

# What online shoppers want: 6 drivers of customer loyalty

5,000 Canadian online shoppers were asked "What matters when you shop online?"

Their responses identified 6 key drivers that help build online shopper loyalty. To turn first-time buyers into loyal customers, give them a great online experience – this infographic shares the key discoveries and helpful tips.

## 1 Product availability



47%

of online shoppers check local store inventory before making an online purchase.

20%

of shoppers bought an item online when it was out of stock in the store.

### Tips for retailers



- Make inventory visible
- Offer in-store pickup
- Send "Back in stock" alerts

"Show me where the goods are."



## 2 Shipping fees

64%

of online shoppers abandon carts if the shipping fees are too high.

51%

of online shoppers top up their cart to get free shipping.



### Tips



- Make your shipping fees clear
- Offer free shipping strategically with a minimum spend, for key selling periods and combined with other promotions

"I don't like to pay for shipping."



## 3 Checkout



41%

of online shoppers look for an easy checkout process.

48%

of online shoppers avoid future purchases with a retailer if delivery time is not provided.

### Tips for retailers



- Show delivery dates and shipping costs
- Reduce the number of steps
- Offer registered and guest checkout

"I need an easy, intuitive checkout."



## 4 Delivery speed

45%

of online shoppers expect orders to be fulfilled within a day.

63%

of online shoppers expect delivery within 3 days for paid shipping.



### Tips for retailers



- Minimize order processing time
- Provide accurate delivery times
- Offer a range of delivery speed options

"Faster is better! I shop around for speed."



## 5 Receiving a delivery



29%

of online shoppers won't shop again with a retailer after a bad delivery experience.

71%

of online shoppers like the option to pick up purchases at a post office or pick-up location.

### Tips for retailers



- Deliver as promised
- Show your delivery carrier at checkout
- Offer a range of receiving options

"Give me flexible options – and delivery on time."



## 6 Returns

66%

of online shoppers check the return policy before making their first purchase.

77%

of online shoppers won't shop again with a retailer after a bad returns experience.



### Tips for retailers



- Make your returns policy clear and easy to find
- Offer simple steps and convenient options
- Promote your returns policy

"I want a simple, convenient return policy."



## What matters to customers matters to your business

Use the 6 drivers of online shopper loyalty to make effective use of your resources and invest in areas that matter most – the ones that drive customer loyalty.

Download full report at [Canadapost.ca/BuildLoyalty](https://canadapost.ca/BuildLoyalty)

Sources: 2018 Canadian Online Shopper Study, CPC 18-200, April 2018. 2016 CPC Survey, CPC 16-215, December 2016. 2016 Canadian Online Shopper Study, CPC 16-202, April 2016. J.C. Williams Group, 2016; Two online surveys based on a representative sample of 5,000 Canadians who had made at least one online purchase in past year. Surveys commissioned by Canada Post.



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