What online shoppers want: 6 drivers of customer loyalty

5,000 Canadian online shoppers were asked "What matters when you shop online?"

Their responses identified 6 key drivers that help build online shopper loyalty. To turn first-time buyers into loyal customers, give them a great online experience this infographic shares the key discoveries and helpful tips.

Product availability



of online shoppers check local store inventory before making an online purchase.

of shoppers bought an item online when it was out of stock in the store.

Tips for retailers



- Make inventory visible
- Offer in-store pickup
- · Send "Back in stock" alerts

"Show me where the goods are."

Shipping fees



64%

of online shoppers abandon carts if the shipping fees are too high.

of online shoppers top up their cart to get free shipping.



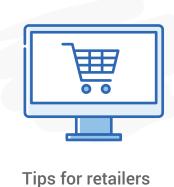


"I don't like to pay for shipping."



- **Tips** Make your shipping fees clear · Offer free shipping strategically with a
 - minimum spend, for key selling periods and combined with other promotions





of online shoppers look for an easy checkout process.

of online shoppers avoid

"I need an easy,

intuitive checkout."

future purchases with a retailer if delivery time is not provided.

· Show delivery dates and shipping costs



- · Reduce the number of steps · Offer registered and guest checkout

Delivery speed + -



of online shoppers

expect orders to be fulfilled within a day.

of online shoppers

expect delivery within 3 days for paid shipping.





around for speed."

"Faster is better! I shop

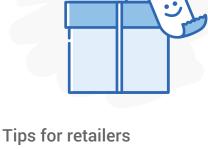
· Minimize order processing time · Provide accurate delivery times

Tips for retailers



Offer a range of delivery speed options





of online shoppers won't shop again

with a retailer after a bad delivery experience.

of online shoppers like the option to pick

up purchases at a post office or pick-up location.

• Deliver as promised · Show your delivery carrier at checkout



- · Offer a range of receiving options

Returns •

"Give me flexible options -

and delivery on time."



of online shoppers check the return

their first purchase. "I want a simple, convenient

return policy."

policy before making

of online shoppers won't shop again with a retailer after a bad

returns experience.





and easy to find Offer simple steps and

Tips for retailers



convenient options Promote your returns policy

· Make your returns policy clear

What matters to customers matters to your business

Use the 6 drivers of online shopper loyalty to make effective use of your resources and invest in areas that matter most – the ones that drive customer loyalty.

Sources: 2018 Canadian Online Shopper Study, CPC 18-200, April 2018. 2016 CPC Survey, CPC 16-215, December 2016. 2016 Canadian

Download full report at Canadapost.ca/BuildLoyalty

Online Shopper Study, CPC 16-202, April 2016. J.C. Williams Group, 2016; Two online surveys based on a representative sample of 5,000 Canadians who had made at least one online purchase in past year. Surveys commissioned by Canada Post.



