



EBOOK

Delivering Excellence:

How **Leading Brands** are

Winning in Delivery Management

Real Stories of Growth and Innovation

 nShift

Delivery management isn't just about getting a package from point A to point B—
**it's about creating an experience that earns customer trust
and fuels business growth.**

This ebook is a celebration of what's possible when delivery management becomes a strategic advantage. It showcases the journeys of businesses that have turned delivery, tracking, and returns into powerful tools for achieving their goals.

We thank our featured brands for their partnership and transparency.

Their stories show that every touchpoint in delivery is an opportunity to build confidence, loyalty, and success.

**We hope this ebook leaves you inspired to make
delivery a powerful part of your business strategy.**

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Chapter 1

Flexibility Sells:

The Checkout

Advantage

Cart abandonment is the silent killer of e-commerce growth. According to research by Baymard Institute, **70% of online shopping carts are abandoned**, with over half of customers citing delivery concerns like limited options, unclear timelines, or excessive costs.

The Opportunity

For businesses like **Scandinavian Luxury Group**, **Topformula**, **RevolutionRace** and **Stadium**, delivery flexibility at checkout isn't a bonus—it's essential.

Scandinavian Luxury Group wanted to improve their checkout process and offer more delivery choices to better meet customer expectations for flexibility and convenience. **Topformula** sought a cost-effective way to enhance the shopping experience by giving customers more choices at checkout.

The Solution

These companies implemented **nShift Checkout** to introduce multiple delivery options, such as:

- **Home delivery for convenience**
- **Click & collect for speed**
- **Eco-friendly shipping to cater to sustainability-conscious shoppers**

Other brands like **RevolutionRace** and **Stadium** also benefited from the ability to provide personalized delivery options, improving customer satisfaction and increasing sales.



For Stadium, it is important to always follow the customer's wishes. It is important for our customers to be able to choose where and when their package is shipped in an easy manner. STADIUM

The Impact

SCANDINAVIAN
LUXURY GROUP

**25% more items
added to carts.
20% fewer cart
abandonments.
28% increase in
order value.**



**28% increase in order value.
4% boost in conversion rate.**

stadium[®]

**Implemented flexible
delivery across all markets
within 3 months.**



**Improved
retention,
supporting
their growth
strategy of
entering 2 to 4
new markets
per year.**

// We're also seeing effects in the form of customers contacting us and thanking us for the opportunity to choose what best suits them. Topformula

Key Takeaway

A frictionless checkout is the foundation of e-commerce success.

When customers feel in control at checkout, they're far more likely to hit "buy now."

Chapter 2

What Happens After 'Buy Now'?



The stakes for post-purchase transparency are high.

PwC research shows that 54% of consumers consider package tracking as one of the most attractive services if offered at no extra cost.

Providing clear and timely tracking updates builds confidence and reduces uncertainty in the post-purchase experience.

The Opportunity

For brands like **ICANIWILL** and **QUIZ**, the post-purchase experience is as critical as checkout.

Lacking a unified tracking solution, **ICANIWILL (ICIW)** wanted a way to ensure consistent, branded delivery updates while reducing customer inquiries.

Meanwhile, **QUIZ** took ownership of the post-purchase experience, ensuring customers stayed informed instead of relying solely on parcel carriers.

The Solution

ICIW and **QUIZ** turned to **nShift Track** to provide branded tracking pages and notifications.

These enhancements enabled customers to stay informed every step of the way.



We wanted to make it as easy as possible for customers to find out the status of their orders and do so in a way that looked and felt like ICIW.

The Impact



ICIW

**50% reduction
in order-related
customer
inquiries.**

QUIZ

**Reduced service calls.
Increased repeat
purchases. Improved
brand perception.**

// **Being able to communicate directly to customers has been a game-changer in terms of handling enquiries relating to orders and getting visibility of the data so that we can continually improve the service we offer.**

ICANIWLL

Key Takeaway

**Proactive tracking isn't just a feature;
it's a confidence-building tool.**

Chapter 3

Turning Returns Into Opportunities

**Imagine
this:**

A customer is browsing your website, excited to try something new. They add a few items to their cart but hesitate before checking out.

“What if it doesn’t fit? What if it’s hard to return?”

Returns are a dealbreaker for many customers, yet retailers often underestimate their impact, potentially missing out on long-term loyalty gains.

92% of customers

say a smooth return process influences whether they shop with a retailer again, according to IMRG.

67% of consumers

say a negative return experience would discourage them from returning. However, only **40% of retailers believe improving returns will lead to increased spending, as reported by NRF.**



Returns are not always seen as a cost center: for many brands, they are becoming **instrumental to the customer experience strategy.**

Hunkemöller

needed a digital process to manage return volumes and offer a better customer experience.



QUIZ wanted to add visibility and convenience to their returns process, while **Friluftsmagasinet** sought to optimize return logistics, improving efficiency and turnaround times in handling returned products.

hunkemöller

By adopting **nShift Returns**, **Hunkemöller** introduced an automated and paperless returns process that made it easier for customers to send items back while reducing the burden on internal teams.

Since its implementation across six key markets, **Hunkemöller** has experienced a **15% increase in in-store returns**. This has also created new remarketing and repurchase opportunities.

QUIZ

With **nShift Returns** integrated into their post-purchase journey, **QUIZ** ensured that customers could track their returns as easily as their original orders.

This integration is expected to **save 25-30% in staff time** by reducing customer inquiries about order and return statuses.

MAGASINET

Meanwhile, **Friluftsmagasinet** used **nShift Ship** to optimize the logistics of their returns.

By refining warehouse operations and **enhancing their returns handling process**, they improved turnaround times and reduced costs.

“ What was a historical pain point for the company and our customers has been changed into something that adds real value.

Hunkemöller

“ We wanted something that's dynamic and can be tracked all the way through the delivery and returns process.

QUIZ

“ Now when we receive returns at the warehouse, we register the returns with a few clicks, [...] and the employees use a minimum of working time.

Friluftsmagasinet

Key Takeaway

When handled right, **returns don't have to be a headache.** Whether aiming for customer-friendly interactions or for logistical efficiency, a well-executed returns strategy can be **a powerful growth engine.**



Chapter 4

The Three Myths of Scaling Logistics

Scaling logistics can feel like solving a puzzle where every piece has sharp edges.



For brands like **Stihl**, **JYSK**, and **Superdry**, the priorities were clear: meet increasing demand, maintain efficiency, and enhance customer satisfaction. And as these companies discovered, the right tools and strategies can make growth seamless and accelerate success.

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Let's bust the myths that hold businesses back from logistics success.

Myth #1

Scaling slows
everything down

Reality

Scaling with the right partner
will make your operations
faster and more efficient.

Stihl, a renowned tool manufacturer, faced challenges with manual processes in their delivery management, especially concerning dangerous goods shipments.

By integrating **nShift Ship** with their ERP system, they automated label printing, saving significant time per order.

STIHL®

Result

Stihl saved approximately 1,000 hours annually, enhancing efficiency and supporting scalable growth.



// We can now notify customers about their goods through track and trace, and we can easily keep track of shipping costs with all the available data and statistics... In short, our delivery is more stable and professional.

STIHL

Myth #2

**More shipments
mean more errors**

Reality

Automation eliminates human errors, even as volumes grow.

For **Pikkuvihreä**, skyrocketing orders and manual processes were causing delays and mistakes. They needed a way to scale without compromising quality, so they implemented **nShift Checkout** to speed up order processing.

Similarly, **JYSK**, operating in over 50 countries, faced challenges in managing its warehouse and shipping logistics efficiently across its many locations. By integrating nShift into their processes, they achieved remarkable results.

// We can process 10 times more package tickets and shipping books in the same amount of time as before. Also, the number of human errors has reduced practically to zero.



// We are able to make a 'shipping label' integrated picking process instead of a two-step pick-and-pack process [...]. This has made the picking process 40% more efficient.



Result

Both Pikkuvihreä and JYSK successfully scaled operations while reducing errors and improving efficiency.

Myth #3

Scaling harms

customer experience

Reality

Smart logistics **enhance**
customer satisfaction.

For **Superdry**, ensuring a seamless shopping experience across multiple markets was a top priority.

With a complex distribution network spanning e-commerce, brick-and-mortar stores, and wholesale, they needed a solution that could provide full track-and-trace visibility of all parcels while optimizing their supply chain efficiency.

極度乾燥(しなさい)
Superdry®

Result

By integrating nShift Ship with their WMS, Superdry gained real-time tracking and automation across their delivery operations. This allowed them to meet rising demand while maintaining delivery transparency and reliability.



// The new system ticks a lot of boxes. Our wholesale, customer service, logistics and e-commerce teams all use it and it's a one-stop shop. Superdry

Key Takeaway

Scaling logistics doesn't have to be stressful or slow. Embracing smart solutions doesn't just solve problems: it turns logistics into a competitive advantage.

What myths are holding your business back from scaling?



Chapter 5

Every Delivery
is an Opportunity



For the businesses featured in this ebook and many more, delivery management was once a pain point, a challenge to overcome. But with a confident approach, they have transformed delivery into a competitive edge.

Their stories highlight a simple truth:

**every delivery is an opportunity to
win trust, earn loyalty, and grow.**

Let's recap what these brands gained from redefining their logistics.

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Flexible Options Win at Checkout

Scandinavian Luxury Group

Achieved a **25% increase** in cart additions, a **20% drop** in abandonment, and a **28% rise** in order value by enhancing delivery choices.

Topformula

Achieved a **28% increase** in order value and **4% boost** in conversion rate by refining its checkout experience and delivery options.

RevolutionRace

Strengthened customer retention by offering market-specific, flexible delivery options.

Stadium

Enhanced the checkout experience by letting customers choose their preferred delivery method.

Proactive Tracking Builds Trust

ICANIWILL

Reduced customer service inquiries by 50% through branded tracking pages and automated updates.

QUIZ

Improved the **post-purchase experience**, strengthening customer trust and engagement.

Effortless Returns Drive Loyalty

Hunkemöller

Increased in-store returns by 15%, turning returns into a remarketing and upselling opportunity.

QUIZ

Gave customers full return visibility, **reducing inquiries** and reinforcing brand perception.

Friluftsmagasinet

Streamlined warehouse operations, **cutting return processing times** and boosting efficiency.





Efficient Scaling Enhances Operations

Stihl

Automated label printing, saving 2 to 3 minutes per order—adding up to **1,000+ hours saved annually.**

JYSK

Achieved a **40% increase in warehouse picking efficiency,** streamlining logistics in 50+ countries.

Pikkuvihreä

Scaled operations by processing 10x more package tickets **without adding staff.**

Superdry

Integrated real-time tracking and automation, **ensuring delivery transparency** across multiple markets.

Chapter 6

The Road Ahead

Ready to Turn Insights Into Action?

Delivery management transformation doesn't happen by accident.

Here's how you can start today:



Think like your customers

They expect flexibility at every step. Offering multiple delivery choices enhances convenience and builds trust.

Be proactive, not reactive

Branded tracking and updates reduce frustration, lower support inquiries, and **improve customer confidence.**

Simplify to scale

Automating shipping processes minimizes errors, increases efficiency, and **ensures seamless expansion** into new markets.

Turn returns into opportunities

Branded tracking and updates A frictionless return experience isn't just a necessity—it **boosts loyalty** and **encourages repeat purchases.**

E-commerce isn't slowing down, and neither are customer expectations.

**The businesses thriving today are the ones
that see delivery as more than logistics:
it's their edge.**

**Let's turn your delivery challenges into growth opportunities:
book a **personalized demo** to see nShift in action.**

[Get in touch](#)

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Appendix

Customer Stories Featured

Scandinavian Luxury Group

More checkout options leads to more sales for Scandinavian Luxury Group

Topformula

Topformula secures 28% increase in order value with nShift and Walley

RevolutionRace

RevolutionRace wins customers with nShift

Stadium

Stadium scores a hit with customers thanks to nShift Checkout

ICANIWILL

How nShift Track is helping ICIW get closer to customers

QUIZ

Improved post-purchase experience and boosted bottom line at QUIZ

QUIZ solves its return challenge with software partner nShift

Hunkemöller

Hunkemöller increases in-store returns with nShift

Friluftsmagasinet

Friluftsmagasinet turns return management into a competitive advantage

Pikkuvihreä

Pikkuvihreä gets 10x faster and €10,000s more orders with nShift

Stihl

Stihl saves 1,000 hours a year with nShift

Superdry

Superdry gets super-seamless with nShift

JYSK

nShift makes JYSK's warehouse picking process 40% more efficient

About nShift

nShift's delivery & experience management platform drives ecommerce success. Grow beyond limits with constant innovation and the world's largest carrier network. Build customer loyalty with end-to-end tools that enhance experience. Unify data into usable insight that connects and optimizes processes.

With nShift, make delivery the essential link between your brand and your customers.

[Contact us](#)

Pre Purchase	Delivery Management	Post Purchase	Emissions Tracking & Reporting
✓ Delivery personalisation	✓ Book & Print	✓ Retailer brand experience	✓ Standard emission values
✓ Sustainability options	✓ Carrier integrations (+1000)	✓ Delivery Tracking	✓ Global shipments
✓ Delivery checkout	✓ Shipping Rules	✓ Notifications	✓ Historical calculations
✓ Estimated delivery date	✓ Freight cost optimization	✓ Self-serve returns	✓ Data Export/Import
✓ Pick Up & Drop Off locations	✓ Insurance	✓ New marketing channel	✓ Business Intelligence