THE ECOMMERCE LEADERS' GUIDE TO POST-PURCHASE CUSTOMER EXPERIENCE SUCCESS

LATESHIPMENT.COM

TABLE OF
CONTENTS

The Value of Memorable Post-Purchase Experiences

Your eCommerce site is designed to offer visitors the best possible user experience. Optimized for speed and easy navigation, it delights and keeps shoppers choosing your brand for a frictionless experience. From product discovery to purchase and checkout, everything works like clockwork.

But what about customer experience after checkout?

Post-purchase customer experience is a critical component of the overall customer experience offered by a brand. Therefore, it is incumbent upon you to focus on the post-purchase phase of the customer journey even though your parcel deliveries are handled by third-party shipping carriers.

Focusing on your post-purchase CX strategy is critical because it helps you:

Engage with your customers during the most anxious phase of the customer journey

Understand customer concerns and proactively resolve delivery issues

LATESHIPMENT.COM

Provide standout delivery experiences that give you a competitive edge

Boost retention and lifetime value through memorable & frictionless delivery experiences

As evident, there are numerous benefits that emanate from a well-planned post-purchase strategy for your business.

Create Delivery Experiences that inspire customer loyalty

Communicate with your customers when it matters the most and mitigate delivery-related customer pain with LateShipment.com

Learn more

However, offering top quality post-purchase experiences poses a challenge because the post-checkout phase is often outsourced to a shipping carrier, a third party who may not share your sense of urgency or commitment to the highest standards of customer service.

LATESHIPMENT.COM

The Big Post-Purchase Customer Experience Gap

In today's retail market, there are hundreds of shipping carriers worldwide that specialize in eCommerce deliveries.

However, regardless of who your shipping partner is, the truth is that :

1-in-5 parcels are routinely delayed

15% of all urban deliveries fail on the first attempt

A large number of parcels are damaged or lost in transit

15%

of all urban deliveries fail on the first attempt

Shipping carrier tracking pages do not provide complete transit information

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

ORDER RECEIVED

ORDER SHIPPED

You don't track parcels in real time, foresee parcel delays and proactively resolve issues.

Don't communicate with customers about their order delivery status

Don't offer self-serve, branded order tracking experiences to your customers

ORDER DELIVERED

Read till the end for ways to supercharge your bottom line through a stellar post-purchase experience.

LATESHIPMENT.COM

How Today's Unforgiving Customers React to Delays

Online retail in the Amazon era is all about exceeding customers' expectations about quality of product, modest pricing, and speedy order deliveries. Well, this is the recipe for winning customer loyalty.

However, failing to meet any of these expectations, particularly around delivering orders within the promised time can invite irreversible backlash from customers.

Hence the post-purchase phase is known as the most anxious stage of the customer journey.

Infact, did you know that **1-in-3 customers** will shift to a competitor after a poor delivery experience? Worse, many of your dissatisfied customers could leave bad reviews online (especially on social media) that will deter prospective customers from buying from you.

1-in-3

customers will shift to a competitor after a poor delivery experience

LATESHIPMENT.COM

This could seriously hurt your business since 90% of shoppers look at online reviews before a purchase.

If you are banking on replacing lost customers by acquiring new ones, consider this: **It is 5 times more expensive to acquire a new customer than to retain an existing one.**

Getting caught up in this state of affairs will result in your business' bottom line getting battered over time. And pointing a finger at your shipping carrier when things go wrong simply doesn't help. Your customers expect YOU to be in control of their delivery experience.

At the same time, there are definitely things you can do at your end to ensure customers have a memorable post-purchase experience.

LATESHIPMENT.COM
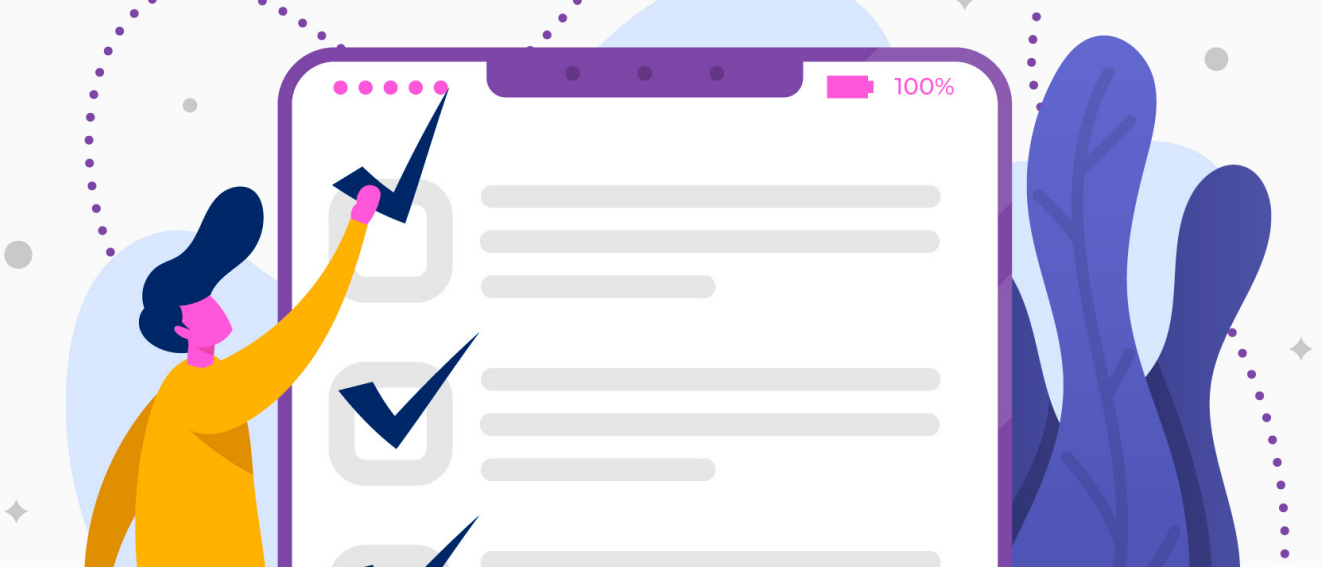
10 Things You Can Do (but probably don't) To Provide Outstanding Post-purchase Experiences

Taking measures to provide your customers a memorable and reliable experience after checkout can cement you as their preferred option when shopping within your product category. This will have a positive impact on both your customers' lifetime value and the retention rate of your business.

Here are some measures you could take:

Proactively resolve delivery issues - Third-party shipping operations are highly error-prone. Earn customer loyalty with **a solution that provides real-time shipping information** for timely delivery issue resolution.

Reduce delivery anxiety with automated delivery notifications — Engage meaningfully & effectively — throughout the order delivery lifecycle. Keep your customers informed of package location at all times. Send regular email and SMS updates to customers about important parcel-tracking events, including delivery issues.

Be transparent. Build trust— Communicate your terms clearly on checkout pages and effectively follow up till delivery. Ensure you are sensitive to customer expectations. If a delivery deadline is likely to be missed, make sure the customer is kept informed.

LATESHIPMENT.COM

Offer custom branded tracking experiences - Offer customers the ability to track their parcels on a branded tracking page within your eCommerce site. Provide tracking widgets on your site and a smart-track button on the emails you send.

Reduce customer service inquiries — Embed "Track My Order" widget on your website and shipping emails to make parcel tracking self-service

Monetize customer tracking moments - Upsell via your email and SMS updates to spur further spending.

Course-correct when necessary - Compensate customers for late deliveries by offering them coupons or discounts on future purchases

Collect & leverage user feedback -
a. Capture user feedback around customer delivery experiences to understand the detractors of a great post-purchase experience.

b. Everyone loves talking about their customer experience, more so when it's a bad one. Lend a close ear to such signals on social media and effectively address them to reduce bad word-of-mouth.

c. Understanding all of these, make necessary operational changes to ensure customers who bore the brunt of bad delivery experiences are given greater attention.

Periodically review & improve your delivery performance - For <u>every delivery failure that happens</u>, do a thorough analysis focusing on the type of service failure, delay-trend patterns, which customers are getting affected, and so on.

Focus on returns - Make <u>the eCommerce returns process</u> free and as simple as possible. This will contribute to the overall comfort level of your customers.

LATESHIPMENT.COM

How LateShipment.com Can Help Your Business

LateShipment.com is the world's only logistics cloud tool that helps businesses of every size provide memorable delivery experiences to customers at scale.

At LateShipment.com, our focus has remained steadfastly on the post-purchase phase, typically the part of the logistics chain that is the most neglected.

Here's how our Delivery Experience Management platform powers post-purchase CX success for your business.

1   **Stay on top of order deliveries, particularly those facing delays.**

Tracking & Delay Prediction

- Track in-transit shipments in real-time, across carriers you use on a single dashboard.

- Receive predictive alerts about parcels facing delivery delays & take corrective action

LATESHIPMENT.COM
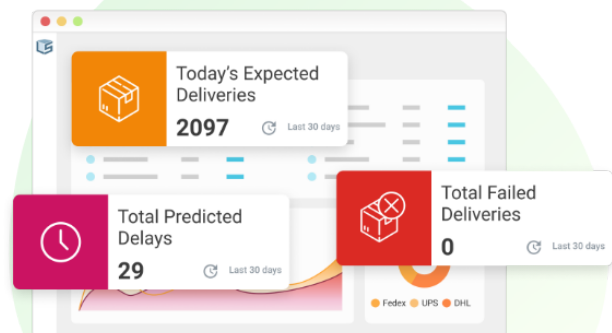
2 Over-communicate and reduce customer anxiety post purchase.

Customer Engagement

- Proactively identify and communicate with customers facing critical delivery issues

- Automate order status notifications via email or SMS throughout the delivery lifecycle
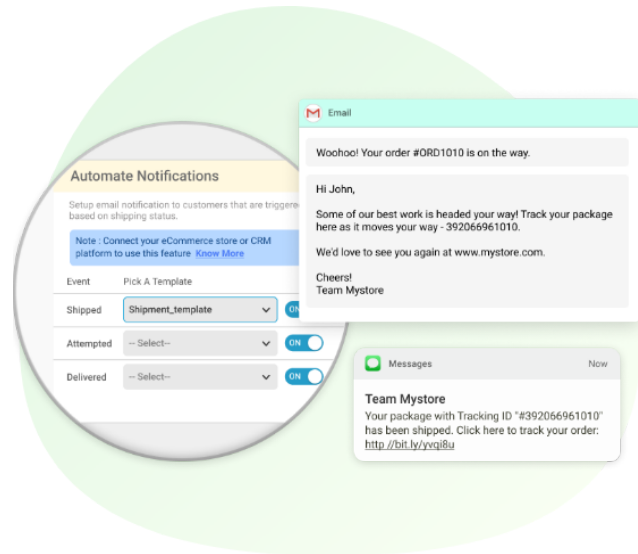
3 Impress your customers with brand consistent order tracking experiences.

Branded Order Tracking

- Build beautiful branded order tracking pages, personalized for your customers

- Enable "order tracking" from within shipping emails you send to your customers

LATESHIPMENT.COM

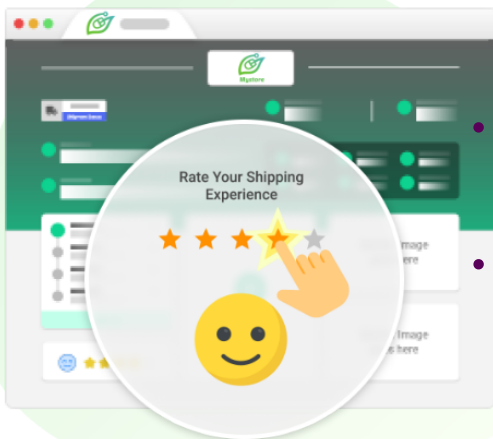**4** **Leverage order tracking moments to increase sales and reduce returns.**

Increase Sales. Reduce Returns

- Increase sales with marketing campaigns & product recommendations on tracking pages

- Reduce returns by providing relevant product usage information on order tracking pages

5 **Know how good or bad your customers' delivery experiences were**

Delivery Experience Feedback

- Capture your customers' Delivery Satisfaction (DSAT) rating after every order delivery

- Monitor the average DSAT scores of customers to optimize shipping & delivery process

LATESHIPMENT.COM

Other Key Benefits of LateShipment.com

How You Can Save up to 20% on Shipping Costs

Did you know your business might be overpaying shipping bills by up to 20% because of poor service quality by your shipping carrier?

Shipping contracts promise 100% refunds on shipping charges if a parcel is delayed even by 60 seconds. Additionally, shipping carriers invoices // with billing errors

However, the process to claim refunds is deliberately kept challenging with a short claim window. As a result, over $3 billion a year goes unclaimed in refunds. This is money that rightfully belongs to retail businesses like yours.

Invoice with errors highlighted

Audit for 50+ Service Failures & Billing Errors

Claim refunds and save up to 20% on shipping costs

This is where LateShipment.com can make a difference. Our cutting-edge algorithms **automatically audit your shipping carriers' invoices** and recover refunds for not just late deliveries but 50+ other service failures and billing errors and credit the amount in your account.

Get actionable insights with In-Depth Shipping Analytics & Reports

That's not all! LateShipment.com gives you access to actionable insights on your delivery performance across all your shipping carriers and service types within one interface. Data that can be as broad or as granular as required, down to a single package. Data that enables you to make well-informed decisions that help you provide a better and more cost-efficient post-purchase experience.

Gain logistics intelligence in the following areas:

Shipping Spend Analysis - Analyze your shipping spends across carriers you use, unlock cost optimization opportunities.

Shipping Trends & Patterns - Analyze your shipping trends, discover your busiest days & top shipping destinations to further optimize your supply chain.

Service Choice Analysis - Identify which shipping carrier service types you use are most efficient from an on-time delivery standpoint across geographies you ship to.

Carrier Performance - Analyze the on-time delivery performance of the shipping carriers you use. Drive rate negotiations with carriers backed by data.

The best part is, it takes less than 2 minutes to **see LateShipment.com in action** without any change to your existing workflow. The value we add to businesses is most evident when experienced first-hand.

Get Started

LATESHIPMENT.COM

Use Existing Business Tools to Enhance Post-Purchase CX with LateShipment.com

LateShipment.com integrates seamlessly with your existing helpdesk, eCommerce, order management, and CRM tools to help you craft a delightful and reliable post-purchase customer experience.

If you use helpdesk tools like Zendesk, Zohodesk, Freshdesk, etc - Get predictive alerts within your helpdesk tool that allow you to proactively resolve issues before customer impact & reduce the volume of WISMO calls.

If you use eCommerce platforms like Shopify, 3dcart, Woocommerce, etc - Proactively resolve delivery issues, send delivery notifications, and save up to 20% on shipping costs with refunds.

If you use Order Management Systems like Shipstation, Stamps.com, Shippo, etc. - Get predictive alerts for delivery failures in real-time and send automated delivery updates to customers.

If you use a CRM solution like Salesforce, Hubspot, Freshsales, Zoho, etc. - Send automated updates to customers, gain insights into delivery satisfaction, & much more!
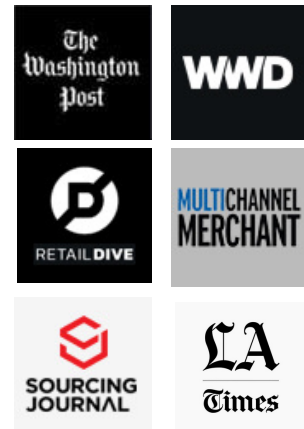
LATESHIPMENT.COM

Contact Us
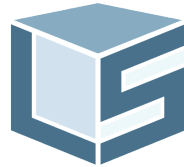
LATESHIPMENT.COM

TRUSTED BY

1000s

OF BUSINESSESS WORLDWIDE

CeX · CARNIVORE CLUB · Roots · MK MICHAEL KORS · chef's plate · Toys"R"us

CUSTOMERS IN

40+

COUNTRIES

100M+

SHIPMENTS TRACKED

FEATURED IN

20+

MEDIA PUBLICATIONS

The Washington Post · WWD · RETAIL DIVE · MULTICHANNEL MERCHANT · SOURCING JOURNAL · LA Times

HEADQUARTERS

4855 LB McLeod Road,
Orlando, FL 32811, USA

BRANCHES & AFFILIATES

CANADA | UK | ITALY | INDIA

+1 (888) 930-5934 | sales@lateshipment.com
www.lateshipment.com