slot.

Impact - More than 50% of shoppers are more likely to choose a retailer that can tell them the exact date the package will arrive.

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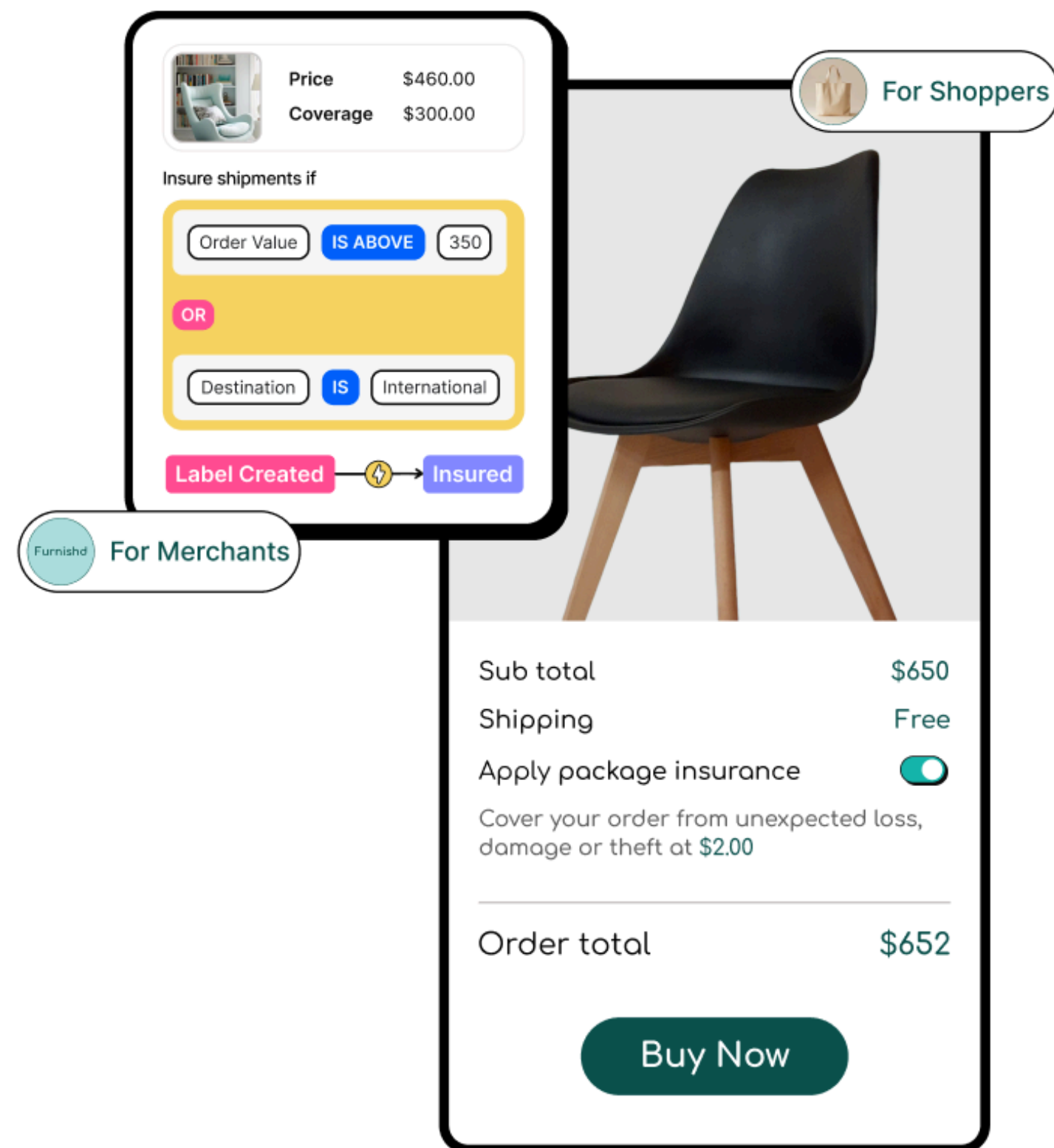
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Easily Protect Your Shipments Against Loss And Damages With Automated Insurance



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

Easily protect parcels with **rule-based shipping insurance**. Set custom rules and/or automatically apply insurance — tailored to your unique needs. Stop overpaying for insurance with flexible coverage and on-demand options for each shipment.

b) Streamline the insurance claims management process

Insurance claims made easy. With **automated claims management**, file claims faster, track statuses, and ensure swift, accurate payouts for lost, damaged, or stolen packages.

Impact - Merchants can save **more than 40%** on shipping insurance costs by using automated shipping insurance compared to traditional insurance options.

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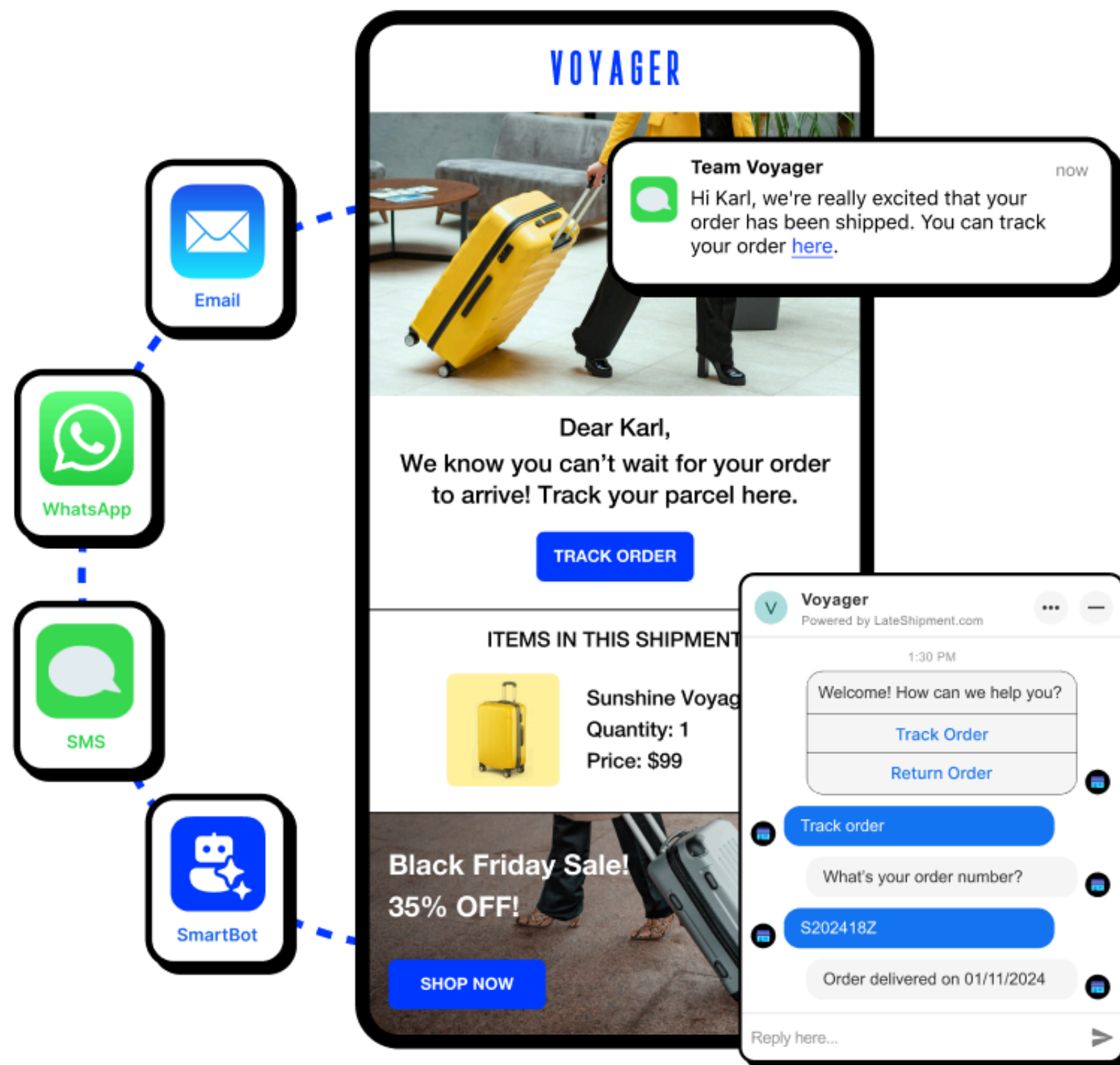
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Keep Customers Engaged And Ease Anxiety With Automated Real-Time Order Updates



a) Automate notifications (e-mail and SMS) to reduce post-purchase customer inquiries

Significantly reduce 'Where's My Order' and 'Where's My Return' inquiries with **automated email and SMS updates** at every post-purchase step — from 'shipped' to 'delivered' and return statuses.

b) Enable self-serve order status lookup

Make order tracking self-service with a **24/7 order lookup widget** on your website and chat tool, allowing customers to check delivery and return status anytime. This can help you reduce both customer anxiety and your support team's load.

Impact - Reduce **up to 72%** of WISMO and WISMR inquiries.

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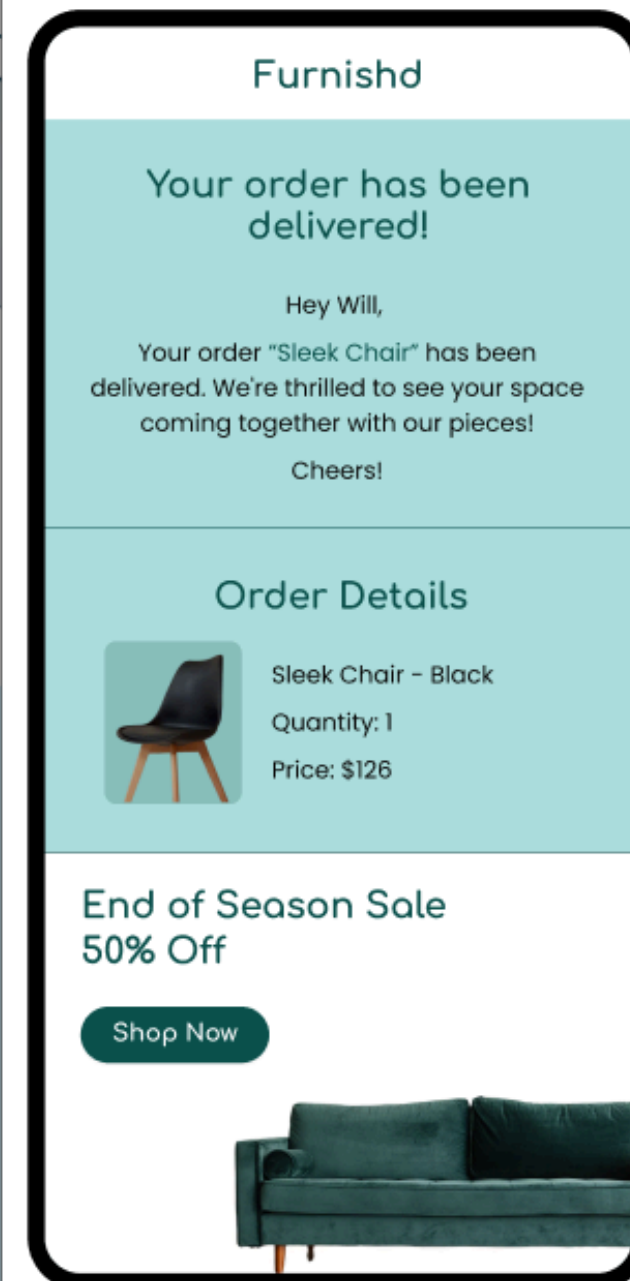
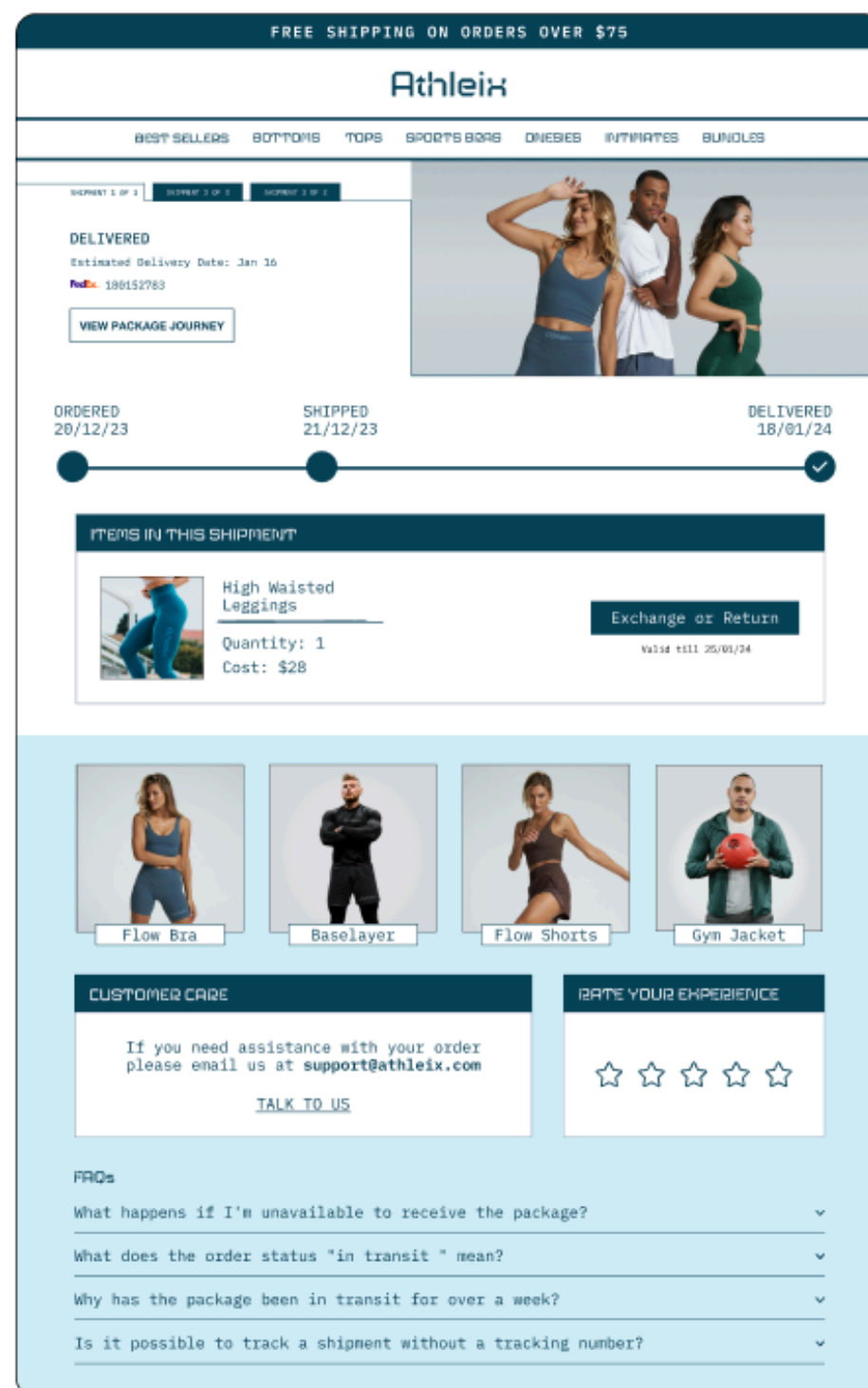
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Drive Customer Delight By Making Order Tracking A Convenient, Branded Experience



a) Simplify order tracking experiences

Manual tracking can be challenging with multiple carriers and shipments. Make order tracking hassle-free for your customers with a single, unified page that provides **itemized, partial status updates**.

b) Make order tracking experiences an extension of your brand

If you can control the buying experience, why not the tracking experience too? **Create branded order tracking assets (tracking pages and shipping notifications)** that are personalized, customizable, and beautiful and help you boost brand recall, customer delight, and post-purchase engagement.

Impact - Increase in post-purchase customer engagement **by 6x** with branded tracking pages and shipping notifications.

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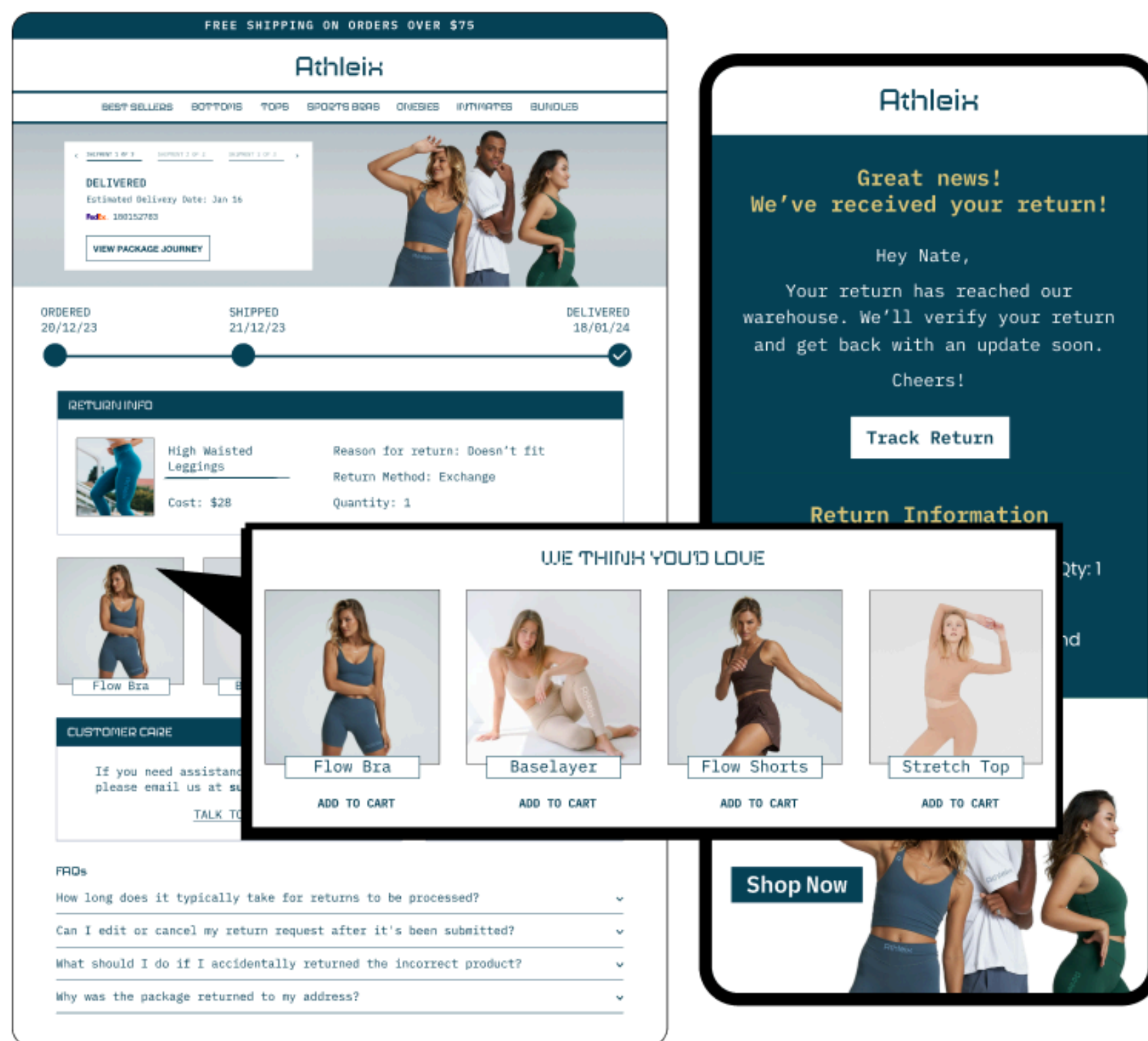
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Grow Your Business By Unlocking Smart Revenue Opportunities During Order Tracking Moments



a) Enhance order tracking with data-driven personalization

Turn visits to your shipping notifications and tracking page into repeat purchases with AI-powered **personalized product recommendations** based on your customers' recent purchases.

b) Increase recurring revenue opportunities through custom promotions

Double your chances of driving repeat sales with targeted campaigns, personalized discounts, and seasonal promotions at key order tracking moments.

Impact - Personalized shipping notifications and tracking pages with targeted cross-sell opportunities can help you see **up to a 25% lift** in repeat purchases.

Prevent Negative Reviews With Automated, Proactive, And Transparent Communication And Compensation

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a) Keep customers satisfied despite facing delivery issues

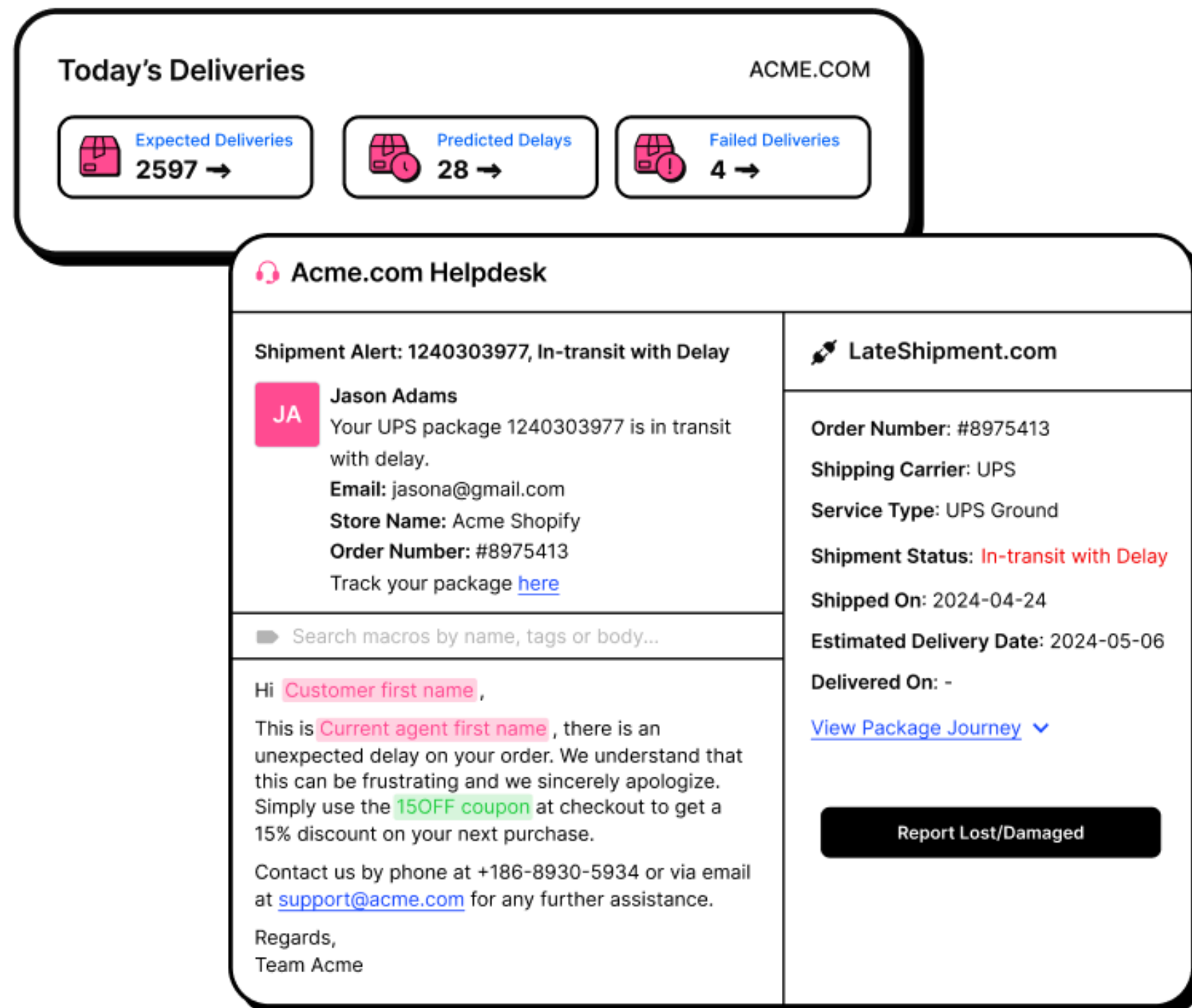
Keep shoppers proactively informed and reduce frustration with **automated and timely delivery exception alerts** for issues such as delays, transit losses, and failed delivery attempts.

b) Avoid negative reviews with smart compensation

Automate credits or discount coupons within delivery exception alerts based on the severity and type of shipping issue. These gestures reduce the likelihood of negative reviews and also creates opportunities for repeat purchases.

Impact - Nearly two-thirds of customers have a more favorable view of brands that offer or contact them with proactive customer service notifications.

Resolve Critical Delivery Issues By Keeping Your Customer Service Agents Ahead And In Control



a) Fix delivery issues before customer impact

Set up alerts for critical delivery issues to enable your support agents to step in proactively. This approach frees your team to focus on higher-priority tasks while reducing costs from unnecessary support tickets.

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

Give your agents the visibility they need — real-time order and return status, pre-built responses, coupon codes, etc, so they can proactively address post-purchase issues and resolve them quickly — all without switching tools.

Impact - Achieve KPIs of **95% and above** on OTDs (On-time Deliveries) and lower ART (Average Resolution Time).

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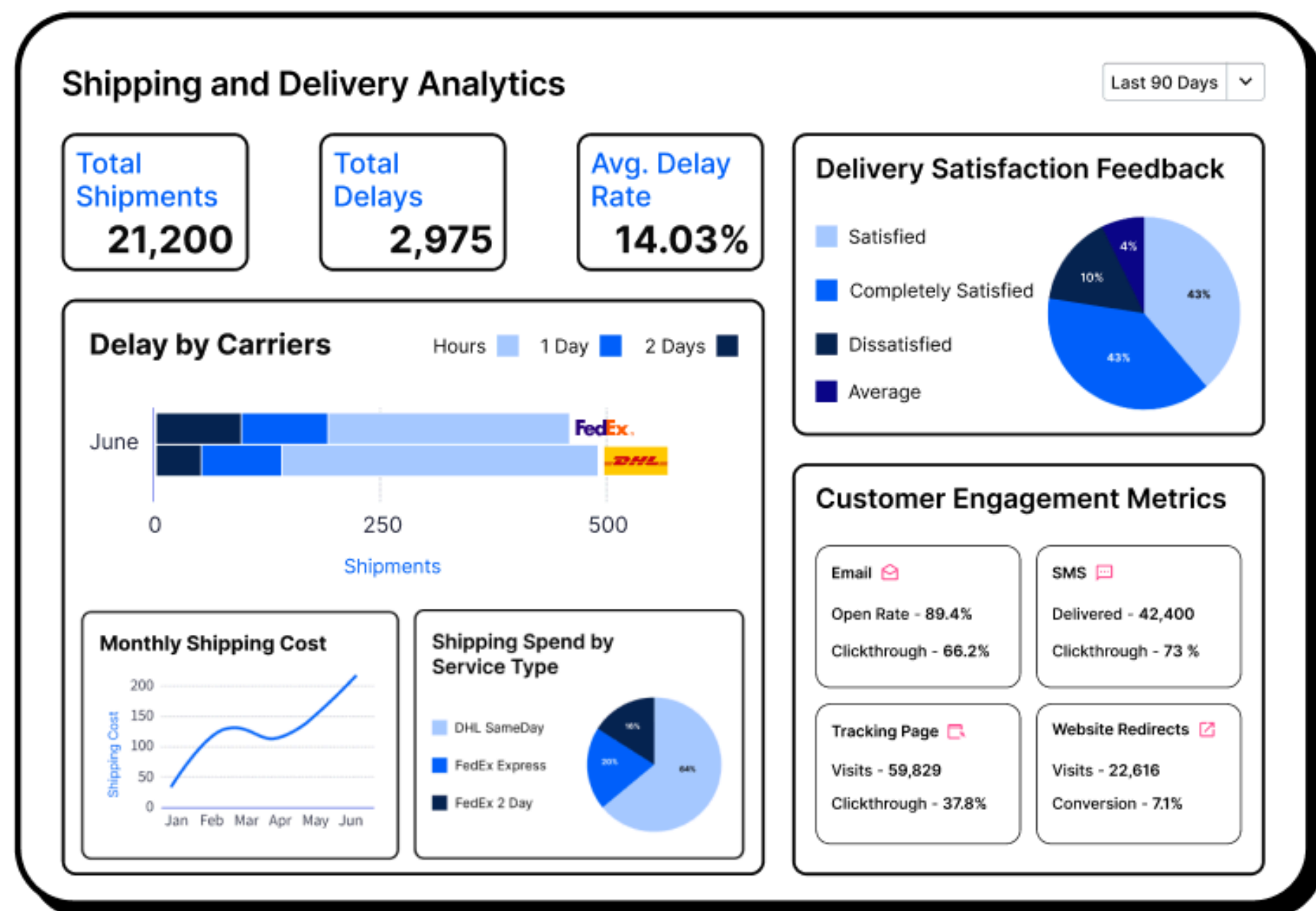
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Optimize Your Post-Purchase Efforts With AI-Enabled Data Analytics



a) Decode customer sentiments post-purchase

Adopt metrics such as **Delivery Satisfaction Score (DSAT)** and **Return Satisfaction Score (RSAT)** to accurately gauge the efficiency of your delivery and returns process. You can use these insights to make meaningful post-purchase improvements that enhance customer satisfaction.

b) Make data-driven post-purchase decisions with shipping intelligence

Leverage **AI-enabled fulfillment insights** (on-time delivery performance, shipping spend analysis, post-purchase engagement, and returns analytics) — to make precise, data-driven decisions that enhance operational efficiency and reduce costs in post-purchase operations.

Impact - 70% of consumers are likely to purchase exclusively from brands that understand them and their needs.

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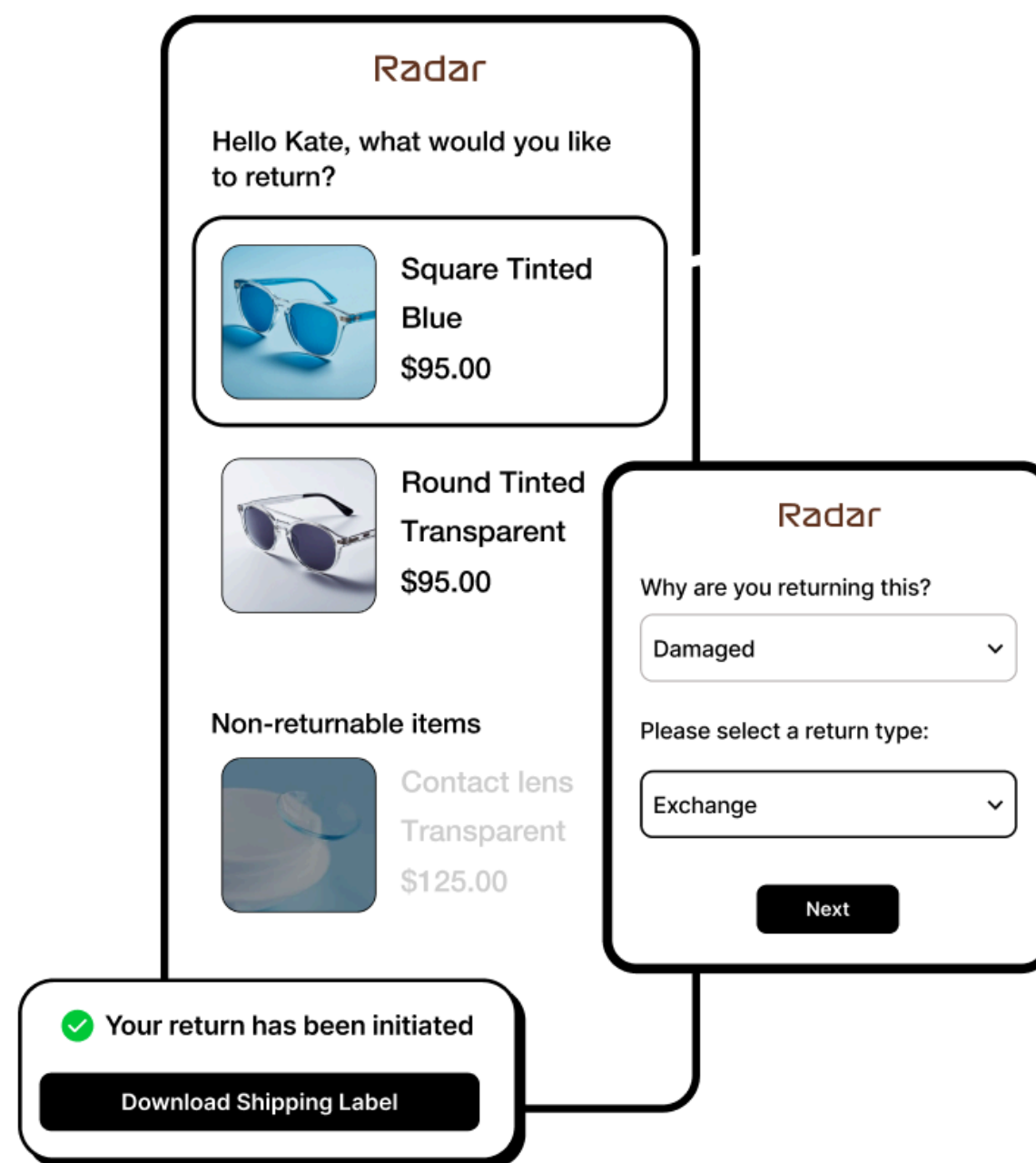
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Retain More Than 40% Of Your Revenue With Self-Serve, Automated Return And Exchange Flows



a) Make returns initiation self-service

Provide a **self-guided, branded returns portal** for customers to return items in their preferred way—whether for a refund, store credit, or exchange.

b) Make the returns process effortless to boost buyer confidence

Enhance efficiency with **end-to-end automation** for return approvals, denials, label creation, exchanges, status updates, and processing of refunds and credits.

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

Incentivize customers to opt for exchanges or store credits over refunds by offering additional discounts. This will help you save a lost sale and retain profits.

Impact - 96% of shoppers will buy again if the returns experience is easy. Encourage exchanges or store credits over refunds and retain revenue from **up to 50%** of returns.

LateShipment.com: Completely Automating End- To-End, The Best Possible Post- Purchase Experience

LateShipment.com is the ultimate all-in-one post-purchase success platform for e-commerce retailers, D2C brands, 3PLs, and businesses shipping small parcels, no matter their size or shipping volume.



Our feature-packed **Delivery Experience Management** platform helps improve shipment visibility and drive customer delight post-purchase.



Our customer-first **Returns Management** platform makes returns effortless and efficient — all while retaining revenue.



Our **Automated Shipping Refunds** solution brings better performance accountability to shipping carrier services by recovering millions of dollars in refund claims.



Our **Automated Shipping Insurance** solution simplifies protecting your e-commerce parcels from lost and damaged packages via a fully customizable and automated process for maximum cost savings.

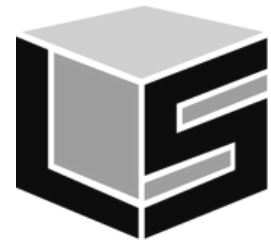
LateShipment.com seamlessly integrates with 600+ Shipping Carriers and Business Tools that include E-commerce platforms, Order Management Systems, Helpdesks, and Marketing Automation tools to help you drive post-purchase experiences and shipping cost savings, at scale.

Deliver Delight Beyond The Buy
Button With LateShipment.com

[Learn more](#) →



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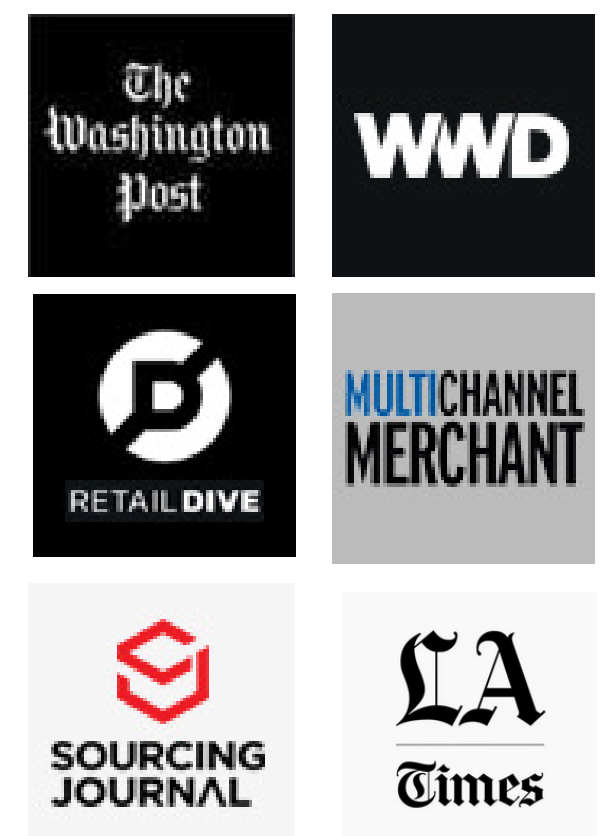
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