

What impact does delivery / returns proposition have on retail performance?

Andy Mulcahy

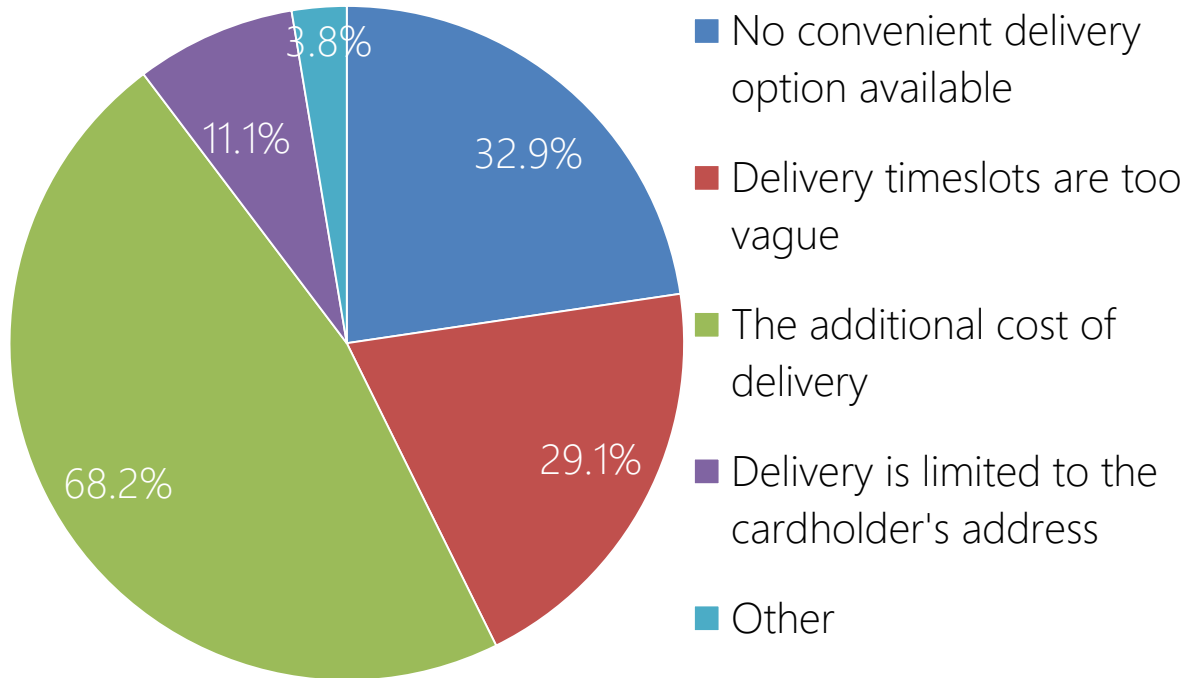
Strategy and Insight Director

IMRG Community



People don't like
paying for stuff

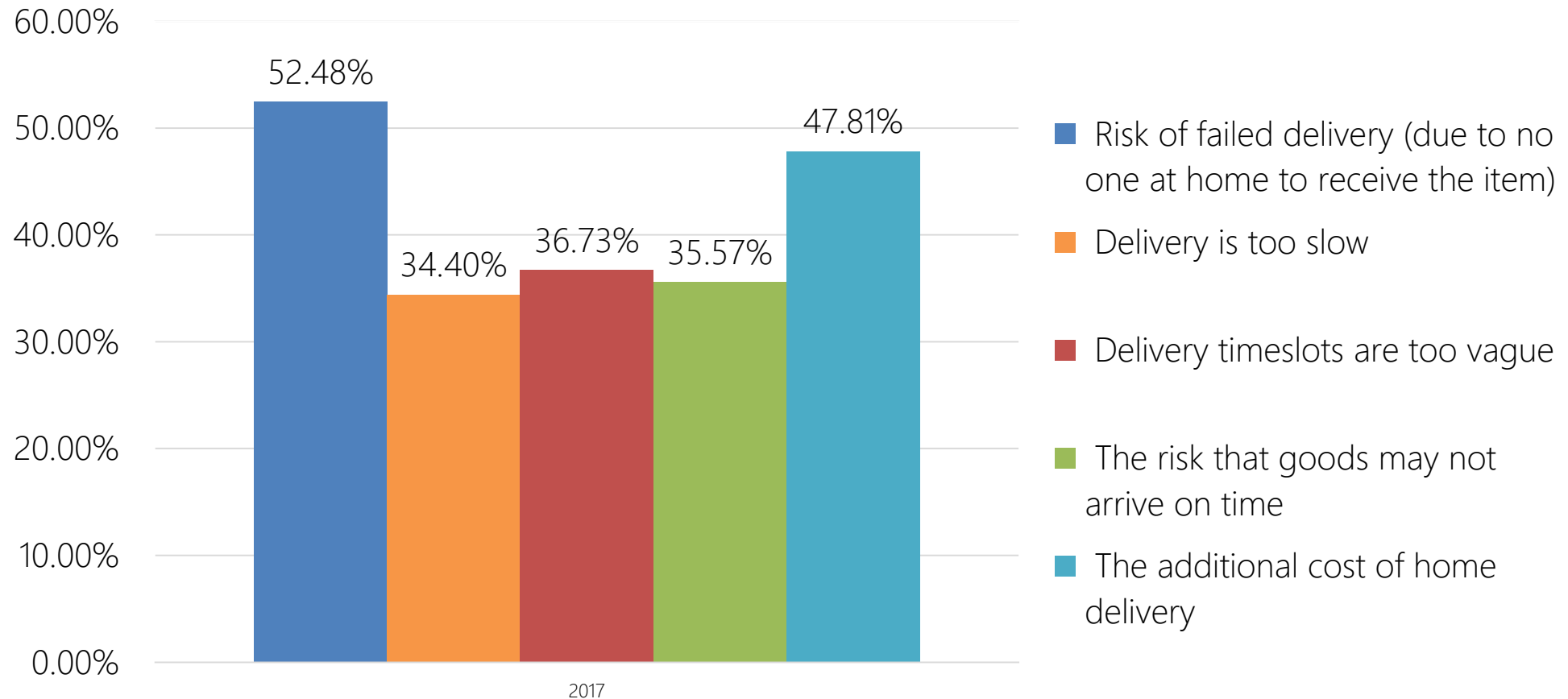
Why have you or people in your household ever abandoned an online purchase at the check-out stage because of delivery concerns or issues?



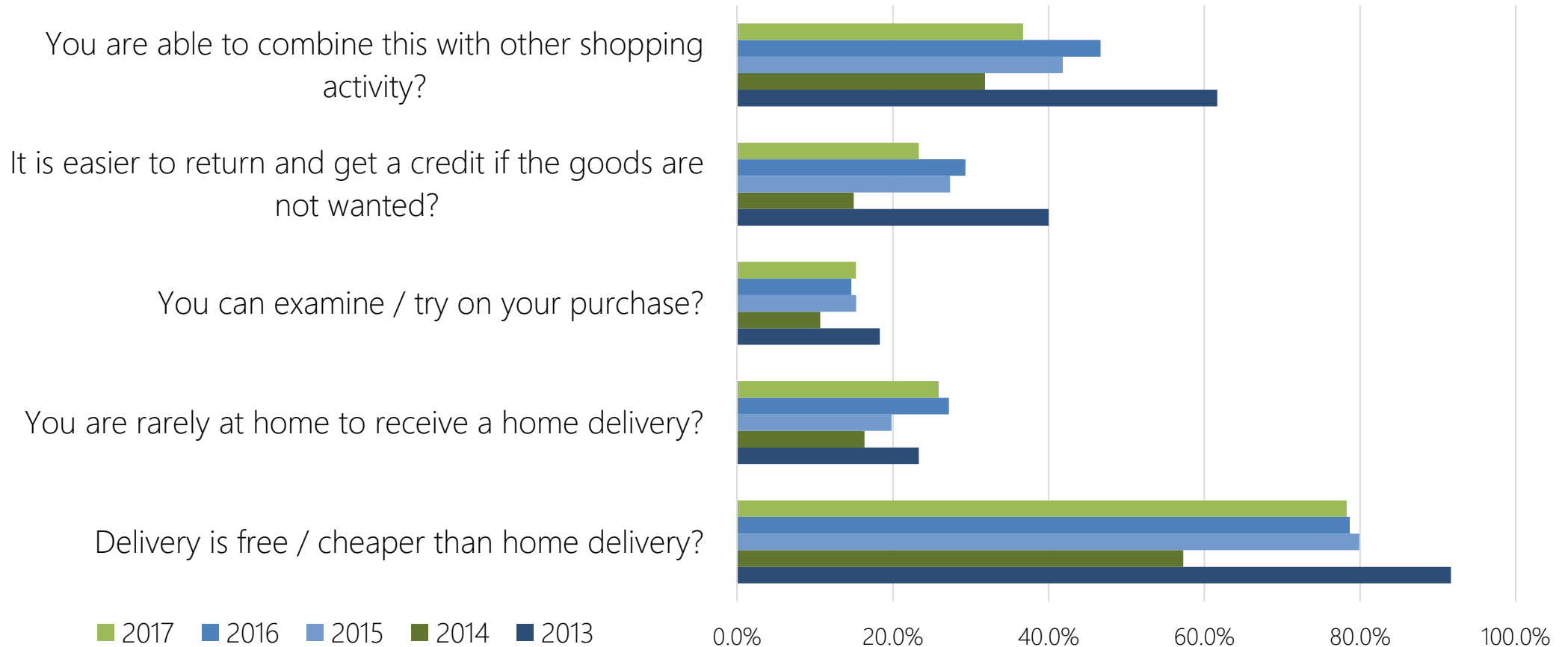
Select your delivery method

UK delivery	
Standard Hermes Tracked 3-5 working days from dispatch	£3.50
BFPO 4-8 Working Days into the BFPO network	£3.50
Standard Royal Mail Tracked 3-5 working days from dispatch	£3.50
DPD Next Day Anytime Next working day delivery for orders placed before 3pm (Mon-Thurs)	£6.95
Stated day	

Why do delivery concerns sometimes prevent you and people in your household from shopping online? Top 5

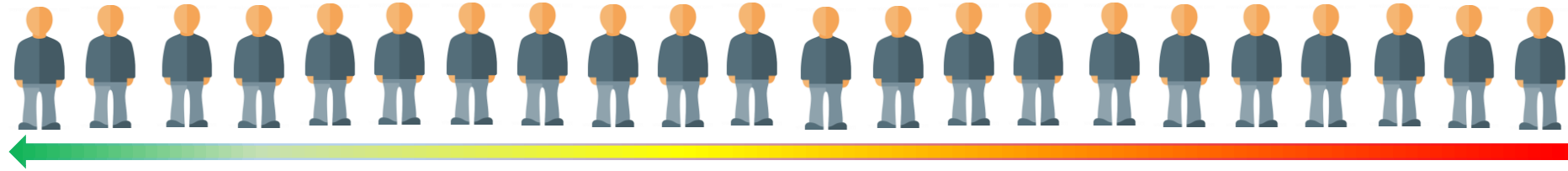


If you ever use in store Click & Collect / Reserve & Collect, is it because...



Customer retention rate

Retention rate:



Free delivery

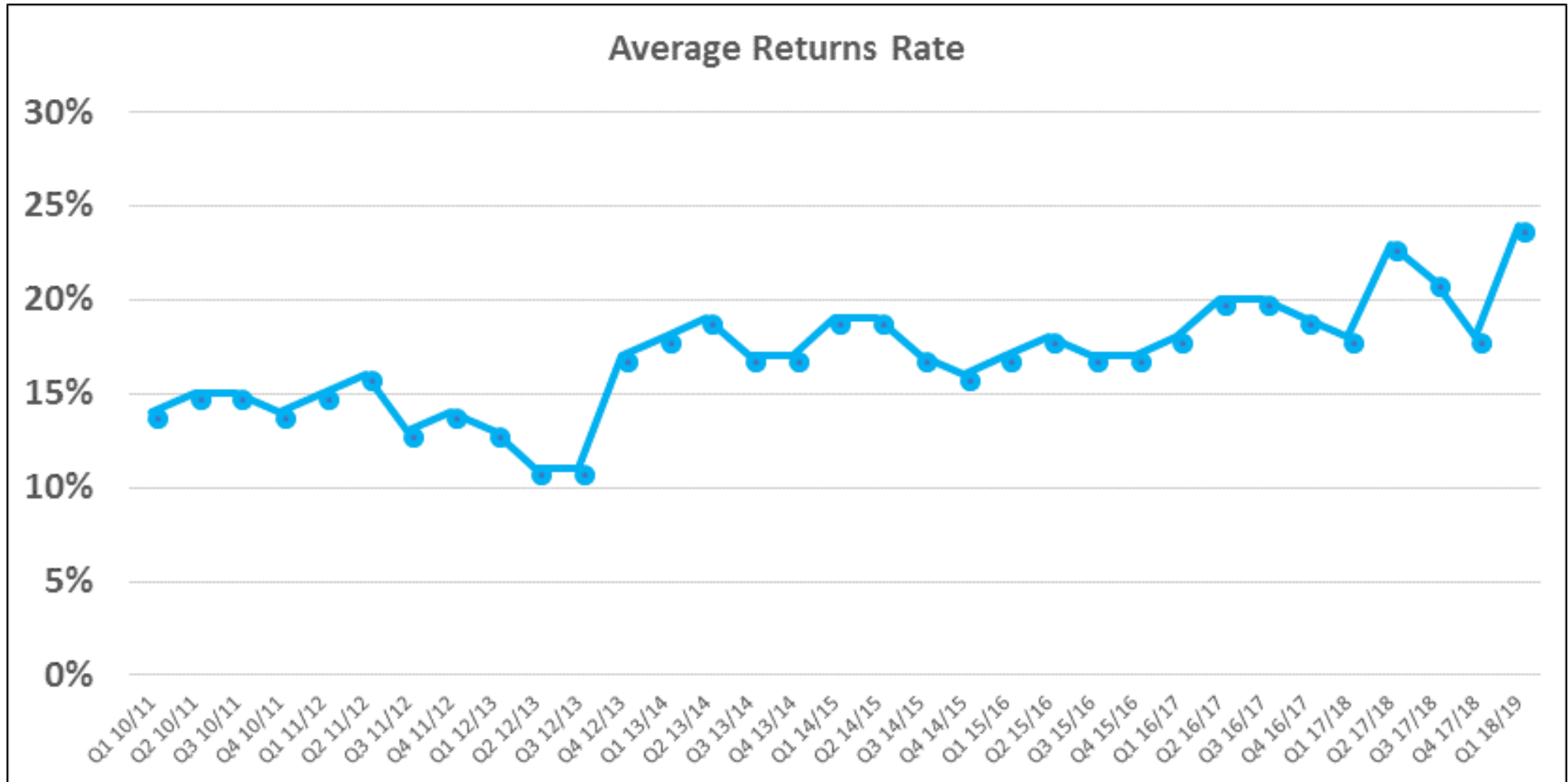


Free returns

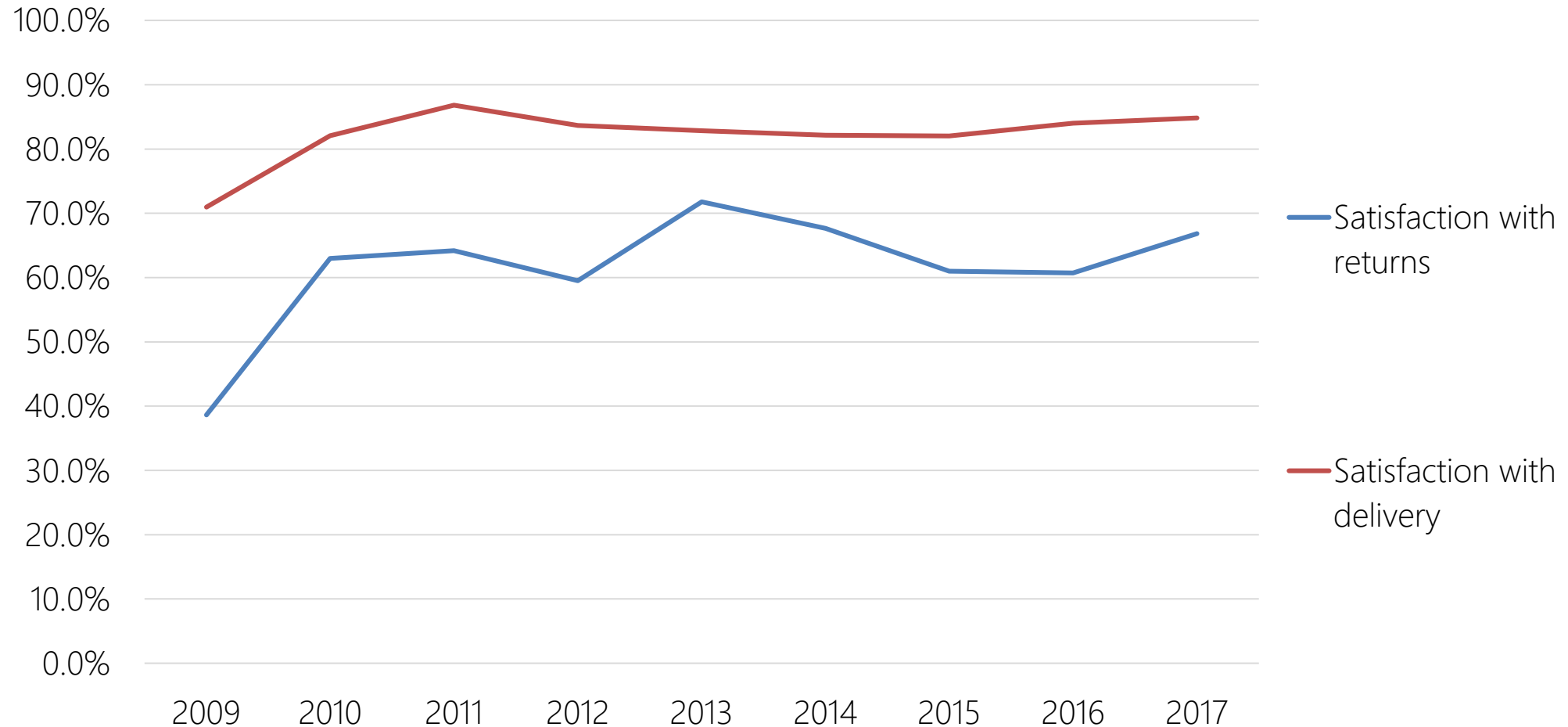


Use of returns information

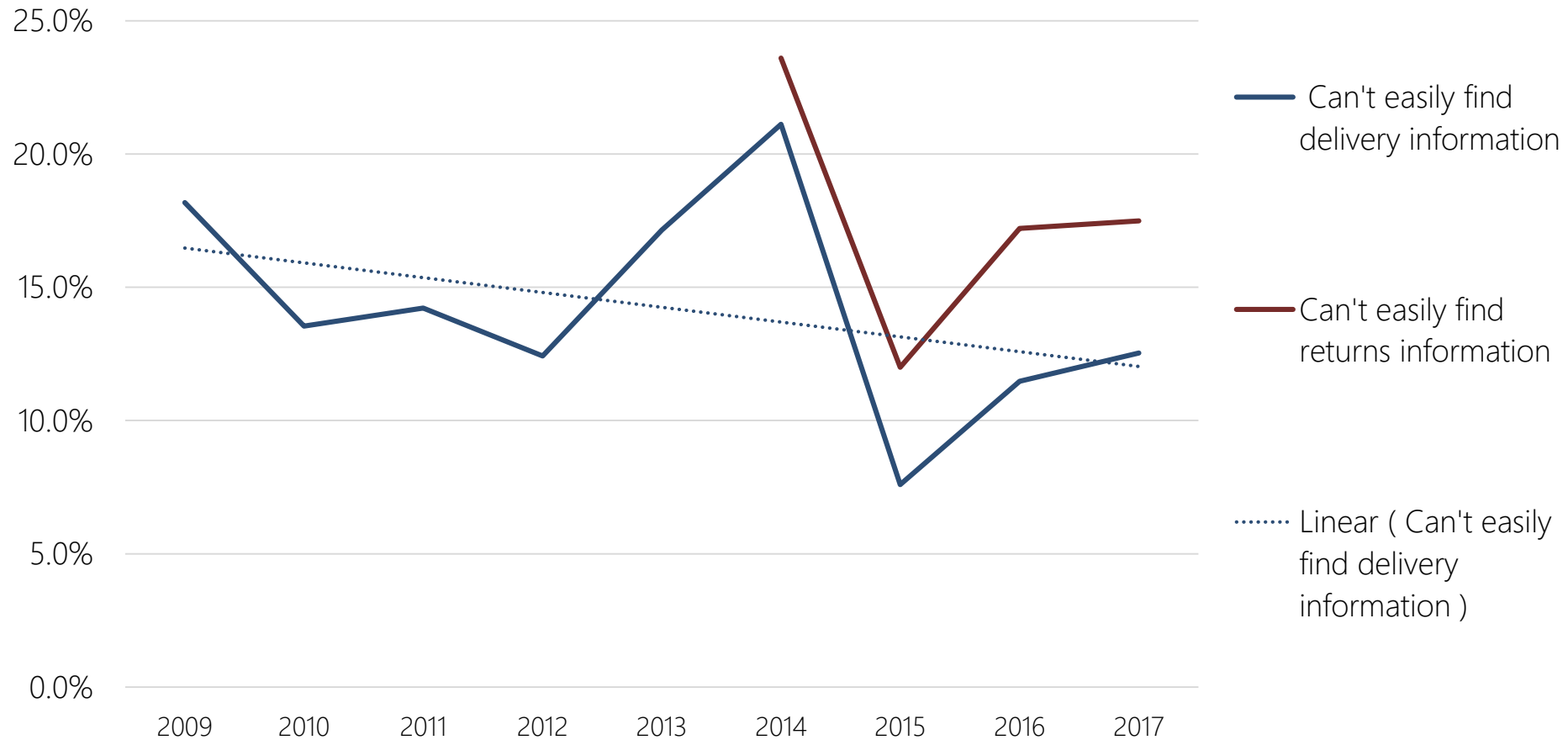
Return rate



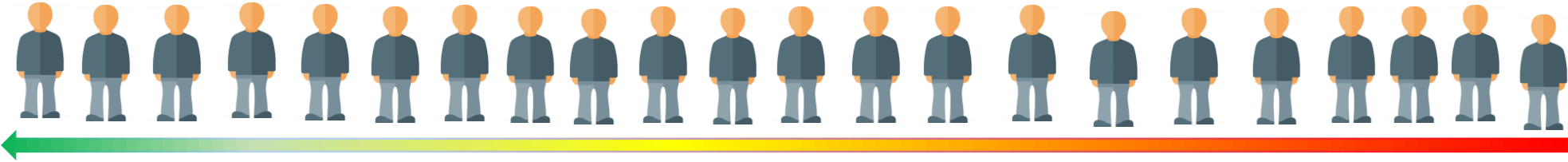
Delivery and Returns Satisfaction



Why do delivery concerns sometimes prevent you and people in your household from shopping online?



Customer funnel stage 2 – add to basket conversion **imrg**

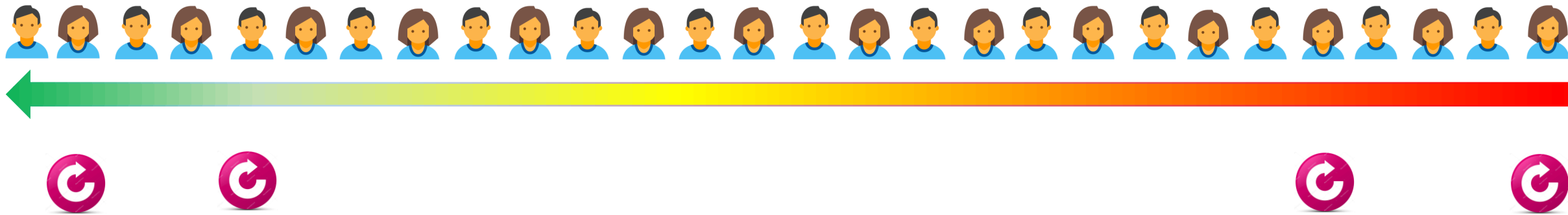


Funnel stage 2 rate:

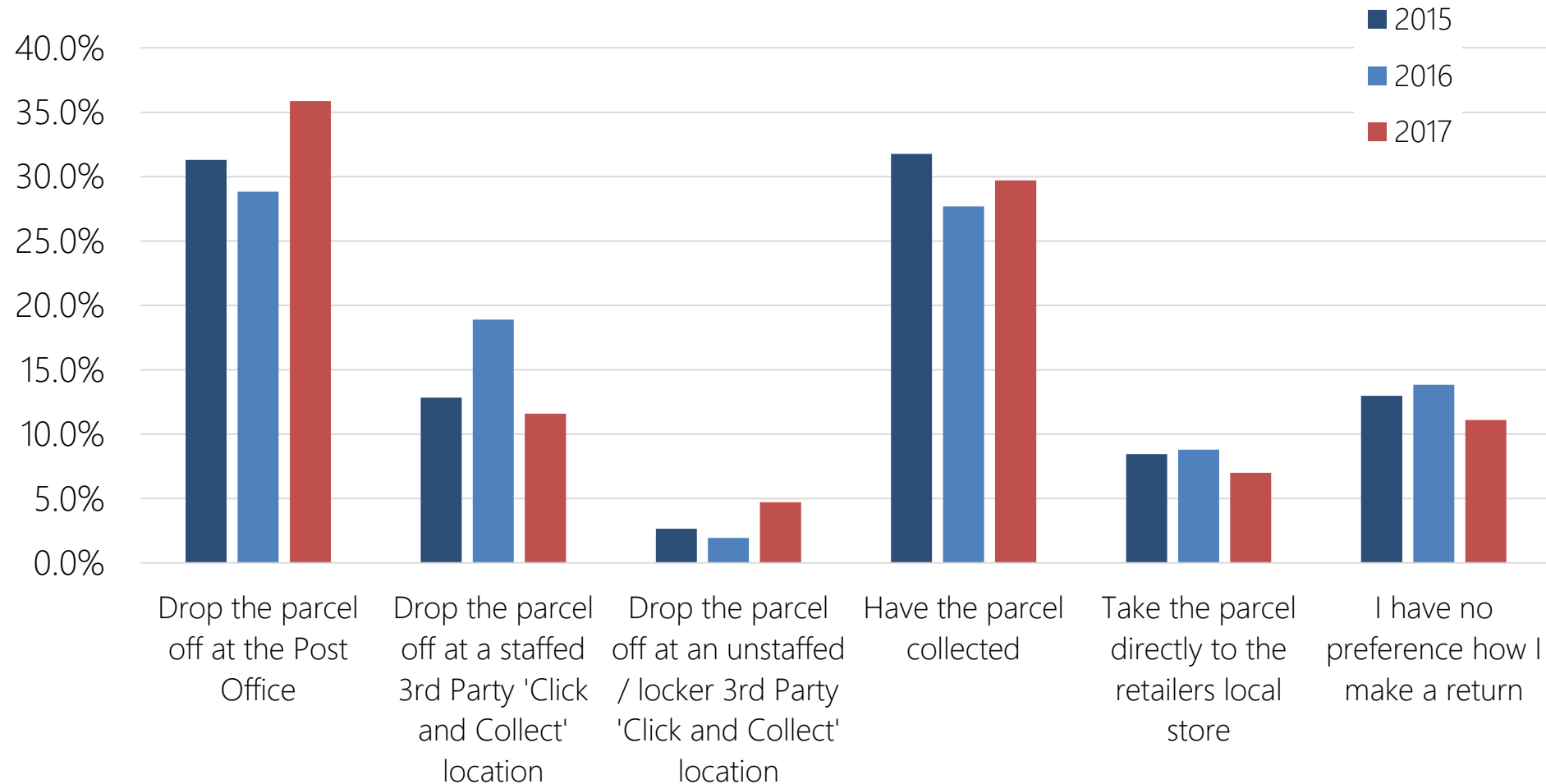
Returns information



Customer funnel stage 4 – checkout abandonment



When making a return, do you prefer it when you can...



Multichannel and pureplay delivery propositions

Pureplay Performance



Returns cost



Returns via locker



Multichannel Performance



Free return to store



Find stock in store

Store stock checker

£115

66 cm

You sit comfortably thanks to the restful flexibility of the seat.

[View more product information](#)

Quantity:

1



Add to Shopping Bag

Check store availability

[Select store](#)

Size

Select a size

SIZE GUIDE

Quantity

1

ADD TO BAG



Availability in store

1

ADD TO TROLLEY

ADD 6

£53.94

SAVE £12

ADD 12

£107.88

SAVE £24

♥ RATE THIS

WANT IT TOMORROW?

Order by 5pm today

FIND IN STORE

Postcode or town

CHECK

Multichannel Performance



Number of
Stores

Free return to
store

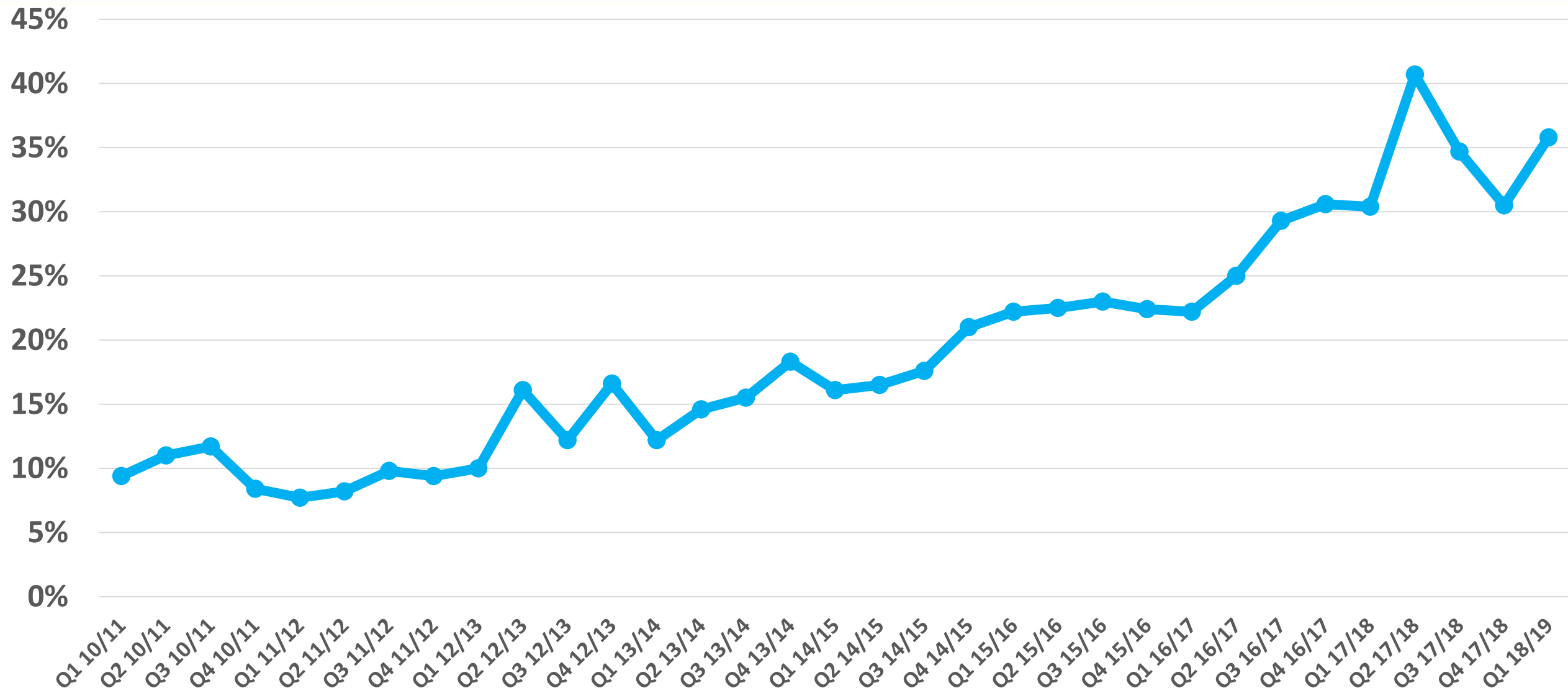


Find stock in
store



Click and Collect

Percentage of orders selected as Click and Collect for Multichannel retailers





C&C advertised on nav bar



C&C advertised below the fold

CLICK & COLLECT



No C&C advert on homepage



CLICK & COLLECT RATE
(High to low)



NEXT DAY C&C?



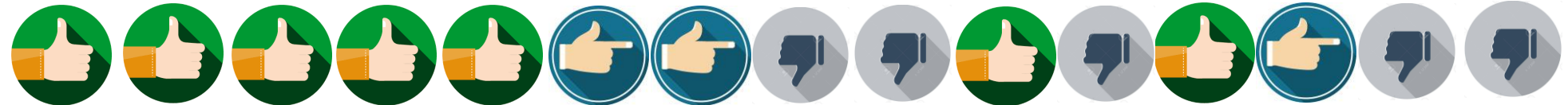
NEXT DAY C&C PRICE



NEXT DAY HOME
DELIVERY PRICE

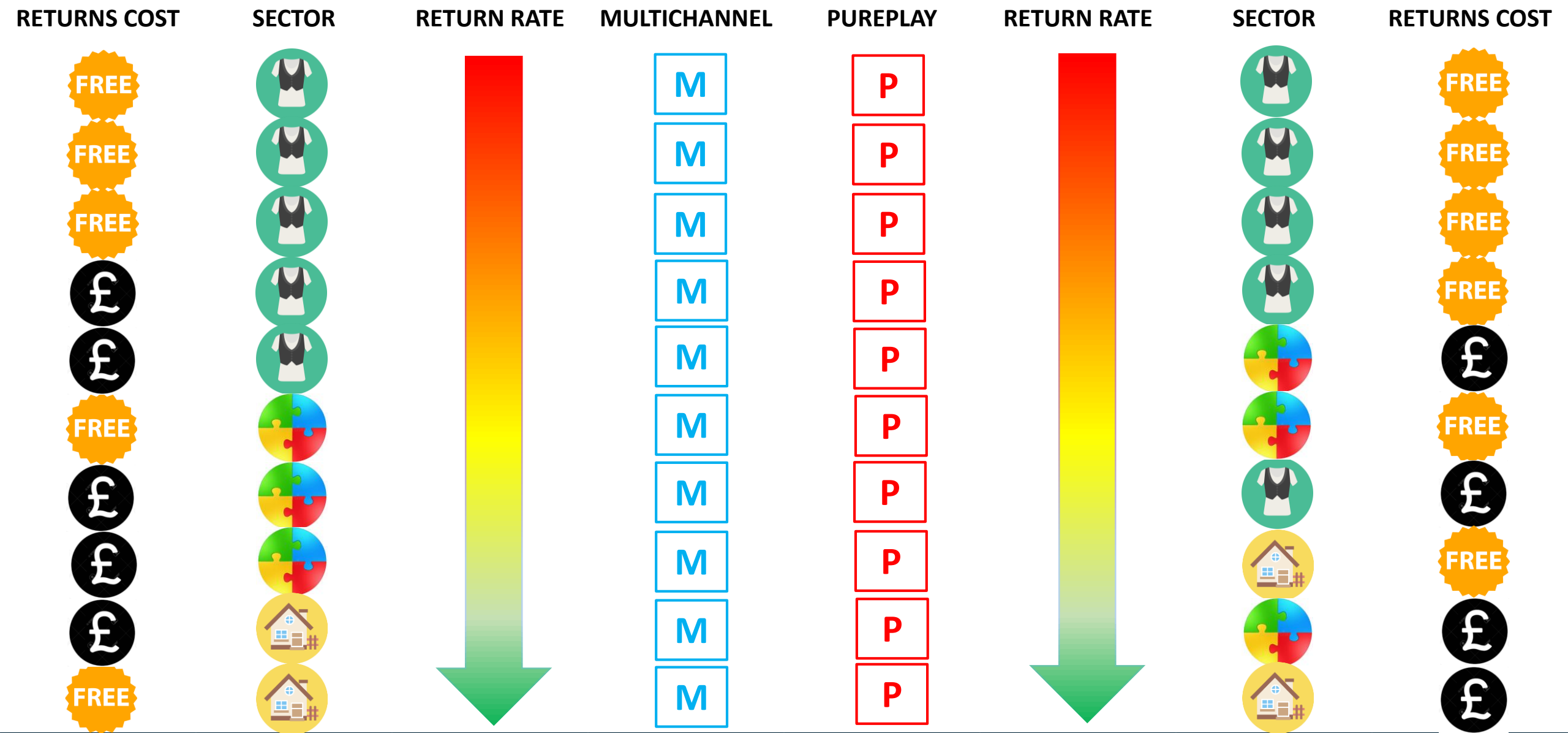


C&C ON HOME PAGE
NAV BAR



Returns

Returns – MC Vs PP



Thank you
Andy.mulcahy@imrg.org