

# Optimize your e-commerce operations to meet rising customer expectations



A great customer experience starts with your promise to deliver – when, where and how. Keeping that promise depends on your operational efficiency. Learn how to get the most from every stage of your back-end processes with Canada Post's e-book: [Mastering your e-commerce operations](#). Distilled from candid conversations with growing retailers like you, it contains everything you need to master your workflow as you operate, and grow, your business.



## Receiving and managing orders

### What shoppers want

"Show me where the goods are"



### What to master

*Technology to process orders and streamline inventory*

- **Make technology your friend.** Your e-commerce platform, together with shipping systems and tools, is the backbone of your online store. It's how you push orders through the rest of the workflow. Know where your inventory sits and learn to juggle stock locations to find the best path to the purchaser.



## Fulfillment space

### What shoppers want

"I want an all-in delivery time estimate"



**70%** of shoppers expect a merchant's delivery promise to include the time it takes to fulfill the order.<sup>1</sup>

### What to master

*Fulfillment space and setup*

- **Fulfillment is your business beehive.** Plan your space setup carefully to reduce errors and get product out of the door faster, with less fuss. Leverage the collective experience of other retailers, warehouse vendors and consultants, delivery partners, e-commerce conferences and online resources.



## Pick and pack

### What shoppers want

"Give me a fast, error-free order"



**45%** of shoppers expect orders to be fulfilled within a day.<sup>1</sup>

### What to master

*Process and packaging*

- **The process you choose for order picking – and the packaging you use – will have a big impact on efficiency, as well as customer experience.** For maximum impact, your choices should fit your e-commerce objectives and your growth goals.



## Shipping

### What shoppers want

"Faster is better. I shop around for speed"



**20%** of shoppers will complete their online purchase if there is a choice of delivery speed options at checkout.<sup>1</sup>

### What to master

*Speeding up the shipping process*

- **Technology has the answers.** Work with your carrier partner to streamline and speed things up with the latest shipping and labelling systems and tools. (Explore integrations between your platform and carrier to print labels with speed and accuracy). Think about arranging parcel pickup as volume grows.



## Your customer's receiving experience

### What shoppers want

"Give me convenient, flexible options and delivery on time"



**21%** of shoppers purchase if offered flexible delivery options.<sup>1</sup>

### What to master

*Trackable options*

- **No two shoppers are alike, and Canadians are busy people.** Consider providing them with convenient and flexible ways to receive their parcels – as well as different options for delivery speeds and charges. And make it easy for them to track every step of the way.



## Returns

### What shoppers want

"I want a simple, convenient returns policy"



**77%** of shoppers will stop shopping with a retailer after a bad returns experience.<sup>2</sup>

### What to master

*Your returns strategy*

- **Make it easy.** Shoppers want to know what your policy is about before clicking the buy button. Check that your terms are visible and accessible. How much will you charge? (Consider sharing the cost with the consumer).

## Become an e-commerce master

Use the knowledge of experienced e-tailers and key experts to meet shopper expectations and build your online business. Our free e-book is full of the latest research, expert insights and practical tips

Get the e-book at [canadapost.ca/masterecommerce](http://canadapost.ca/masterecommerce)



Delivering the Online World

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Sources:

<sup>1</sup> Canada Post. Canada Post Consumer Survey, 16-215, December 2016

<sup>2</sup> Canada Post. 2018 Canadian Online Shopper Study, 18-200, April 2018