

Five delivery experience tips to build customer loyalty

1. Delivery Options

Buyers care about:

- ✔ **Speed:** offer several options, including next day
- ✔ **Cost or convenience?** let buyers decide
- ✔ **Sustainability:** many will pay more for a lower-emissions delivery
- ✔ **Home, work or click & collect?** Buyers want to choose where the parcel will go

Display delivery options on the web shop with nShift Checkout

[Find out more >](#)

Choices, Choices

Customers want multiple delivery options

2. Branded Packaging

Putting the retailer's identity on the package shapes perceptions of the brand, boost recommendations, and encourage repeat purchase.

The perfect package

Make a great first impression with branded packaging

Use:

- ✔ Bespoke logos
- ✔ Personal slogans
- ✔ Bold color schemes

Take control of the delivery experience with the right delivery management software

[Find out more >](#)

3. Continuous Communication

Sending relevant branded updates to shoppers will:

- ✔ **Build loyalty**
- ✔ **Cut support calls**
- ✔ **Help retailers re-market when shoppers are at their most engaged**

Let customers keep track of their packages

[Find out more >](#)

Seamless returns

Make returns easier for shoppers and warehouses

Stand and deliver

Monitor carriers to ensure best performance

5. A User-Friendly Returns Process

Customers quickly abandon brands that don't offer a smooth, fast returns process.

Retailers must make sure they:

- ✔ **Make returns interfaces user friendly**
- ✔ **Give customers the option to exchange items**
- ✔ **Make it quick and easy for warehouses to re-list for sale**

Running a digital returns process eliminates 90% of handling time.

Listen in for more about effective returns management

[Find out more >](#)

4. Ensure High-Quality Delivery

Poor delivery kills customer loyalty. Make sure carriers are delivering by monitoring and comparing their performance

Compare the performance of different carriers with the right multi-carrier software solution

[Find out more >](#)