

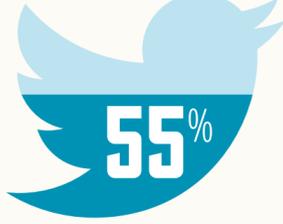
WOO. WIN. WOW.

3 SIMPLE STEPS TO CUSTOMER ENGAGEMENT (AND HOW YOUR SUPPLY CHAIN PARTNER CAN HELP!)

WOO THEM IN THE ACQUISITION STAGE
WIN THEM IN THE FULFILMENT STAGE
WOW THEM IN THE POST-PURCHASE STAGE

STEP 1

WOO THEM



OF CANADIANS AGED 18 - 24 SAY THEIR SHOPPING BEHAVIOR IS INFLUENCED BY SOCIAL MEDIA

29% OF CANADIANS CHOOSE A RETAILER BECAUSE OF THEIR LOYALTY PROGRAM



OF CONSUMERS CARE ABOUT BEING ABLE TO LOOK UP PRICES ONLINE BEFORE COMING TO A STORE

51% OF CONSUMERS WOULD



SHOP ONLINE MORE IF SHIPPING WERE FASTER

HOW TO MAKE A CUSTOMER CHOOSE YOU

TAILOR EACH CUSTOMER'S EXPERIENCE

BE CONSISTENT ACROSS ALL SALES CHANNELS

EMBRACE SOCIAL MEDIA FEEDBACK

OFFER END-TO-END SHIPMENT TRACKING

COMMIT TO MAKING ON-TIME DELIVERIES ACROSS CANADA

TIP DEVELOP A STRATEGY!

Figure out what you hope to accomplish and which tools you need to get there. Remember, it's better not to offer a certain service if you can't do it well.



STEP 2

WIN THEM

HOW TO TURN INTEREST INTO A SALE

OFFER IN-STORE PICK-UP FOR ONLINE ORDERS

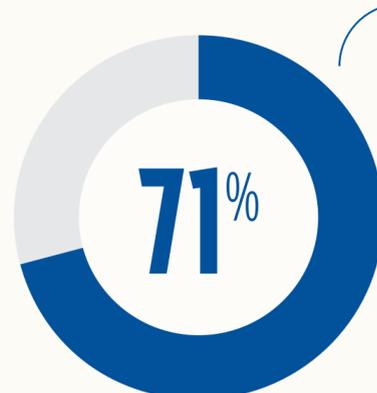
ALLOW IN-STORE RETURNS FOR ONLINE ORDERS

OFFER SPECIALIZED DELIVERY OPTIONS SUCH AS WHITE GLOVE SERVICE

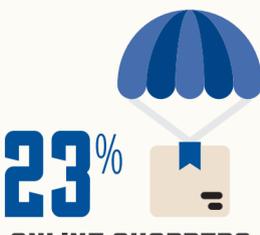
ESTABLISH GUARANTEED DELIVERY DATES & TIMES

PROVIDE PRE-PAID RETURN PACKAGING

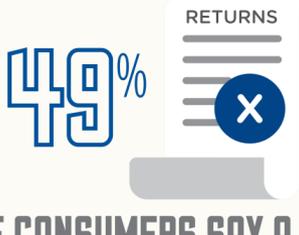
ACCOMMODATE A FLEXIBLE DELIVERY WINDOW



CONSUMERS WHO EXPECT FREE SHIPPING



ONLINE SHOPPERS WHO ABANDONED THEIR CARTS DUE TO DELIVERY TIMING ISSUES



OF CONSUMERS SAY A RETAILER'S RETURNS POLICY HAS DETERRED THEM FROM MAKING A PURCHASE



CONSUMERS WHO CARE ABOUT HAVING A PAID RETURN LABEL PROVIDED WITH DELIVERED ITEMS

TIP SELECT THE RIGHT TRANSPORTATION PARTNER!

Find a transportation provider that guarantees flexibility, accountability, security, last mile services and freight or LTL services.



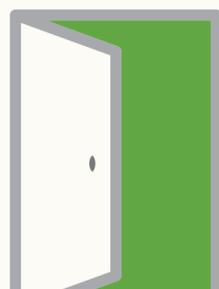
STEP 3

WOW THEM

81% CUSTOMERS WHO ARE FRUSTRATED BY COMPANIES THAT DON'T LIVE UP TO THEIR PROMISES



80% OF CANADIANS LEFT A CERTAIN PROVIDER BECAUSE OF POOR CUSTOMER SERVICE



68% WON'T RETURN

SUGGEST NEW PRODUCTS BASED ON ORDER HISTORY

SEND A PLEASANT THANK-YOU EMAIL

PROVIDE OUTSTANDING CUSTOMER SERVICE

HOW TO KEEP CUSTOMERS COMING BACK

PROVIDE A SHORT FEEDBACK SURVEY

SEND CUSTOMERS TARGETED COUPONS

INVITE CUSTOMERS TO AUTOMATICALLY REORDER PRODUCTS

OFFER PREFERRED CUSTOMER EVENTS

STICK TO YOUR COMMITMENTS

TIP COMMIT TO INNOVATION

Once you invest the time and resources in upgrading your supply chain for omni-channel capabilities, you don't want to slide backwards.



WE UNDERSTAND MULTI-CHANNEL RETAIL. AND WE'RE HERE TO HELP.

LIVE CHAT purolator.com/livechat

CALL US 1 888 SHIP-123

EMAIL US custserv@purolator.com

SOURCES
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