

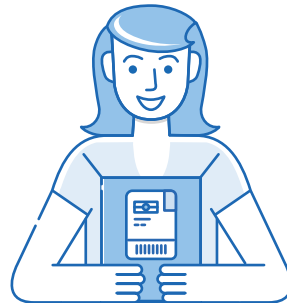
Mastering your e-commerce operations

Our comprehensive *Mastering your e-commerce operations* e-book provides everything you need to know to optimize your workflow.

Chapter four is all about the receiving experience, which is the final leg of the journey. But what can you do to help ensure a great customer receiving experience? Focus on these areas.



Customer Receiving Experience



CONVENIENCE

Recognize that a convenient receiving experience is not only important to customers – it's expected.

- Provide convenient receiving options for your shoppers. 21% will complete an online purchase if offered flexible delivery and pickup options at checkout.
- 29% of shoppers said they would not purchase from a retailer after a negative delivery experience.



COMMUNICATION

Customers expect to know where their order is throughout the shipping process. Meet their expectations:

- Enable tracking! The 96% of shoppers who track their orders expect it. Provide a tracking number that can be accessed right on your site, or that links to Canada Post's site.
- Work toward automated tracking notifications, which Canada Post can provide to your customers as their parcel advances through its journey.



SPEED

You know that customers want fast delivery, so do what you can to provide it.

- Prioritize fulfilling your orders quickly and accurately.
- Don't make promises you can't keep! Ensure your operations are capable of meeting the delivery promises you're making.
- Offer your shoppers different choices of delivery speeds, such as priority or express delivery – especially during peak season.



FLEXIBILITY

Shoppers want choices for where they can receive their item – explore ways to increase their options.

- Enable ship-to-store if you have a physical location, so customers can skip the shipping fee.
- Incorporate Canada Post's FlexDelivery™ service into your store so consumers can choose a post office location where they want their package to be shipped. With more than 6,100 locations, this free service offers automatic convenience for your customers.



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