

BIG SAVINGS WITH NEW RCC PROGRAM FOR MEMBERS:

How shipping smarter will attract more shoppers.

BROUGHT TO YOU BY eSHIPPER

SHIPPING should never be neglected when running a business. Although it's common for shipping to take a backseat in order to focus on growing sales. A business that masters the art of shipping will delight customers, creating advocates for the brand. Implement these shipping best practices to turn one-time shoppers into super-fans:

1. Offer options

Many customers want free shipping. Some choose speed over cost. Others really like the idea of picking their own delivery date. Regardless, they all value choice. In fact, 24% of online shoppers are more likely to purchase from a retailer with multiple shipping options. When it comes to shipping options, be generous. Your customers will reward your generosity with return purchases.

2. Be accurate

Although you may be a whiz at numbers and math, when it comes to shipping costs don't rely on your best guess. Guessing the cost of a shipment or even using yesterday's metrics is a recipe for failure. Do the research or use a cloud-based shipping platform that gives you immediate access to the best current rates.

3. Do your homework

The prospect of increasing your customer base by shipping internationally is tempting and very doable as long as you don't let taxes and tariffs take you by surprise. Know your customs and duties charges inside out, and make sure your customers are aware of them as well. There's nothing that can make you lose a customer quicker than slapping them with a hundred-dollar surprise tax on delivery!

4. Show off your return policy

Whether shopping or returning, making your customer's life easier is key. A Zappos study shows that the best customers make the highest returns, but also spend the most and are the most profitable customers. Proudly display your return policy in a place where shoppers can see it. Make it easy to read and even easier to follow.



Delight customers with easy affordable shipping.

BRAND LEGACY AND CHANGE



93% of shoppers would buy more to qualify for free shipping



Easy returns influence **35%** of shoppers to make a purchase



24% of online shoppers are more likely to purchase from a retailer with multiple shipping options

5. Unlearn old habits

As much as you may have grown used to your routine, shipping rates change constantly and choosing one method or carrier over another could help cut costs for yourself and your customer. Although researching each potential carrier is an option, it's also a time-consuming one. Use a cost-comparison website like eShipper to compare carrier quotes instantly.

eShipper has negotiated rates with the most reputable carriers worldwide and serves up all your options on one easy-to-use platform. To learn more, go to www.retailcouncil.org/rccadvantage/eshipper-courier-services.

