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How to Get Ship Done

The eCommerce Shipping Crash Course
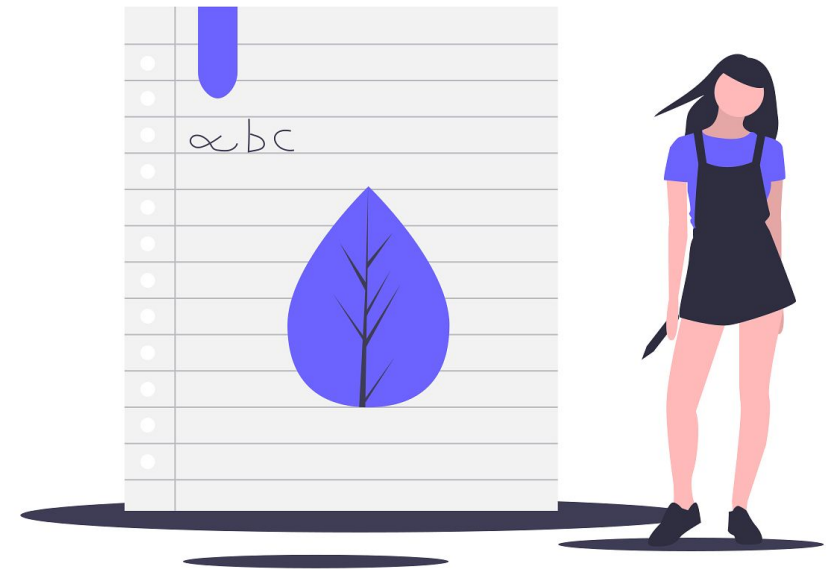
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Introduction

When you're focusing on growing your online business, shipping can end up being an afterthought. With 66% of customers not willing to shop again with a retailer after a bad delivery experience, nailing the delivery experience has never been more important. If you're starting a business and are looking to learn the fundamentals of shipping, you've come to the right place.

In this guide, you'll learn how to build a profitable shipping strategy, speed up your picking and packing, strengthen your brand with tracking notifications, and how to leverage your shipping analytics.

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Lesson 01:

Shipping tactics that are actually profitable

If running a business wasn't so expensive, everyone would be shipping their homemade spreads or hand-knitted scarves all across the globe.

Truthfully though, running a business requires a lot of capital to manage ongoing costs, and that often means business owners will look at all expenses as just that: a new expense.

Besides making the sale itself, shipping orders and delivering on time to customers is one of the most critical components of running an online business.

> *"Reducing business-wide costs is essential to grow and scale, but when it comes to reducing shipping costs, you'll want to make sure you're cutting the right things in the right areas to avoid an increase in abandoned carts and frustrated customers."*
>
> – Todd, 99 Bikes

Shipping shouldn't solely be seen as a cost driver, your shipping policy can be used as a compelling value proposition.

Offer more shipping options, including:

- Standard
- On-demand (delivery within 2 hours)
- Express (delivery within two days)
- Priority (same day or overnight shipping)
- International shipping

Pricing strategies

Offer free shipping where appropriate

Offer free shipping for small items that can be shipped within a standard delivery time frame. The key here is to get a high volume of orders so the cost of shipping can be absorbed through product sales.
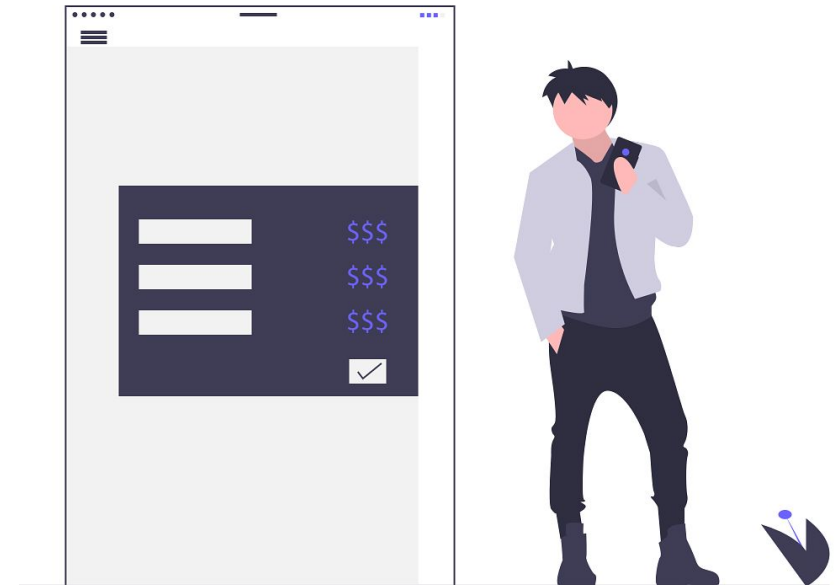
Don't lose money on fast deliveries

Shoppers are willing to pay more for faster deliveries and expect their purchases to arrive promptly. When it comes to on-demand and same day deliveries, invest in a fast reliable courier with outstanding delivery lead times.

Set a free shipping threshold

Offer customers free or faster shipping for a minimum spend of their total basket value. 73% of shoppers are willing to add more items to their cart to get free shipping.

Flat rate shipping

Reduce uncertainty by offering flat rate shipping for standard and express delivery options. Be sure to test and learn different shipping rates to see what works for you in the long run.

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Lesson 02:

Get orders out faster

Are you shipping your orders on time and with as little labour costs as possible?

4 Steps to Fast Fulfilment

Step 01: Prepare your inventory for fast fulfilment
Whether you're shipping from your spare room or a state of the art distribution centre, you'll need to arrange your inventory to make it easy to find and access products, while also making it possible for you to prioritise faster delivery times.

Step 02: Create a consistent picking flow
Travel distances when picking orders is one of the key drivers of slow delivery times and higher fulfilment costs. A good rule of thumb is to pick orders individually for priority orders and to use a batch picking method for all other orders.

Step 03: Streamline label printing into one standard size
How many different label sizes are you printing? If the answer is more than one, you're wasting time and money on labels. Standardising label sizes across your couriers and printing them in bulk is massive time saver.

Step 04: Reduce waste in your packing process
Ensuring your packaging sizes aren't too large for your products is key to reducing waste, while also reducing your shipping costs. Make sure your packaging sizes and types suit your products so you're not being charged for larger than necessary cartons.

"*As more retailers provide faster service, shopper expectations for time and day-specific delivery will become the norm.*"

– Australian Online Shopping eCommerce Report

Lesson 03:

Build brand recognition with delivery tracking

Are you trusting courier service providers with your delivery tracking experience?

98% of shoppers feel better about a company if they are notified immediately when something goes wrong
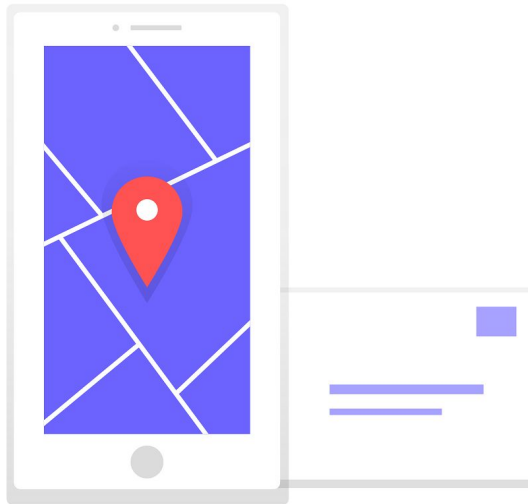
Supercharge Your Post-Purchase Experience

Step 01: Avoid delivery delays

Want to nip delays in the bud? Shippit's proactive delay avoidance technology automatically notifies the courier service if orders aren't picked up on time or if there has been a delay in transit. This keeps parcels moving and customer inquiries and complaints to a whisper.

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Step 02: Updating your delivery status

Customers can experience a lot of anxiety when waiting for a delivery. That's why Shippit's simplified tracking experience makes it easier for retailers and their customers. The main status updates sent to customers are: Booked for Delivery, In Transit, With Driver, Delivery Attempted, and Completed. These status updates enable customers to prepare for the delivery without overloading them with unnecessary updates.

Step 03: Reinforce your brand with custom tracking pages

Now that you know Shippit's got late delivery support covered, you can start to think about the best ways to reinforce your brand during the delivery process. Shippit gives you the ability to customise your shipping notifications so your customers become more familiar with your brand.

Step 04: Offer your customers discounts on their tracking page

Looking to increase the lifetime value of your customers or just simply increase retention? Shippit's delivery notifications can also include banner space for you to bring customers back to your website. Find out more about these features here.

Lesson 04:

Know what your shipping metrics mean

Whether you're looking to reduce across the board business costs or you've noticed your shipping costs grow alongside your business, Shippit's reporting dashboard has all the information you need to make smarter shipping decisions.

Understanding Essential Shipping Metrics

Step 01: Your pick and pack efficiency

Are you tracking how long it takes to turn your new orders into deliveries booked in days? With the rising demand for same day shipping, getting deliveries packed, labelled and booked in hours will be critical in delivering seamless customer experiences.

Step 02: Average cost per shipment

Your average shipment cost will vary by industry and will change depending on the shipping options you offer. The great thing about Shippit is that we automatically choose the fastest or cheapest courier. Be sure to make use of Shippit's discounted rates to bring your average cost down without impacting the quality of your service.

Step 03: Delivery speed

Delivery speed comes down to the couriers you select when booking your orders, with some couriers being more reliable for certain routes than others. If you notice drastic increases in your delivery speed, it might help to introduce more courier options. Enabling more delivery options can be done easily from Shippit's Carrier Settings.

Step 04: Customer satisfaction

We place a lot of trust in the couriers we use. They are the face of our brand in one of the most critical stages of the buyer journey. If your customers aren't satisfied with the couriers you're using, it's likely they won't return. Be sure to track customer satisfaction regularly in your Shippit dashboard.

"We're now starting to see brands using delivery capability as a core differentiator to drive people to your site, and reliability of delivery options can really help you differentiate your offering."

- Rob Hango-Zada, Co-Founder & Director at Shippit

The Wrap

Many businesses overlook the importance of building a rock-solid shipping strategy. The truth is though, if you're failing to make really good shipping choices for every delivery, you'll lose money needlessly. To avoid this, remember:

- The more shipping options you have, the less you're overall shipping costs will be

- You need a separate pick and pack flow for priority orders and standard deliveries

- Customers get anxious waiting for deliveries, ensure you tracking notifications keep them updated and build a positive brand impression

- Keep track of your average delivery speed and cost per shipment - this is how you'll be able to identify and remove waste from your business

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Ready to start shipping?

Take your delivery experience to the next level with Shippit.

Create a free account to see how easy it is to boost your shipping experience

CREATE MY FREE ACCOUNT

CONNECT YOUR SHOPIFY STORE WITH SHIPPIT! SEE HOW

SEND   TRACK YOUR PACKAGE   LOGIN

shippit   Solutions ▾   About ▾   Resources ▾   Pricing   Help   Talk to an expert   Signup

Shipping made simple

Helping you make smarter decisions that save time, money and keep your customers happy.

WATCH THE VIDEO

Leah, The Minimalist