

LOYALTY X LOGISTICS

SHIPPING STRATEGIES FOR BRANDS IN

Beauty and cosmetics



Introduction

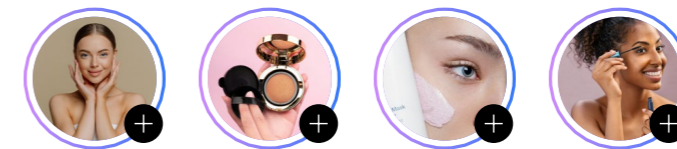
In an industry where trends change overnight and self-care is a ritual, it's no secret that beauty and cosmetics shoppers want their favourite products delivered fast. These high expectations mean that a seamless post-purchase experience isn't just important – it's a non-negotiable.

According to Statista, over 50% of beauty shoppers expect speedy deliveries, and 38% want their orders within just 24 hours. If your customers can't get their must-have skincare or the latest lipstick shade quickly enough, chances are they'll look elsewhere.

The post-purchase journey – from checkout to fast delivery and even returns – is where loyalty is won or lost. Another recent report (from McKinsey) highlights that beauty shoppers crave an experience that's not just quick, but also personalised, with thoughtful touchpoints that make them feel valued. However, beauty brands face unique challenges, particularly when it comes to navigating strict dangerous goods regulations and packaging fragile items.

This guide will show you how to transform your shipping process into a loyalty-driving powerhouse, ensuring that each delivery isn't just a transaction but a moment that strengthens your customer relationships.

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Chapter 1

Optimising the checkout experience

Offering flexible shipping and omnichannel options

Beauty shoppers expect a range of shipping and collection options, with a preference for omnichannel experiences that bridge the gap between online and in-store shopping. This allows them to test products in-store while enjoying the convenience of online shopping. A survey by Digital360 found that **60%** of shoppers would choose one retailer over another because the delivery options were more convenient. Offering options like in-store pickup, on-demand, or same-day delivery ensures you're meeting their preferences. By giving customers control over how they receive their orders, you create a more personalised and satisfying experience that builds trust and keeps them coming back.

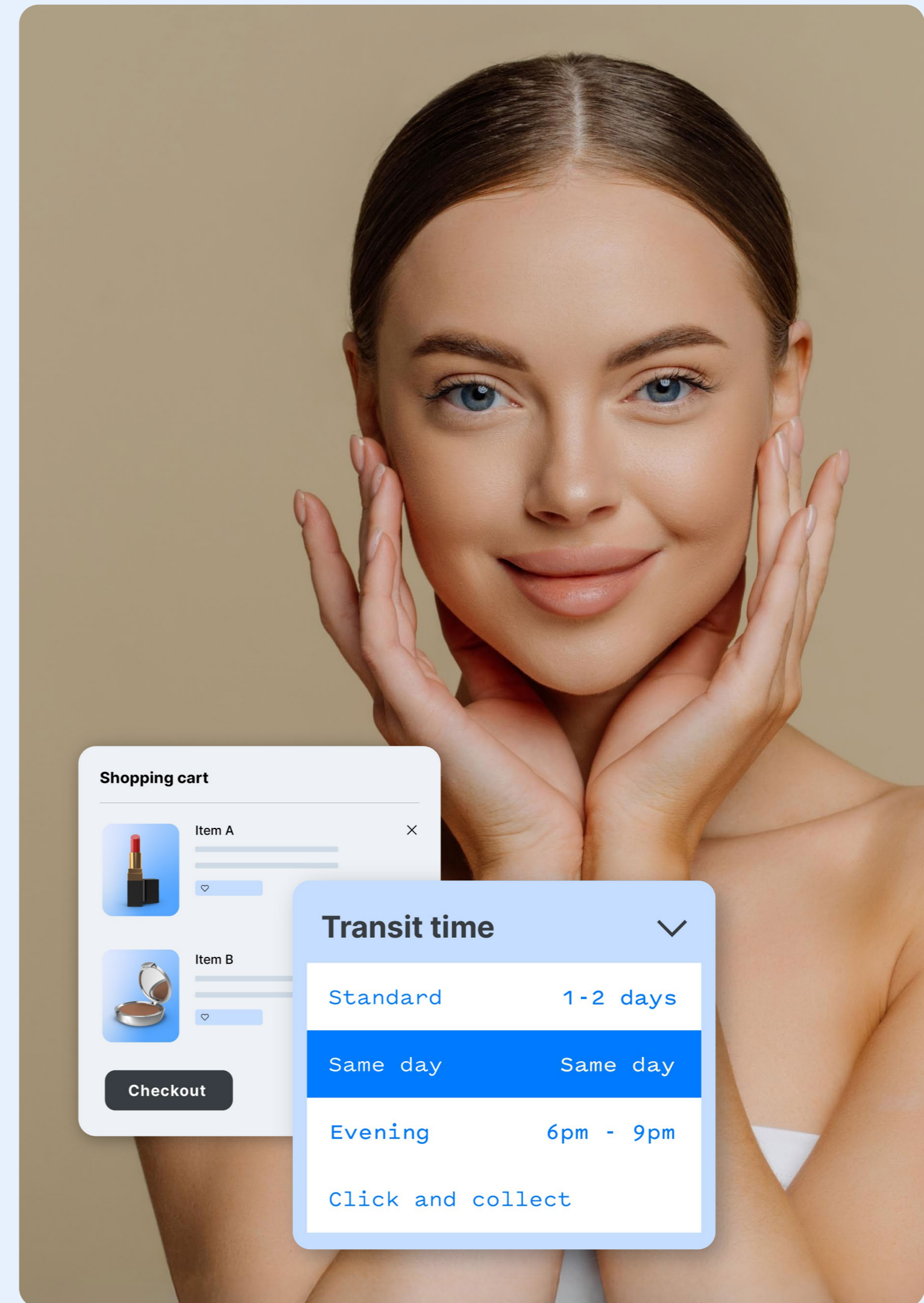
Learn how →



"It's really about providing that high level of choice, but also backing it up with that certainty to meet their expectations. We find, providing the customer with a 'get-it-by' delivery time goes a long way to increasing metrics like conversion, but also average order value and average basket size, knowing the order will be delivered with convenience."

James Fisher, Co-Founder & Head of Growth

Rendr

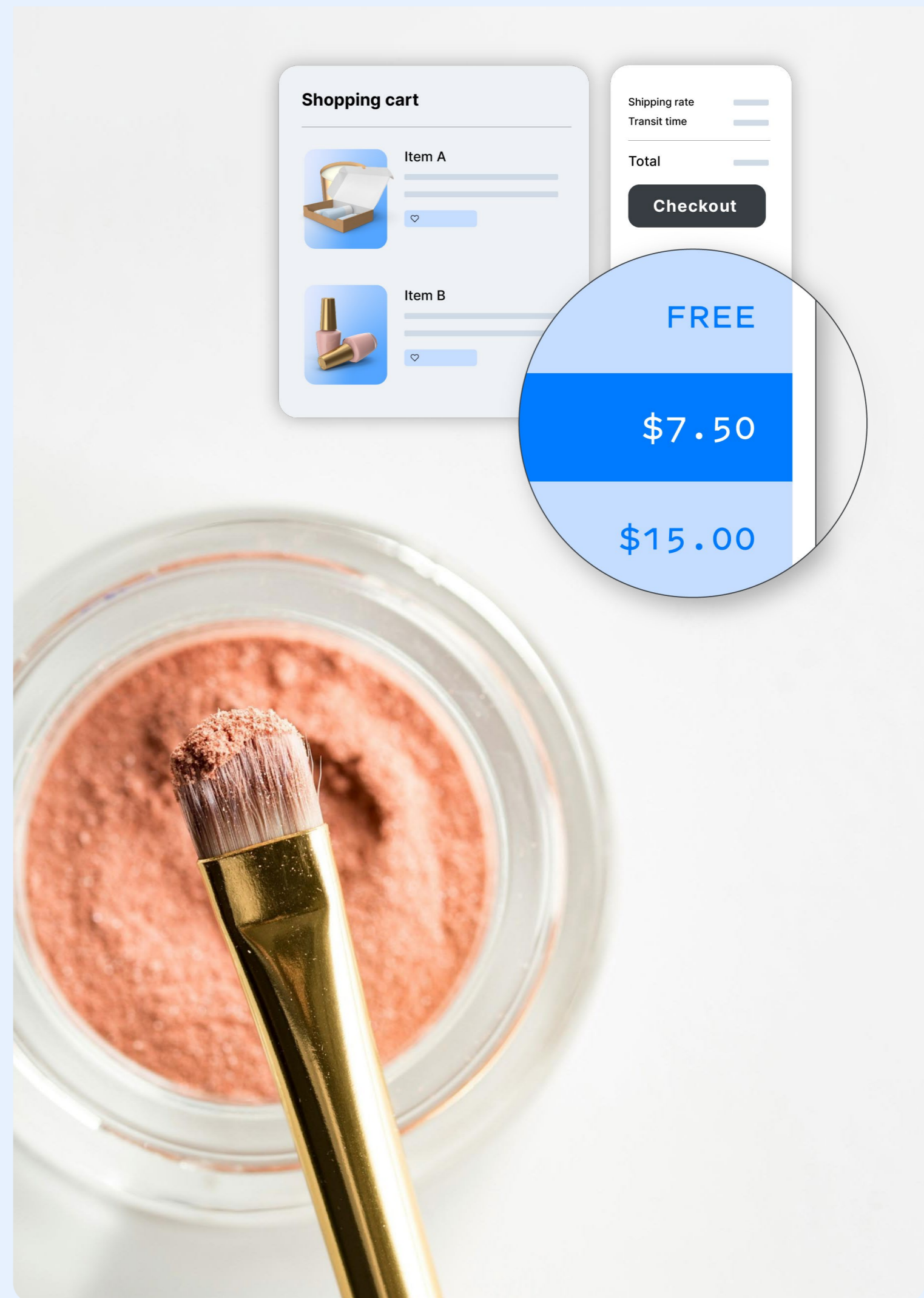


Optimising the checkout experience

Enhancing the checkout for speed and convenience

Providing a range of shipping options is just the tip of the iceberg when it comes to optimising your checkout for higher conversion. Go one step further by showing live rates from your carriers at checkout - that way customers can see accurate real-time shipping costs with clear delivery times before they complete their order. Offering free shipping when customers reach a certain dollar value is another great way to increase the average order value. Additionally, if you offer free returns, the checkout is a great place to promote this.

To speed up the checkout process, enable auto-fill for customer details to save time and effort. The key to higher conversion is removing any distractions at checkout that might divert a customer's attention, and ultimately lead to an abandoned cart. To make checkout optimisation easier, there are off the shelf applications that allow you to easily add different checkout components that boost conversion and enhance trust factors for customers. Such thoughtful touches not only create a smooth checkout, but also show your customers that every detail of their experience matters.



Chapter 2

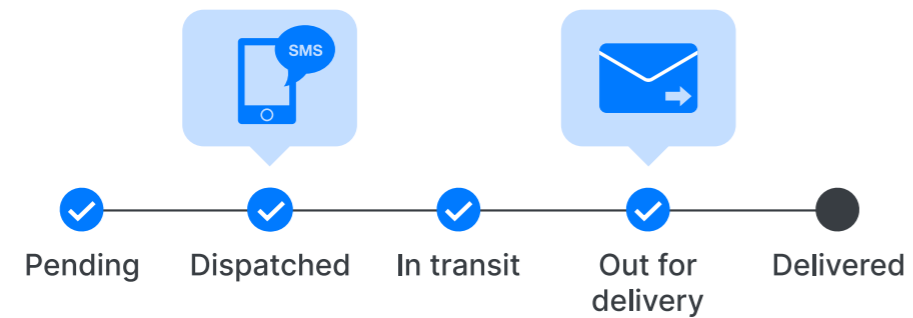
Speeding up the fulfilment process

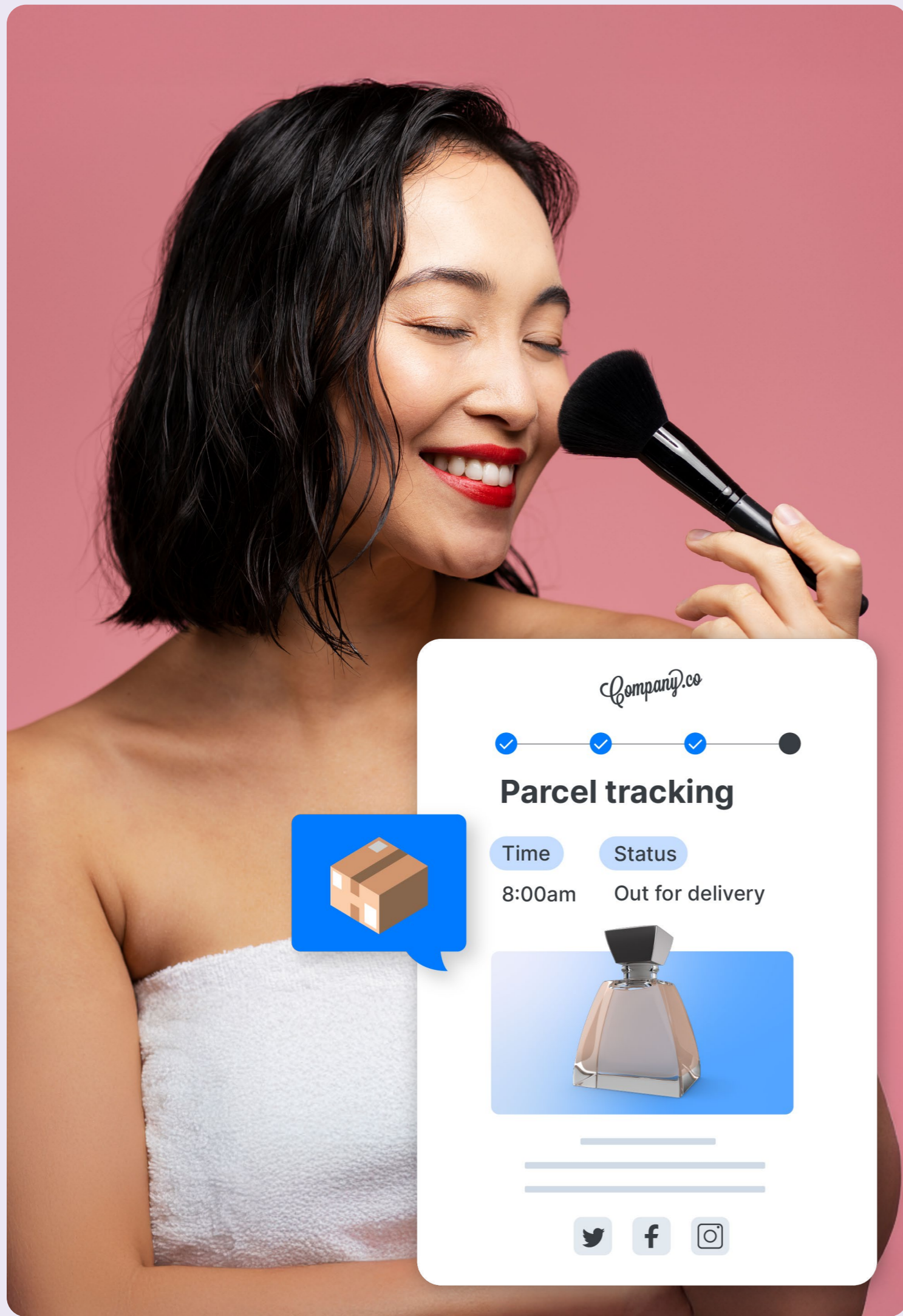
Preparing the warehouse for peak performance

Speedy delivery starts with a well-prepared warehouse. Automating key tasks like printing labels, packing slips, and fixing invalid addresses, saves valuable time and reduces costly errors. Setting up batch processing for picking and packing during peak times helps your team handle a higher order volume with maximum efficiency.

Clear, accessible workflows, such as colour-coded zones for different carriers or priority orders, keep everything moving smoothly during your pick and pack process. Lastly, handling products classified as Dangerous Goods requires special attention – ensuring that warehouse staff are trained in proper handling and documentation procedures is crucial. By streamlining these processes, you can turn your warehouse into a hub of fast, reliable deliveries that customers trust.

[Learn how →](#)





Speeding up the fulfilment process

Engaging customers with timely shipping notifications

When it comes to their orders, customers want to stay informed every step of the way. It's important to send an order confirmation via SMS or email as soon as a purchase is made – this reassures shoppers that their order is being processed and will be heading out the door soon. Timely shipping notifications should follow, detailing when the order has been picked up by the courier and again as it hits key delivery milestones. Sending real-time order updates, even when there's a delay, shows transparency and builds trust – it also eases the pressure on your customer service teams by reducing “where's my order” queries.

This is an ideal time to maximise post-purchase engagement using branded tracking pages. Use these pages to give customers an easy way to monitor their order. Include features like estimated delivery times, feedback surveys, and even personalised promotional content to keep them engaged through the post-purchase process. Leading retailers also integrate upsells and cross-sells to inspire more sales, making personalised recommendations based on similar products or browsed items. Tip: If you've got a newsletter, don't forget to encourage customers to sign up by offering a discount on their next purchase!

When customers feel informed and valued, their trust in your brand grows, turning them into repeat shoppers.

[Learn how →](#)

Chapter 3

Simplifying returns for loyalty

Building trust with branded returns

Returns are inevitable in beauty eCommerce, but they don't have to be a hassle. A branded returns portal makes the process straightforward for customers, allowing them to generate their own return slips and track the progress of their returns with ease. A well-designed portal embedded directly on your website, including a clear policy, shows your commitment to customer care. You can also include pre-filled returns slips to simplify the process further and reduce any frustration for your shoppers.

Offering clear return policies upfront, including options like store credit or exchanges, can further enhance trust and loyalty, making it more likely that customers will return.

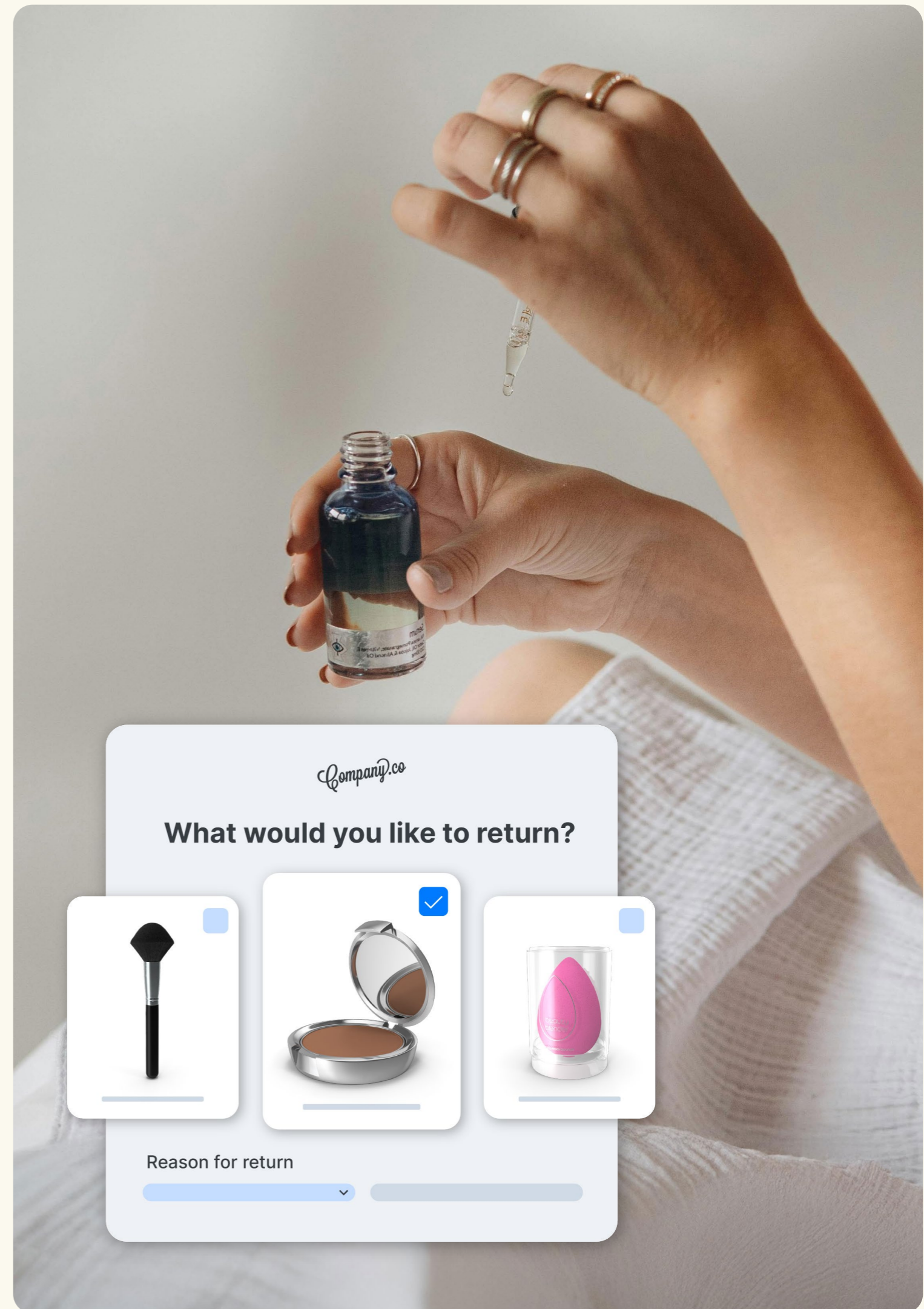
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"If we're talking about trust – have we communicated to the business and to the customer what we can actually achieve? It's fantastic to offer express delivery, but if you haven't got the staff and processes in place to hit that target, nobody is going to trust you."

Michael-Lee Boyd, Warehouse Product Manager

indigo8



Simplifying returns for loyalty

Navigating international returns

International returns can be tricky – especially if you’re shipping any highly regulated products, like perfume or nail polish. Handling global returns containing dangerous goods adds an extra layer of complexity, requiring precise documentation and compliance with international standards. Using a shipping platform like Starshipit to automatically include clear customs documentation with every order ensures complete cross-border compliance – removing any barriers for your customers. Outline your policies upfront, including any customs fees or restrictions, so customers know exactly what to expect. Lastly, offering order tracking for international returns is a must, allowing customers to follow their parcel’s journey back. Taking these key steps will show your global customers that you’ve considered all the finer details and are committed to providing a top-notch experience.

[Learn how →](#)



“Having a full 360 degree view of the customer when it comes to the purchase process is crucial. Offering flexible options like store credit or easy exchanges makes a huge difference – whether the customer is buying online and returning in-store, or vice versa. Plus, when packaging can be easily repurposed for returns, it really enhances the overall customer experience.”

Andrew Waite, CEO & Founder

CONVERT





Chapter 4

Beauty retailer success stories

HiSmile: Saving time and building trust

HiSmile, co-founded by Alex Tomic and Nik Mirkovic, quickly grew into a beauty powerhouse with over \$20 million in turnover. From the beginning, HiSmile focused on customer convenience, tackling inefficiencies in the teeth whitening industry. To support their global growth, they partnered with Starshipit to automate their fulfilment process, integrate seamlessly with Australia Post, and ensure fast, reliable delivery.

By simplifying shipping and reducing fulfilment time, HiSmile saved 15-20 hours per week, allowing them to focus on scaling their business. These operational improvements have been crucial in building customer trust, transforming first-time buyers into loyal ambassadors.

[Read the full story here →](#)





Beauty retailer success stories

Oz Hair & Beauty: Driving growth with scalable fulfilment

Oz Hair & Beauty, founded by brothers Guy and Anthony Nappa, grew from selling their parents' hair products on eBay to becoming a \$24 million online retail powerhouse. As their business rapidly expanded, fulfilment became a major challenge, leading to inefficiencies and stress.

Using a scalable shipping platform, they transformed their fulfilment process, streamlining pick and pack and boosting efficiency without increasing headcount. Powerful automation helped them scale effortlessly while ensuring orders were delivered quickly and accurately. These improvements not only enabled growth but also enhanced the customer experience.

[Read the full story here →](#)



The bottom line

Creating a loyal customer base in beauty eCommerce takes more than just great products – it's about nailing every step of the post-purchase experience. From flexible shipping and omnichannel options at checkout to smooth international delivery, each touchpoint counts. As we've seen, brands like HiSmile and Oz Hair & Beauty are turning shipping into a loyalty-driving tool.

Now it's your turn. By giving your shipping strategy a glow up, you can turn every delivery into an opportunity to build stronger relationships, keeping customers coming back for more.

[Learn how →](#)



Loyalty x logistics checklist

Ready to get started? Use our checklist below or [get in touch](#) with the Starshipit team to get set up for success.

Optimise the checkout experience

[Offer flexible shipping options](#)

[Enhance the checkout with live shipping rates](#)

Speed up your fulfilment

[Prepare your warehouse for peak performance](#)

[Engage customers with timely shipping notifications](#)

[Boost retention with branded tracking pages](#)

Simplify your returns process

[Build trust with branded returns pages](#)

[Set up easy international returns](#)



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