

# An Extension of Your Brand: How a Delivery Provider Can Help Enhance Brand Loyalty



# Contents

<b>Your delivery provider: Delivering more than just your products.</b> .....	3
<b>How a delivery provider can create a productive and reliable supply chain.</b> .....	4
Supply chain expertise and outsourcing opportunities.....	4
Empowering customers with innovative access points.....	5
Tech solutions for end-to end transparency. ....	5
<b>How to meet changing demands with a well-networked and trusted delivery provider.</b> .....	6
An extensive logistics network for further reach.....	6
Quick questions when selecting a delivery provider.....	7
A large number of owned assets for reliable capacity. ....	7
Strategically-placed warehouses for an efficient last-mile.....	7
<b>How the right delivery provider can help to create personalized last-mile experiences.</b> .....	8
Customized delivery options.....	8
Flexible return options. ....	9
Professional customer service rapport.....	9
An extension of your brand. ....	9
Transforming a negative customer experience into a positive one. ....	10
<b>Invest in a trusted delivery provider that will work as an extension of your brand.</b> .....	11
<b>Resources.</b> .....	13

# Your delivery provider: Delivering more than just your products.

You work hard to gain your customer's trust and create brand loyalty. Your business is built around providing a valued customer experience. And when your product (and business) is in the hands of a delivery provider, the customer's experience must be consistent. Your delivery provider should work just as hard as your business to ensure they're helping to build loyalty, enhance your brand's reputation and (most importantly) keep your customers happy.

As more businesses choose a digital address, rather than an actual location, customers today have significantly less face-to-face interaction with brands. This makes it harder to provide a personalized and controlled experience for each customer. There are many features beyond a brand's core product that could make-or-break a customer experience. The one that stands out is the delivery of your product, with 74% of shoppers reporting delivery as important to the overall shopping experience.<sup>1</sup> In many e-commerce transactions, the delivery is the only physical touchpoint with your customer – and that leaves a longstanding impression in itself. But this isn't the only reason it's a pinnacle part of the buyer journey. You might send out post-delivery communications – such as a review or a thank you email – but your last guaranteed customer interaction is often the last-mile of delivery. By executing the last-mile exceptionally well, you're likely to successfully close the loop on the buyer's journey and secure brand loyalty.

The last-mile isn't the only factor that a delivery provider can account for, there is a lot of work behind-the-scenes that plays a large part in the overall customer journey. Your delivery provider can assist with key elements of conversion such as available products, accurate purchase information, customizable shipment options and positive reviews. And once a visitor converts, you're one step closer to building brand loyalty and elevating your brand's reputation.

In short, your provider delivers more than just your products – a delivery provider is an extension of your brand.

In this eBook, we look into the ways delivery providers can have a positive impact throughout aspects of your business.

- ✔ Creating a productive and reliable supply chain to benefit your output.
- ✔ Flexible logistics operations that meet a changing consumer demand.
- ✔ Providing a personalized last-mile for your customers.

## Did you know?

# 84%

are unlikely to shop with a brand again after a poor last-mile delivery experience.<sup>1</sup>



## How a delivery provider can create a productive and reliable supply chain.

Supply chain optimization often goes unnoticed by the end-consumer. Yet, it is crucial to the productivity and reliability of every delivery. It's similar to a dining experience – often, the reason for a great experience happens in the kitchen,

out of sight. With the right guidance and tools, you can elevate your operations to meet rising customer expectations and create a reliable supply chain.



Did you know?

**98%**

of customers say that shipping impacts brand loyalty.<sup>1</sup>

### Supply chain expertise and outsourcing opportunities.

When it comes to outsourcing some parts of the supply chain, some businesses are hesitant. They may be unfamiliar with the process or worry about losing their own expertise, procedures they're comfortable with and their internal brand identity. Not to mention, it can seem costly to outsource a component. A strong delivery provider addresses your worries and will provide honest answers. Yes, unfamiliar changes will be implemented and there will likely be an expense to rationalize. But, there are long-term benefits to outweigh the preliminary impact.

Focus on your business's main offerings and allow your delivery provider to offer a breadth of expertise and tools that often can't be replicated by other consultants. You'll be educated on optimization opportunities that are applicable to your business strategy and kept closely informed on your outsourced operations.

Here are some operations you can outsource to a good delivery provider:

- ✓ Fulfillment and warehousing facilities,
- ✓ A network of import/export experts
- ✓ Technical integration
- ✓ Further transportation services, like same-day and white glove services.
- ✓ Returns and reverse logistics.

## Tech solutions for end-to-end transparency.

Certain delivery providers will have automation solutions to improve inventory management, shipping accuracy and the required replenishment volume. From a customer-centric view, this can improve the reliability of information such as product availability and a quicker speed-to-market.

Such solutions can allow you to keep customers in-the-know with reliable push notifications, emails or texts and real-time online package tracking from clicking the "Buy" button to a package arriving at their doorstep.

## Empowering customers with innovative access points.

What's more important to a consumer than being able to access their delivery, or send away their return? Due to convenience, 30% of online orders are delivered to locations other than a home address.<sup>2</sup> Here are a few ways a delivery provider can offer convenient, reliable and flexible pick-up and drop-off solutions for you and your customers:

- ✔ **Co-branded tracking notifications.** From your warehouse to their doorstep, customers have real-time visibility into their package's journey via SMS notification or email. Better still, the notifications can be co-branded to represent a seamless affiliation between your brand and your delivery services.
- ✔ **Unconventional pick-up locations.** Pick-up locations don't have to be stationary. For example, pick-up facilities on wheels can park at a convenient location for a whole neighbourhood, to providing customers and businesses with a flexible way to collect their packages.
- ✔ **Self-serve drop off kiosks.** A pop-up style service station where customers can drop-off a package in a high-traffic location, such as a shopping mall.
- ✔ **Signed-for shipping options.** Senders can choose to include a "Signature Required" option for added security at handoff - helpful for both businesses and customer returns.
- ✔ **Ship from store.** Brands can use their store inventory for local addresses, for deliveries that are faster and decrease shipping costs.



## How to meet changing demands with a well-networked and trusted delivery provider.

Businesses no longer need to open physical locations to scale and enter new markets. E-commerce allows companies of any size to do business globally. In order to provide a consistent service to every customer, your delivery provider should be

able to fulfill deliveries far away from your location as seamlessly as a destination closeby. They should also be able to handle influxes in demand, whether it's from your growth or peak seasons.

### Did you know?

# 28%

of Canadians prefer to do holiday shopping in-store.<sup>3</sup> Create a positive e-commerce customer experience during stressful times to inspire brand loyalty in the off-peak season.



### An extensive logistics network for further reach.

Delivery providers with a large network can help you find the best path for your shipments. These optimized routes can increase your speed-to-market and your profits. In the hands of an experienced partner, you can navigate your business offerings to tough-to-reach destinations, such as remote areas

and unknown international locations - allowing you to expand your reach into areas other competitors haven't tapped into. They'll also be able to provide you with the knowledge and tools to comply with import and export regulations.

## A large number of owned assets for reliable capacity.

With a vast transportation fleet in-house, deliveries are exclusively carried out by your delivery provider. With no third-parties involved, there are a lot fewer people coming into contact with your products. This also avoids any process discrepancies from different policies, company values and resources used within the supply chain. In-transit, this has its

benefits. It can improve the delivery speed and better protect the integrity of the product – and your brand’s reputation. Keeping a package in the hands of one driver lowers the chance of damage or loss and keeps a product more secure.

## Strategically-placed warehouses for an efficient last-mile.

Well-networked and trusted delivery providers will have warehouses situated close to your customers. By utilizing spaces that are closer to a high-volume customer-base, you can reduce delivery times, and in turn reduce your carbon

footprint. Consumers are increasingly conscious of their environmental impact, and the impact of the businesses they buy from. In fact, 88% will show loyalty to a company that supports environmental issues.<sup>4</sup>

## Quick questions when selecting a delivery provider.

Your brand loyalty strategy’s success and customer experience are dependent on how your delivery provider performs. Remember, your choice will be the face of your company to every one of your e-commerce customers.

As you decide on which delivery provider to partner with, consider these factors:

- ✓ Do they offer guaranteed handling times?
- ✓ Are they actively providing new options that could benefit you and your customers?
- ✓ Are they able to handle particularly busy periods?
- ✓ Do they deliver nearly 100% of packages on time?
- ✓ Do their values fit with your values?
- ✓ Do they offer expertise and tools for supply chain solutions?



## How the right delivery provider can help to create personalized last-mile experiences.

The opportunity and requirement for face-to-face customer service has been minimized. Along with e-commerce, chatbots and self check-outs are just a few examples of automation replacing customer interaction. In some cases, human interaction is eradicated from an entire buyer journey.

35% of shoppers aged 18-34 prefer self-service options such as pick-up lockers or holding a shipment at a secure location.<sup>5</sup> So, businesses need to develop creative ways to ensure a positive and personalized customer experience, even where there is little to no interaction.



Stand out from the competition with personalized convenience.

# 66%

of shoppers will choose the business that has more delivery choices.<sup>6</sup>

### Customized delivery options.

Personalize your customers' journey by offering choice. By picking a delivery provider that offers a wide range of options, they have the freedom to pick the delivery that works best for them. Some people may want free deliveries, while others may want the delivery as fast as possible. In fact, 49% of consumers

said they've paid more for better or more convenient delivery options.<sup>6</sup> When they're in a rush, they can pay a premium for expedited services. And, if they'd prefer to have it delivered to a retail location, they can choose to pick-up in-store.

## Flexible return options.

Every business knows satisfaction is never 100% and returns should be anticipated, particularly in e-commerce purchases.<sup>7</sup> It's important that online returns are as streamlined to a customer as returning an item in-store – 44% of shoppers aren't likely to shop again if they have a bad returns experience.<sup>8</sup> Look for a provider that offers multiple

avenues for returning an item, including easy guidelines and instructions to protect and package your goods to also help reduce damage. Take advantage of returns by letting customers know your process and how you strive to minimize waste. Use a delivery provider's services to refurbish, recycle or ethically dispose of unsalvageable returned goods.

## Did you know?

# 96%

of customers won't complain directly to a company about a bad experience, though they'll tell up to 15 friends.<sup>9</sup>



## Professional customer service rapport.

You want your delivery partner to provide reliable, friendly and professional service, every time. But if a package is late, or something else unexpected happens, there's a chance your customer might reach out directly to them. Do some research. Pretend you are a customer looking for shipping answers.

Did you receive the best customer experience? Also, check the availability of contact numbers and other ways to interact with their customer service, as well as their responses on social media.

## An extension of your brand.

To truly understand the last-mile of your delivery, send a survey to your customers to learn about their entire purchasing experience. Include questions about the quality of their delivery service to make sure your delivery provider

is true to their word. The responses will help you determine whether you have the right delivery provider and one you can be confident in.

## Transforming a negative customer experience...

Your customer's evaluation of your brand doesn't start at browsing and stop at check-out. Invest in the post-purchase customer experience to keep them coming back and influencing new prospects onto your site.



# 94%

of customers will blame the retailer if a delivery goes poorly.<sup>8</sup>

# 97%

of consumers will read reviews online before purchasing a product.<sup>10</sup>

# 21%

of shoppers are more likely to write a review after a poor experience than a positive one.<sup>11</sup>

## ...into a positive experience.

Every business will encounter negative reviews. Learn how you can turn unhappy customers into satisfied ones. Create a retention strategy. Wayfair is known for its great customer service. They have easily accessible contact information and focus on problem-solving skills over empathy skills when hiring customer service agents.



# 57%

of customers would be impressed if a brand either refunded shipping costs or expedited a new shipment in response to a late shipment.<sup>5</sup>



# Invest in a trusted delivery provider that will work as an extension of your brand.

Choosing the right delivery provider is one of the most important decisions for your business ecosystem. With e-commerce personalization becoming increasingly popular, it's crucial you view your delivery provider as an extension of your brand. They should be able to give you the resources you need to strengthen your company's reputation, expand your reach and greatly assist in your brand loyalty strategy.



# Resources

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