



WOO. WIN. WOW.

3 SIMPLE STEPS TO CUSTOMER ENGAGEMENT

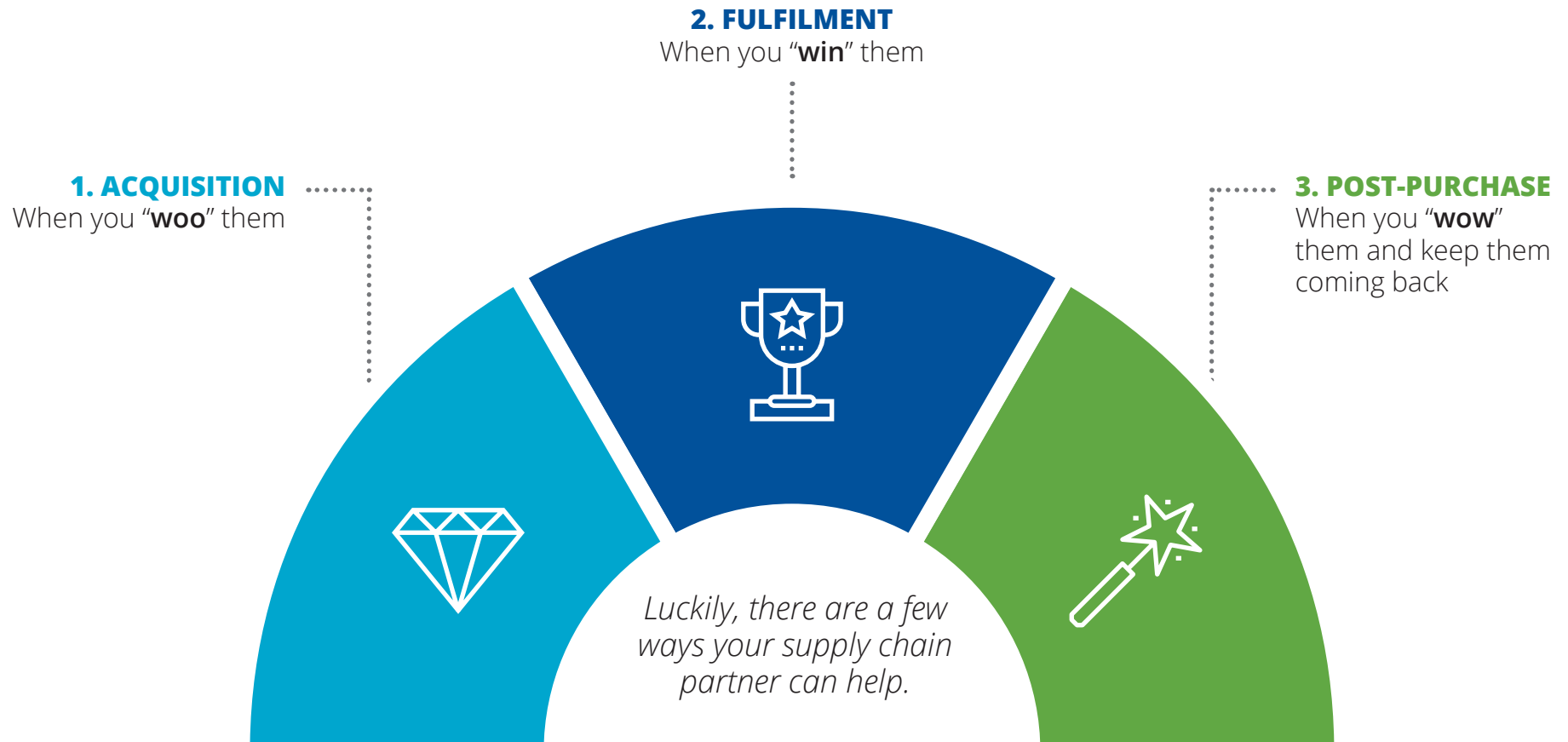
 **Purolator**
Promises delivered®

IT'S A BUYER'S WORLD OUT THERE.

And whether they're in your store or on your site, your customers expect more than ever. These days, loyalty can't be taken for granted:

Canadian consumers are always willing to switch retailers and are always on the hunt for better prices and service, especially with online marketplaces connecting them to sellers across the globe.

So when it comes to reaching new customers – and keeping them – retailers should be focusing on three key points of engagement:



“

Canadians want a seamless experience regardless of where they shop – be it in a store or online. They expect good assortments, competitive pricing and dependable service. They will shop domestically and globally to get the product they want. ”

– Diane Brisebois

President & CEO, Retail Council of Canada



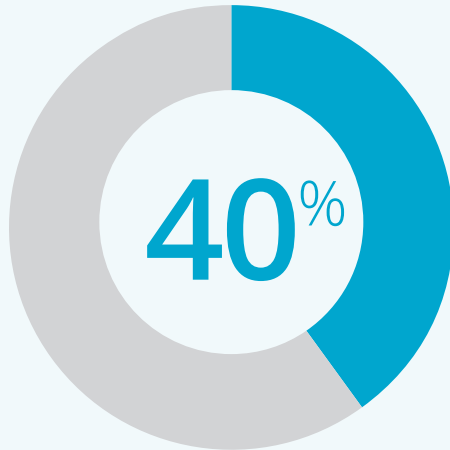


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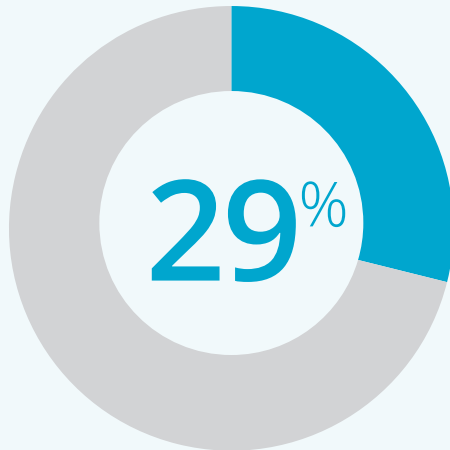
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FAST FACTS



CANADIAN CONSUMERS WHO SAY
READING REVIEWS INFLUENCES
THEIR SHOPPING BEHAVIOUR



CANADIAN CONSUMERS WHO SAY
THEY CHOOSE RETAILERS BECAUSE
OF LOYALTY PROGRAMS

WOOTHEM

First things first: why should anyone choose you over a competitor? Well, because you offer a better experience. But sometimes that's easier said than done. Which is why international professional services firm PricewaterhouseCoopers (PwC) identified four key steps you can take to attract customers in its Total Retail Canada 2016 consumer survey:

1. Connect through social media and loyalty programs.

Be open to feedback on every piece of the consumer experience, from in-store service to delivery and returns, and encourage participation by offering perks to helpful or loyal customers.

40% of Canadian consumers say that *"reading product reviews, peer reviews and feedback on social media has an influence on their shopping behaviour."* This number jumps to nearly 55% for shoppers between the ages of 18 and 24. Plus, 29% will choose a retailer because of its loyalty program.

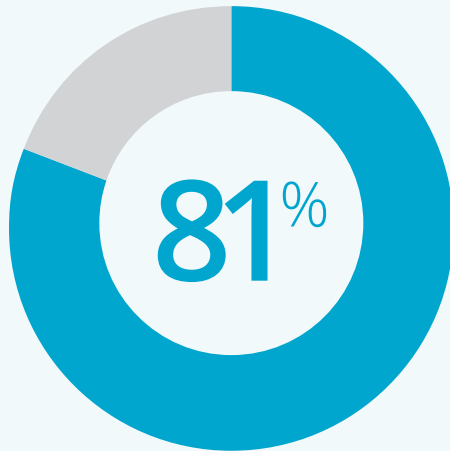
2. Build personalized experiences geared toward consumers' unique tastes.

Discover what each customer likes and tailor their experience accordingly. This can mean not only targeted promotions in-store or online but also personalized delivery options.

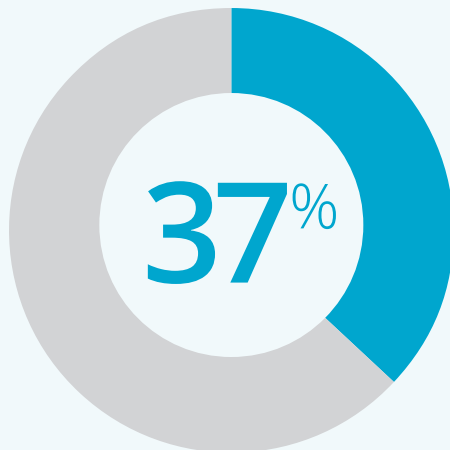
“In omni-channel retail, this means taking the information learned from customers during the ‘engage’ phase of the customer shopping journey and translating it into product offers, incentives and specialized or targeted experiences that highlight their understanding of individual consumers.”

– PwC

FAST FACTS



CANADIAN CONSUMERS WHO CARE ABOUT HAVING A PAID RETURN LABEL



CANADIAN CONSUMERS WHO CARE ABOUT BEING ABLE TO LOOK UP IN-STORE PRICES ONLINE

WOO THEM

3. Align all channels across their journey.

In other words, your customers should find similar products, pricing and service standards wherever they're shopping, whether that's a brick-and-mortar store, a kiosk, online or even through a mobile app. And they fully expect to have visibility into account information across every channel.

When it comes to your supply chain, you should be committed to making on-time deliveries across Canada, ensuring consistent labels and packaging, and providing comprehensive shipment tracking visibility.

“...retailers can no longer separate their customers by channel or think about what products, services and deals they offer through each channel separately. Understanding the unique shopping patterns of customers across all channels and guiding their understanding into complete omni-channel experiences is critical for retailers.”

– PwC

4. Provide a customer-centric experience.

Sometimes the simplest things can make a big difference to Canadian customers. When they can easily find prices online, track their packages and make no-hassle, no-cost returns, they'll lean your way when choosing a retailer.

- ➔ 81% care about having a paid return label provided on delivered items.
- ➔ 37% care about being able to look up prices online before coming to a store.

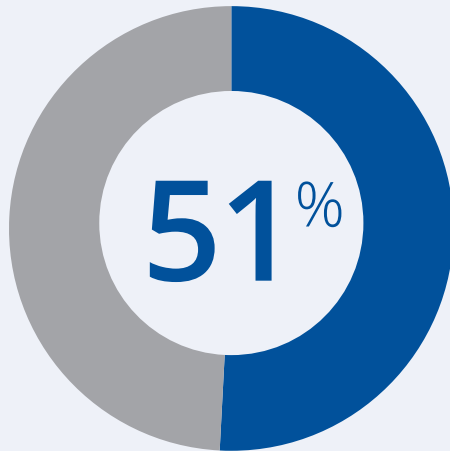


WIN

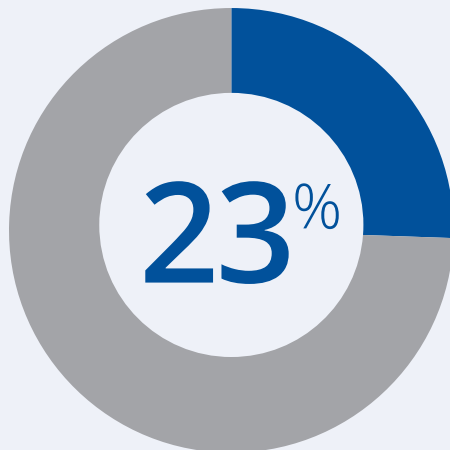
THEM



FAST FACTS



CANADIAN CONSUMERS
WHO WOULD SHOP ONLINE MORE IF
SHIPPING WERE FASTER



ONLINE SHOPPERS WHO
ABANDONED THEIR CARTS DUE TO
DELIVERY TIMING ISSUES

WIN THEM

So you've got customers interested in your store? Great! The next step is fulfilment. And it turns out Canadian customers are pretty passionate about when their deliveries should arrive – quickly!

According to Canada Post, 51% of Canadian online consumers would shop more frequently if shipping were faster...and 23% of shoppers who abandoned a cart in the last year did so because of delivery timing issues.

And expectations for faster deliveries are changing, thanks to Amazon Prime's guarantee of two-day shipping.

“Data indicates that Amazon's awesome investment in delivery infrastructure and Prime program will fundamentally shape Canadian consumer expectations regarding fulfillment.”

– L2 Marketing Research Consultants

And not surprisingly, Canadians have a very firm opinion about how much shipping should cost – nothing.

PricewaterhouseCoopers found 71% of consumers expect free shipping, while Canada Post found a 50% drop in conversion rates when free shipping isn't offered...

Sure, the giant players like Amazon and Walmart can swing free shipping and fast delivery, but how can smaller retailers compete?

IDEAS THAT WIN



IN-STORE PICKUP AND RETURNS
FOR ONLINE ORDERS



GUARANTEED DELIVERY DATES



REROUTED SHIPMENTS



MULTIPLE DELIVERY ATTEMPTS



WHITE-GLOVE SERVICE



WIN THEM

Optimize your supply chain with a wider array of capabilities, such as:

- ★ *In-store pickup for online orders*
- ★ *In-store returns for online orders*
- ★ *Guaranteed delivery dates and times*

StellaService surveyed 11 leading U.S. retailers and found consumers were notified, on average, in just over an hour that their online order was ready for pickup. And BestBuy Canada guarantees orders placed online will be ready for in-store pickup within 20 minutes.

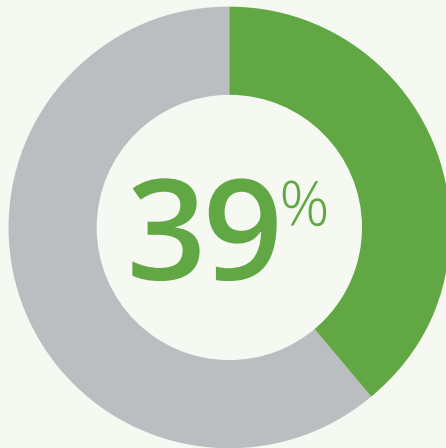
But above all, providing exceptional last-mile service is key. This is where your package either arrives on time or doesn't. And it's your last chance to meet customer expectations like:

- ★ *Time-definite delivery*
- ★ *The ability to reroute a shipment*
- ★ *Consistent delivery to remote areas*
- ★ *A flexible delivery window*
- ★ *Indoor delivery*
- ★ *Multiple delivery attempts*
- ★ *The willingness to leave packages in a secure location with appropriate protection*
- ★ *A high level of visibility and end-to-end tracking*
- ★ *Communication throughout the "last mile"*
- ★ *"White-glove" and "special services" to accommodate unique shipment needs*

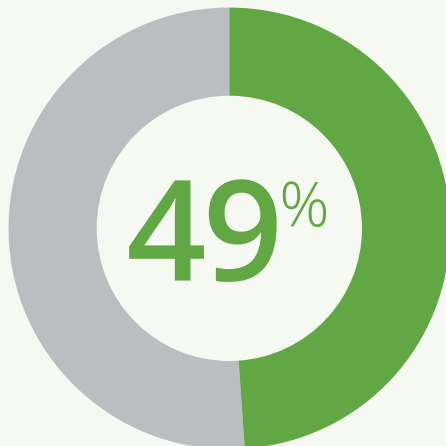


WOM THEM

FAST FACTS



CONSUMERS WHO REVIEW
RETURNS POLICIES BEFORE
COMMITTING TO A PURCHASE



SHOPPERS WHO WILL NOT GO
BACK TO A SITE WITH A
DIFFICULT RETURNS POLICY

WOW THEM

Now your customers have their products, but your job isn't done yet. Maintaining a positive relationship with them in the post-purchase phase can make the difference when it comes to loyalty.

Smart retailers use this period to both gather feedback and keep their customers engaged through little things like:

- ✓ *Sending a pleasant thank-you email*
- ✓ *Inviting feedback through a short survey*
- ✓ *Inviting them to automatically reorder products*
- ✓ *Suggesting new products based on order history*
- ✓ *Wishing them a happy birthday*
- ✓ *Inviting them to "preferred customer" events and sending targeted coupons*

One way your supply chain partner can really help you wow your customers is through a hassle-free returns policy.

According to research by Metapack, 39% of consumers review returns policies before committing to a purchase...and 49% said a retailer's returns policy has deterred them from making a purchase.

IDEAS THAT WOW



HASSLE-FREE RETURNS POLICIES



BIRTHDAY EMAILS



PREFERRED CUSTOMER EVENTS



AUTOMATIC REORDERING



TARGETED COUPONS



ESSENTIALS TO EXCEED CUSTOMER EXPECTATIONS

Whether you're trying to woo, win or wow, there are a few fundamentals to keep in mind throughout the process.

1 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. According to Accenture consultants, 81% of customers are frustrated by companies that don't live up to their promises.

2 Focus on customer service.

Great customer service comes in many forms, but should always include consistency of experience, highly responsive customer support, a hassle-free returns process and 24/7 shipment tracking. 80% of Canadians who left a certain provider did so because of poor customer service, and 68% won't return.

3 Choose the right supply chain partner.

A trusted partner should offer flexibility, delivery throughout Canada, a wide scope of services, a commitment to innovation, total end-to-end visibility and outstanding customer service.

4 Remember that the right transportation solution matters!

Shipping to homes and workplaces is very different from shipping to stores, so find a transportation provider that excels in both courier and freight solutions. Insist on guaranteed time-definite delivery, flexibility, accountability, security, and freight or LTL services.

5 Commit to innovation.

And innovation is a constant process, not an end goal. So once you invest the time and resources in upgrading your supply chain for omni-channel capabilities, you don't want to slide backwards. Explore new ways to get the most out of your relationship with your supply chain partner, and always keep an open mind when it comes to improvement.



WE KNOW THE RETAIL LANDSCAPE. AND WE'RE READY FOR ITS FUTURE.

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"Today's consumers don't get excited about multichannel retail: they expect it." – PwC
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Purolator is the only freight and courier company in Canada that has the robust network and flexibility to deliver just the right mix of omni-channel fulfillment options for your business, including direct-to-consumer, store-to-store, global inbound expedited and international shipping.



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Whatever the size of your operation or the specific needs of your market, we can help deliver the kind of customer-focused experience that keeps people coming back.

Now let's talk about how we can support you.

SOURCES

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