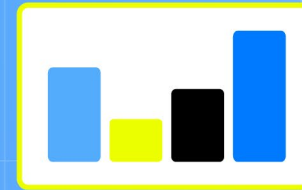
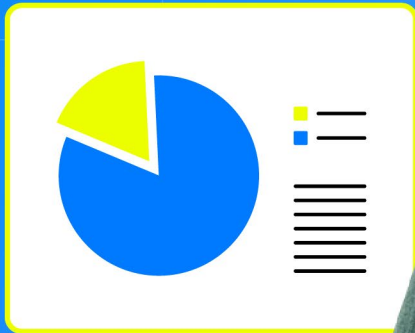


EVOLVING * EXPECTATIONS



2024 →

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About this report

Dive into *Evolving Expectations 2024*, where we chart the course of future trends in eCommerce shipping, including captivating insights from industry frontrunners like BigCommerce, stockinstore, Rendr, Sendle, and Klaviyo.

Last year we surveyed leading retailers across the globe to get a glimpse of how customer expectations have changed. This year's survey showed us how these expectations have evolved in the realm of eCommerce shipping and fulfilment. We also spoke to experts in the industry to spotlight the strategies essential for growth and competitiveness in the rapidly evolving online marketplace.



Foreword

Retailers have faced a rollercoaster ride with a whirlwind of inflation, rising interest rates, and cost-of-living concerns shaking the foundations of consumer spending. The journey has been daunting, with some businesses finding the challenges too steep to overcome. However, we may just about be through the tough times, and according to experts, brighter days are ahead.

eCommerce continues to grow as a preferred mode of shopping for customers – with reports indicating that the **global eCommerce market is expected to grow to a total (USD)\$6.3 trillion in 2024, an increase of 8.8% from 2023.**



\$6.3
trillion

The global eCommerce market is expected to grow to a total (USD)\$6.3 trillion in 2024, an increase of 8.8% from 2023.

In light of this current environment, retailers are sharpening their focus on operating performance and cost-efficiency when it comes to their eCommerce shipping and fulfilment operations.

To gear up for the predicted growth and to meet the evolving expectations of shoppers, retailers should review these key areas:

- Shipping efficiency and the impact it has on the bottom-line and customer experience.
- Digital and physical integration to ensure a seamless process for shoppers.
- Sustainability practices to align with growing demand for environmental responsibility.
- The post-purchase experience and fostering meaningful relationships with customers.

These focus areas emphasise that the path ahead is filled with opportunities to grow and redefine the shopping experience.

My advice for retailers is to remember that adaptability is key. Embrace shopper preferences, innovate your fulfilment strategies, and always keep the customer experience at the heart of your operation.

I hope the insights drawn from our retailers guides you on your shipping and fulfilment journey to deliver better shipping experiences for your customers.



George Plummer
CEO & Founder of Starshipit

Executive summary

The world of shipping and fulfilment in 2024 is marked by dynamic trends that are being redefined by customer expectations and operational strategies. Shoppers are demanding more from retailers, from the moment they discover a brand, all the way through to the post-purchase phase, and beyond.

The second edition of Evolving Expectations highlights eight key trends shaping the industry this year, focusing on how customer expectations have evolved from 2023. It's also packed with expert insights from leaders on the front-line – **BigCommerce, stockinstore, Rendr, Sendle, and Klaviyo.**

Here's a snapshot of what you'll find in this report: 📷

Delivery speed is high on the priority list for shoppers, driving retailers to optimise their logistics processes for more efficiency, and meet the needs of their customers. **46% of respondents** in a UPS Pulse survey abandoned their shopping cart online because of shipping times that were too long or not provided at all.

Leading retailers in our survey reinforced this trend, with **46.5% agreeing that advanced tracking and communication** will have the biggest impact on their customer experience in the next 12 months.



46.5% of retailers agree that advanced tracking and communication will have the biggest impact on their customer experience in the next 12 months.



Giving customers what they want when it comes to delivery options means providing them with **a range of options at the checkout**. Providing diverse shipping options empowers customers to choose the delivery method that suits their needs, building brand loyalty and overall customer satisfaction.

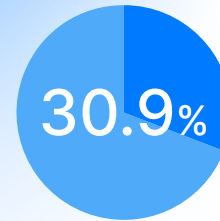
To meet this demand for choice and convenience, businesses need to consider their courier mix. Retailers are utilising **multi-courier strategies** to increase flexibility and improve delivery reliability for their customers.

However, this need for speed also comes with more responsibility – particularly when it comes to **environmental sustainability**. Naturally, this area continues to grow as a priority for businesses, with more retailers considering sustainable practices in 2024. In our survey, 27% of leading retailers agree that sustainability initiatives will be one of the biggest trends in eCommerce shipping and fulfilment in 2024.

Additionally, the adoption of localised fulfilment methods like **ship from store** is also helping retailers to optimise their inventory management and expedite delivery. Not only can ship from store fulfilment improve the operational side of shipping, but it can also enhance the customer experience.

We'll also look at the opportunities and challenges of tapping into new markets with **international shipping**. Navigating the complexities of cross-border deliveries can be daunting, but retailers are adopting more automated processes to take care of customs documentation, HS codes and more.

Managing returns efficiently is another crucial consideration, with **30.9% of leading retailers planning to implement returns automation in the next 12 months**. Returns are inevitable, and businesses should embrace this as an opportunity to streamline their operation and deliver even more value for their customers.



In our survey, 30.9% of leading retailers said they plan to implement returns automation in the next 12 months.

Lastly, we look at the **post-purchase experience** with key insights from experts at Klaviyo. Providing personalised and transparent communication will enable businesses to instill trust and build loyalty – turning one-time shoppers into loyal brand advocates.

As businesses navigate these trends, those that prioritise agility, sustainability, and customer-centricity will emerge as leaders in the evolving shipping and fulfilment landscape of 2024.

Delivery speed



As of 2024 the need for speedy deliveries is no longer a nice to have – it's the norm for what customers expect from their online shopping experience. With the rise of eCommerce giants like Amazon offering lightning-fast delivery options, shoppers have become accustomed to express, same-day, and even on-demand shipping.

While these service offerings can be a challenge for some retailers, there's been a huge shift towards meeting customer demands, with more businesses leveraging technology and automation to optimise last-mile deliveries. This allows them to offer more personalised and flexible services, while at the same time enhancing delivery speeds for their customers.



What leading retailers are saying:

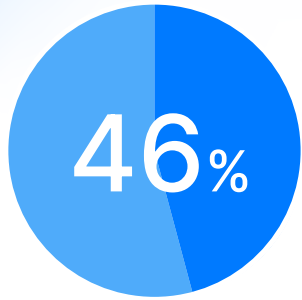
- Over a 3rd of our survey respondents agreed that same-day delivery would have the biggest impact on their customers' experience in the next 12 months.
- 42% of our survey respondents agreed that customer expectations around delivery timeframes would be one of their biggest challenges in 2024.



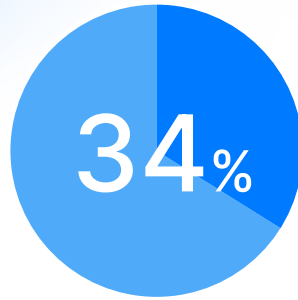
What's the rush?

Faster delivery has moved from a 'nice-to-have' to a 'must-have' and these key drivers help shed some light on why consumer behaviour is changing:

- ★ **Instant gratification culture** – in our digital age, the desire for immediate satisfaction is stronger than ever. Streaming services, instant downloads, and real-time communication have set the standard, and the retail world is no exception. Customers now expect their online shopping experience to mirror this immediacy, with fast delivery as a crucial component.
- ★ **The Amazon effect** – there's no denying the impact of giants like Amazon, Temu and Walmart on evolving customer expectations. With services like Amazon Prime setting a high bar for delivery speed (drone delivery, anyone?), other retailers are compelled to keep up or risk falling behind.
- ★ **Competitive advantage** – as eCommerce becomes increasingly crowded, offering quick delivery is a powerful way to stand out. It's not just about the product anymore; it's about how quickly and efficiently it can get it to the shopper's doorstep.
- ★ **Technological advancements** – innovations in logistics and supply chain technology have made it possible to streamline operations like never before. Real-time inventory tracking, advanced route optimisation, and automated fulfilment processes are just the tip of the iceberg, allowing retailers to promise—and deliver—faster than ever.



46% of respondents in a UPS Pulse survey abandoned their shopping cart online as a result of shipping times that were too long or not provided at all.



34% of respondents in the same survey named long delivery times as one of the reasons to shop in stores instead of online.



Key takeaways for retailers:

The race towards faster delivery is not just changing how retailers operate; it's redefining the entire customer experience. But with great speed comes great responsibility – and a few speed bumps. Here's how retailers can keep pace with the demand while maintaining efficiency and keeping customers happy:

- **Leverage smart technology** – adopt advanced shipping and fulfilment technology that enhances route planning and inventory management. Purpose-built shipping technology can get orders out the door faster using advanced automation rules to auto-assign couriers for maximum efficiency.
- **Explore emerging shipping methods** – for example, a ship from store strategy allows retailers to utilise physical stores as mini fulfilment hubs. Localised fulfilment methods not only optimise delivery speeds while minimising the cost of delivery, but can also reduce carbon emissions during last-mile deliveries.
- **Communicate clearly** – be transparent about delivery times and potential delays. Effective communication is key to building trust with your shoppers, especially when issues arise.

Expert insights:



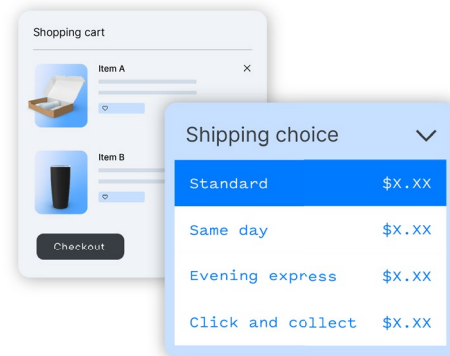
Brent Bellm, CEO of BigCommerce, gives his expert perspective on the rising trend of same-day delivery:

“One of the biggest trends in shipping this year is same-day delivery. Right now, very few brands have this capability. In the US, there’s Amazon, which will often send drivers to warehouses or retail locations to pick up products and deliver them on the same day. Walmart and Uber also offer similar programs. But as buyer expectations continue to evolve around the world, many more retailers and shipping companies will begin to find ways to make same-day delivery happen and meet shoppers’ growing needs.”

Choice at checkout

One key element of modern eCommerce is the ability to offer a variety of delivery options at checkout. As simple as it might seem, providing several options for customers could be what stops a customer from ditching their cart and seeing what your competitors have to offer.

As the data shows, shoppers are looking for a tailored and hassle-free buying experience, where convenience is high on the priority list. It's all about fitting into the customer's busy life, not the other way around. Retailers who aren't giving shoppers the power to choose could quickly end up missing out on valuable sales.



What leading retailers are saying:

- 87.2% of our survey respondents agreed that offering delivery choice at checkout is important for increasing checkout conversions.
- Free shipping, express, buy online, pick up in store, and overnight delivery ranked as the top delivery options.

Expert insights:



Shoppers are looking for convenience, flexibility, and control over their buying experience, pushing retailers to diversify their checkout options.

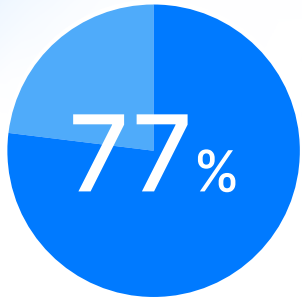
The experts at **stockinstore** – industry leaders in omnichannel solutions – offer their insights into meeting these customer preferences, to not only enhance the checkout experience but also to align with the modern consumer's expectations for choice and accessibility.

“As customers seek convenience and fast deliveries, they also desire experiences that align with their eco-friendly values. Gone are the days of waiting weeks for an order; instead, there's a rising demand for near-instant gratification and environmentally responsible transactions.”

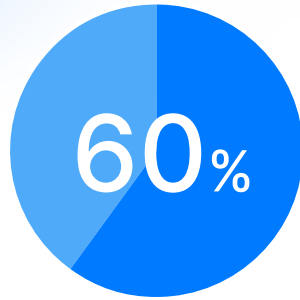
In this context, omnichannel solutions like ‘Click & Collect’ and ‘Ship from Store’ fulfilment are essential for retailers to stay competitive and meet evolving customer needs.”

- Andrew Maver, CEO & Co-Founder, stockinstore

Alongside these omnichannel strategies, giving customers a range of shipping options at checkout plays a big role in meeting their expectations. By offering choices like same-day delivery, free shipping, and eco-friendly shipping methods, retailers empower customers to choose the option that aligns with their preferences and values.



According to a report by Deloitte, 77% of shoppers agreed that convenience was a key driver for online purchases.



60% of respondents to a DigitalCommerce360 survey said they'd chosen one retailer over another because the delivery options were preferable.



Key takeaways for retailers:

- **Offer options at checkout** – providing a variety of choices for shoppers, like same-day, overnight, free shipping, and click & collect helps cater to the diverse needs of your customers.
- **Use the right couriers** – ensure that you have the right mix of couriers to offer a range of options and live up to customer expectations.
- **Implement software solutions** – manage shipping rates seamlessly using purpose-built technology to clearly display shipping rates at the checkout. This level of transparency builds trust with your shoppers and let's them know exactly what to expect.



Multi-courier strategies and flexibility

With customers wanting more choices at checkout, retailers are at a crossroads: How do they revamp operations to meet these rising expectations, while keeping a handle on costs? This is where a multi-courier strategy comes into play – a shift that not only broadens delivery options but also adds flexibility and boosts efficiency, turning every delivery into an opportunity to exceed customer expectations.

Relying on one courier service might simplify things, but it doesn't leave much room for error if that service is temporarily down – or any flexibility to scale your operation during peak times of the year. Utilising multiple courier services allows retailers to not only offer their customers more options, but also creates a more resilient operation with the ability to move proactively. Not to mention, by using multiple couriers, you're also able to select the cheapest courier based on the order details.



What leading retailers are saying:

- 65% of respondents who use a multi-courier strategy say their main reason is to access a wider array of delivery options and services.

Expert insights: **Rendr**



We spoke to the experts leading data-driven delivery at Rendr, to get their analysis on the rise of multi-courier strategies. Here's what they believe is driving the demand for more flexibility:

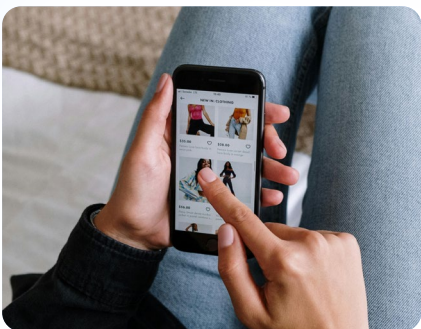
"The evolving expectations of consumers are reshaping the landscape of retail and eCommerce, particularly with regards to delivery services. Today's customers prioritise certainty and convenience in receiving their orders, spurring the widespread adoption of on-demand delivery and multi courier strategies amongst retailers. This shift underscores a growing demand for swift and flexible delivery options tailored to meet the immediacy sought by modern day shoppers."

- James Fisher, Director & Co-Founder, Rendr



What does the data say?

Rendr's data also shows the implications of integrating on-demand delivery services alongside a multi-courier strategy, and the impact it has on customer satisfaction, operational efficiency and competitive advantage:



By offering dependable delivery choices, customers are willing to buy more and spend more with the added certainty of knowing that their order will arrive in a timely manner.



Operationally, on-demand delivery is a more scalable and streamlined solution for store networks, allowing retailers to get closer to their customers and provide them with a more customer-centric offering.



The competitive advantage of offering on-demand delivery lies in the ability to meet evolving expectations in a market where adaptability is paramount.

Trend #3 Multi-courier strategies and flexibility



Key takeaways for retailers:

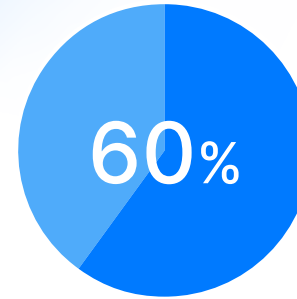
Staying agile with your delivery options is key. By using a multi-courier strategy, you can live up to your customers' needs and have your fulfilment and delivery process running like a well-oiled machine. Here are some key takeaways for retailers:

- **Diversify your delivery partners** – utilise multiple couriers to gain more flexibility and reliability in your delivery options.
- **Consolidate your options** – consider using an automated shipping and fulfilment platform to integrate multiple options and manage them from one platform.
- **Match customer expectations** – carefully choose the courier options that align with your customers' delivery expectations (e.g. same-day, express, on-demand, etc.)

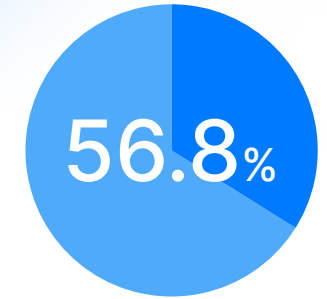
Sustainability in shipping

The conversation around sustainability in shipping is gaining momentum, fuelled by increasing consumer consciousness and tightening regulations. As shoppers become more aware of their environmental impact, they're increasingly assessing the green practices of businesses – and this is starting to influence their purchasing behaviours.

This shift isn't just about meeting current expectations; it's about anticipating future standards and embracing sustainability as a core value to build resilience as the eCommerce market grows.



60% of respondents to a McKinsey sentiment survey said they'd pay more for a product with sustainable packaging.



In a Digital Commerce 360 survey, 56.8% of consumers said sustainable packaging and shipping was important (33.8%) or very important (23%) when purchasing online.



What leading retailers are saying:

- The top 3 sustainability efforts that leading retailers are considering in the next 12 months are 1. sustainable or reduced packaging, 2. choosing partners and couriers with a focus on sustainability, and 3. eco-friendly returns solutions.
- 27% of leading retailers agree that sustainability initiatives will be one of the biggest trends in eCommerce shipping and fulfilment in 2024.



Expert interview:



Let's dive into some captivating insights from **Veena Harbaugh, Director of Sustainability at Sendle – a platform pioneering eco-friendly logistics.** In this discussion, we asked Veena to

shine a spotlight on how heightened consumer expectations for sustainable practices are reshaping the shipping industry, urging businesses towards more environmentally responsible operations.

Veena's expertise offers a compelling glimpse into the future of green logistics, emphasising the critical role of sustainability in modern eCommerce.

★ Customer-driven sustainability

How are growing customer demands for eco-friendly shipping shaping the logistics industry?

“The bar keeps rising, and that's a good thing! Customers are increasingly focused on sustainability, not just regarding the products they buy, but in the ethics of the entire company, including its upstream and downstream impacts like shipping.

The industry is shifting, but not fast enough to prevent the worst impacts of climate change. Businesses that want to be fully part of the solution should create a strategy to achieve net zero emissions and establish science-based targets.”

★ Sustainable practices in action

Could you share insights into the challenges and successes of implementing sustainable shipping and fulfilment solutions?

“The most pressing challenge is to reduce the industry's dependence on fossil fuels. While there are many challenges to making progress on the path to net zero, the immediate next steps for the industry are clear. We need to make shipping more efficient by increasing load utilisation, optimising routes for fewer trucks on the road, and reducing unnecessary air shipments. Luckily, these improvements line up to potential cost savings for carriers and customers.”

★ Influencing industry standards

How do you see sustainable shipping practices influencing broader industry standards and business operations?

“Whether a business begins with a sustainable product or is just starting its sustainability journey, adopting sustainable shipping has a ripple effect throughout the organisation. It gives businesses a concrete action to communicate to customers and lays the foundation for understanding, measuring, and reducing their overall carbon footprint and environmental impact.

One promising example of shipping's positive impact is how it unlocks improved circularity and use of resources. Businesses like Vestiaire Collective extend product lifecycles and keep items in circulation, addressing issues like fast fashion while achieving sustainability and business goals.”

★ Anticipating future trends

With sustainability becoming increasingly important, what emerging trends do you predict will shape the future of shipping and fulfilment?

“One area ripe for innovation due to the extreme environmental and financial waste is returns. It will be fascinating to see what solutions come of it, from better product visualisations to prevent returns, to impact and resale partnerships that get unused items in the hands of people who need them. Businesses have an opportunity to encourage mindful consumption, adopt transparent return policies, and explore sustainable services like Sendle to lessen their environmental impact.”

Key takeaways for retailers:

- **Embrace customer-driven sustainability** – align with your customers by incorporating eco-friendly options for customers at the checkout, e.g. sustainable packaging and carbon-neutral shipping.
- **Optimise for efficiency** – using strategic route optimisation, you can save fuel and time by logically grouping orders together based on location.
- **Be transparent** – openly communicate your sustainability efforts and live up to your environmental objectives to build trust with your customers.

Ship from store fulfilment

One way that retailers are battling the growing demand for speedy delivery is by using their store networks to fulfil orders. Ship from store is a localised fulfilment strategy being adopted by more retailers to not only reduce delivery times for customers, but also bring down the cost of shipping.

How? By using physical stores as mini fulfilment hubs, retailers can ship online orders from the store geographically closest to the customer.



What leading retailers are saying:

- Year on year, more retailers are considering a ship from store strategy than in our 2023 Evolving Expectations survey.
- The main reasons for this are: to improve delivery timeframes for customers (58.3%), to reduce shipping costs (44.4%), increase stock turnover (38.9%), to increase sales opportunities (41.7%)



Is ship from store fulfilment the right solution?

There are several benefits that can come from using stores as fulfilment centres, but of course there are also challenges. Retailers should consider both sides of the coin to get the most out of a ship from store strategy. Let's look at some of the key considerations for retailers looking to adopt this method:



Inventory accuracy – according to research by McKinsey, inventory accuracy can be challenging to track compared to distribution centres. *Tip: using an inventory management system will help maximise inventory accuracy with more visibility.*



Demand forecasting – with inventory in warehouses as well as stores and other distribution centres, understanding how to maximise inventory placement can be one of the biggest challenges.



Executing a seamless operation – when it comes to the space, staff, and technology, stores aren't usually equipped to handle fulfilment at scale. Finding the right balance without disrupting the customer experience should be a big consideration for retailers.

Case study

RUBY



Learn how RUBY optimised their ship from store strategy for success

Founded in 2002 in Aotearoa, New Zealand, and owned by Christine and Vere Sharma, RUBY has blossomed into a staple of the kiwi fashion scene. With 8 bustling stores across the country, RUBY's ship from store model at RUBY is not just about logistics; it's about extending the in-store experience, ensuring that every customer, regardless of their location, feels connected to the 'RUBYVERSE'.

After refining their ship from store strategy, RUBY gained several insights that are key for anyone considering implementing a similar approach. Here's a breakdown:

1. Embrace the full potential of ship from store

RUBY discovered that in-store fulfilment opens significant opportunities to boost online sales by making in-store stock accessible online. This approach helps to reduce the risk of deadstock and eliminates the need to transfer unsold items back to warehouses, ultimately saving on logistics costs. Their advice is to explore the full scope of ship from store fulfilment to enhance your online presence and sales potential.

Trend #5 Ship from store fulfilment

2. Team engagement is key

A key element in RUBY's success was ensuring their team, both in-store and online, were fully on board with the process. They stress the importance of team buy-in, as it requires a cohesive effort to streamline the fulfilment process efficiently. Engaging your staff and fostering a collaborative culture is essential for a smooth ship from store operation.

"Make sure your team from both a brick and mortar and online perspective are really into it – getting their buy-in is important as they need to work together as one team to make it as efficient as possible." Olivia O'Neil - Head of Digital & Logistics at RUBY

3. Sales attribution and team unity

To address the challenge of sales attribution within the ship from store framework, RUBY took on a more holistic approach. They decided to attribute online sales to their website – regardless of which store fulfils the order – while viewing their inventory as a shared resource across all stores. This approach helped maintain a united team spirit, emphasising that every sale contributes to the collective success of the brand.

4. Leverage technology and training

RUBY highlights the role of technology in optimising their ship from store system, specifically the use of platforms like Starshipit for fulfilment and inventory management systems like Cin7. Equally important was the training provided to their team, ensuring every team member was across the new systems, which were designed to be intuitive and user-friendly.

International shipping

International shipping isn't a new trend, but with digital platforms making cross-border eCommerce much easier, and international freight rates returning to pre-pandemic levels, more businesses are seizing the opportunity of tapping into new markets.

To simplify this process, businesses are adopting innovative logistics solutions and forming partnerships to combat challenges like customs regulations, international shipping costs, and timely deliveries.



What leading retailers are saying:

- 79.4% of survey respondents stated that cost is the top challenge they face when shipping internationally.

Expert insights:



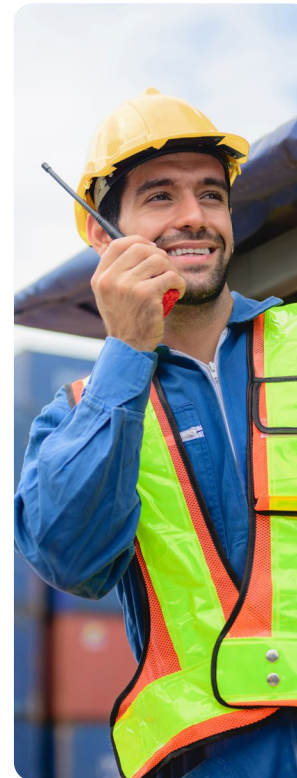
"Technological advancements in analytics and AI will help providers optimise shipping and fulfilment processes as they expand to a global scale. These optimisations will do more than make shipping more efficient. Brands should capitalise on these improvements to illustrate the sustainability of their large-scale operations, something both retailers and shoppers alike will reward with more business."

- Matt Crawford, Vice President of Strategic Business Development and General Manager of Shipping, BigCommerce

Post-pandemic resilience and recovery

The pandemic significantly impacted global shipping, causing disruptions ranging from port closures to labour shortages, which led to reduced schedule reliability and increased freight rates. These challenges not only affected global trade, but customers saw the price hit too, especially in smaller, more isolated areas.

The good news is, by mid-2022, the industry saw improvements in reliability and lowering freight rates, aligning closer to pre-pandemic levels, despite the container shipping sector experiencing record profits that year.

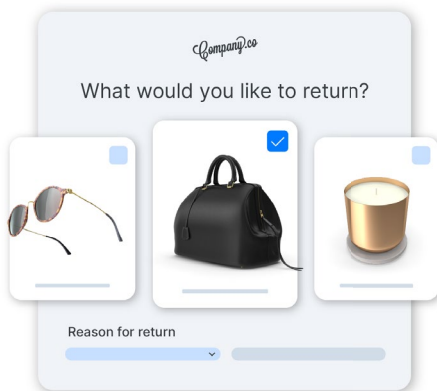


Key takeaways for retailers:

- **Do your research** – before diving into international waters, it pays to have a solid understanding of your target market's regulations and customs procedures to stay compliant.
- **Make sure the price is right** – factoring in any additional costs like duties and taxes will help set fair and realistic shipping prices for your customers.
- **Partner with local couriers** – optimise shipping transit times and costs by considering local couriers for last-mile deliveries.

How returns have evolved

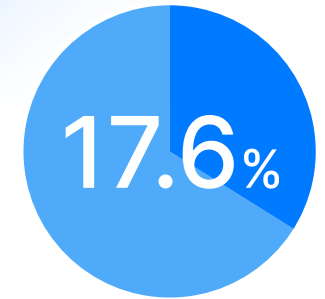
The significance of a seamless and customer-centric returns process in the world of eCommerce can't be overstated. As the digital marketplace expands, the ability to manage returns efficiently is becoming a critical factor in fostering customer loyalty and retention.



An effective returns strategy not only ensures a positive and well-rounded shopping experience but also reinforces consumer trust, ultimately contributing to the long-term success of your business. Retailers are beginning to leverage advanced analytics to get more visibility and streamline this crucial part of the process.

\$248
billion USD 

In 2023, the total value of online shopping returns was an estimated 248 billion U.S. dollars. With the continuous increase in online sales globally, in-store returns are also on the rise.



While 17.6% of online transactions were returned using online channels, nearly half of all in-store returns stemmed from online purchases.

Expert insights:



Matt Crawford from BigCommerce emphasises the importance of a smooth returns process:

“Returns are more important than ever. With it costing vastly more to return a product than to ship it initially, companies are using data-driven shipping models to help improve all parts of the shipping process. Advances in analytics will help retailers better understand why shoppers are returning specific products and match a shipping/return strategy with the products they are selling — even on an individual level.”

- Matt Crawford, Vice President of Strategic Business Development and General Manager of Shipping, BigCommerce



What leading retailers are saying:

- Currently, 30.9% of leading retailers plan to implement returns automation in the next 12 months.



Key takeaways for retailers:

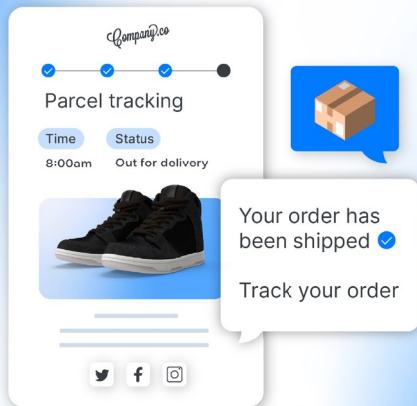
How can retailers ensure they're putting their best foot forward when it comes to a hassle-free returns process?

- **Develop a clear returns policy** – make sure your returns policy is transparent and easily accessible on your website. It should clearly outline the conditions for returns, the process involved, and any associated costs. This level of clarity sets the right expectations and builds trust with your customers.
- **Simplify returns** – aim to have a straightforward process by providing detailed instructions for returns. Offering multiple options, like by mail or in store returns, will accommodate more customers and improve convenience.
- **Optimise returns with technology** – having a branded online portal for customers to manage their own returns means less work for customer service teams, and an easy solution for customers. Additionally, tracking returned orders and keeping customers updated on the status of their returns gives them peace of mind.
- **Turn returns into wins** – encourage customers to leave feedback during the returns process to gain valuable insights around areas that might need improvement.

Post-purchase experience and transparent tracking

While the speed of delivery is one of the most important factors for shoppers – a survey by McKinsey showed that customers seem to value precise and accurate delivery tracking even more. Survey respondents agreed that overall, having a reliable service that they can trust could be more important than quick deliveries.

In 2024, retailers are recognising this as a pivotal opportunity to cultivate brand loyalty and drive sustainable revenue growth.



What leading retailers are saying:

- 58.3% of leading retailers say they optimise last-mile delivery by using real-time delivery tracking.
- 46.5% agree that advanced tracking and communication will have the biggest impact on their customer experience in the next 12 months.



Expert insights: klaviyo



We spoke to the experts in post-purchase communication at Klaviyo – a leading automation platform – to get their analysis on how this stage of the fulfilment process is evolving.

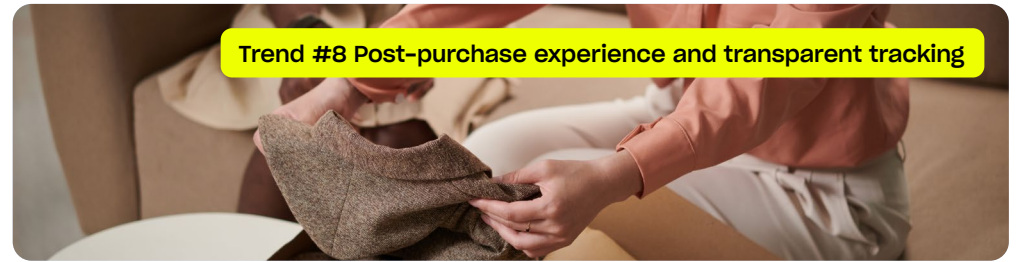
“Emerging trends in customer behaviour suggest that the modern consumer seeks not just products, but experiences that extend from the moment of purchase to the product’s arrival and beyond. Key among these trends is the demand for transparent, proactive communication regarding order status and delivery. Today’s customers expect frequent, accurate updates that pre-emptively answer the common question of “Where’s my parcel?”, thereby enhancing customer satisfaction and reducing the burden on customer service teams.

Moreover, the integration of personalised communication strategies is becoming increasingly important. Consumers now expect not just information, but relevance in their interactions with brands. Tailoring post-purchase communications to include related product promotions, loyalty program benefits, and other personalised content turns every email into an opportunity for additional engagement and sales. This strategic personalisation meets the modern consumer’s desire for communications that feel both individualised and aligned with their expectations from the brand.”

- Jia Lee, Senior Content Marketing Manager, Klaviyo



Klaviyo’s 2024 Consumer Trends Report also showed that **“90% of consumers prefer email as their primary channel for brand communication post-purchase.”**



Key takeaways for retailers:

Klaviyo’s research shows that customers have come to expect a seamless brand experience that not only reinforces brand identity, but also fosters a deeper connection with shoppers.

With these trends indicating a collective shift in customer expectations, how can retailers adapt to enhance overall satisfaction and turn one-time buyers into loyal brand advocates?

- **Map out the customer journey** – get a good understanding of the critical touchpoints from search, all the way through to checkout and beyond. Personalising these interactions can create an unforgettable customer experience.
- **Don’t forget the unboxing experience** – we all get excited when our parcels arrive at the doorstep, and with an open-rate of 100%, the unboxing experience presents a huge opportunity for retailers to shine. Use creative and sustainable packaging to stand out and delight your customers.
- **Create detailed post-purchase email campaigns** – keep your customers engaged with personalised emails throughout the post-purchase journey. This includes order confirmations, accurate and timely delivery updates, and opportunities for upselling to provide even more value and build ongoing customer relationships.



Wrap up

From the need for **delivery speed** to the importance of offering **choice at checkout**, businesses are increasingly focused on enhancing the customer experience and meeting evolving expectations for convenience and efficiency. The adoption of **multi-courier strategies** and the integration of **sustainable shipping practices** highlight the industry's commitment to operational excellence and environmental responsibility.

The rise of ship from **store models** and the expansion of **international shipping** capabilities highlights the importance of agility and adaptability. Additionally, the **management of returns** and the **optimisation of post-purchase experiences** are key ingredients of a well-rounded approach to customer needs.

As businesses navigate these trends, it's clear that those who prioritise innovation, sustainability, and customer-centricity will be geared up to thrive in the years ahead.

Following the evolution of the shipping landscape – by leveraging technology, embracing strategic partnerships, and keeping an ear to the ground for evolving customer expectations – retailers can stand out in a crowded marketplace and drive long-term success.

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Starshipit

Starshipit is the best practice shipping and fulfilment platform that helps retailers save time and deliver great shipping experiences.

Get in touch with the Starshipit team to learn more about the benefits of shipping automation.

New	Printed	Shipped	Returns		
Select view		Print	Check addresses		
<input type="checkbox"/>	Order	Customer	Country	Courier	Costs
<input type="checkbox"/>	363	Millar	DE	Australia Post	\$7.90
<input checked="" type="checkbox"/>	364	Newman	LDN	Plain Label	\$6.40
<input type="checkbox"/>	365	Rayner	FR	DHL Express	\$7.44
<input type="checkbox"/>	366	Olson	PR	Plain Label	\$8.59
<input type="checkbox"/>	367	Davidson	IT	Aramex	\$7.80

Seamless integrations with all major eCommerce platforms and couriers allows retailers to hit the ground running from day one, while our powerful API lets you integrate your unique tech stack with Starshipit.

Starshipit streamlines every step of the fulfilment process, reducing handling time, minimising human error and improving the customer delivery experience. Get up and running with Starshipit from day one with free onboarding, training and support for every customer, regardless of size.



Starshipit

Deliver great shipping experiences