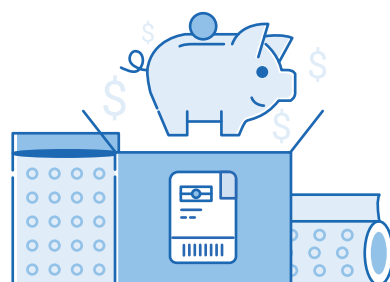


Mastering your e-commerce operations

Our comprehensive *Mastering your e-commerce operations* e-book provides everything you need to optimize your workflow. **Chapter three offers advice on packaging, how to maximize it to keep costs down, improve the delivery experience and connect with your customer.** Follow these tips to make your packaging work harder for your business.



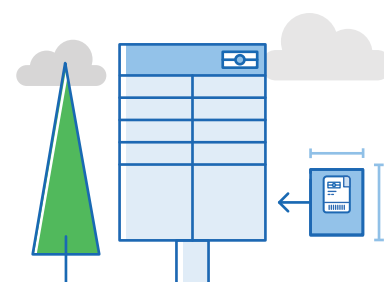
Packaging



REDUCE YOUR COSTS

It's important to your bottom line to keep costs down. Here's how packaging can help you do that:

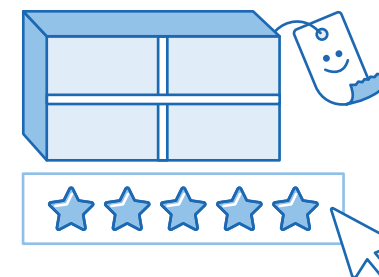
- Choose the most compact box or mailer for your product – the weight and the size of the package help determine the shipping price.
- When you can, package items from a single order together – you will save on shipping and your inventory of packaging materials will last longer.
- Package your items securely – that will help ensure they aren't damaged in transit, which means fewer returns.



IMPROVE THE DELIVERY EXPERIENCE

Determine if you have an opportunity to choose packaging that can help customers get their order on the first delivery attempt:

- By using packaging that can fit into common parcel compartments, your items will get to your customers on the first attempt.
- Community mailboxes, parcel lockers and multiple dwelling lockbox units are used across Canada and include dedicated parcel compartments for secure parcel delivery.
- The size of parcel compartments can vary; consult our packaging guide for measurements.



CONNECT WITH YOUR CUSTOMER

Find ways to appeal to your customer through your packaging:

- Brand your boxes. If that's not within your budget, consider branded stickers, tape or void filler.
- Include handwritten notes to provide a personal touch, or samples based on the purchase history of the customer to show how well you know them.
- Customers are becoming more aware of their environmental footprint. Make sure you're not filling the box with stuff that customers will just throw out.
- Increase the percentage of recycled content in your packaging. Your environmentally minded customers will appreciate this.



To learn more about how to optimize your packaging, head to canadapost.ca/yourpackaging to download our guide *Mastering your e-commerce operations: Your guide to packaging*.



Head to canadapost.ca/ecommooperations to download our e-book, *Mastering your e-commerce operations: How to optimize every stage of your workflow – and satisfy customers*.