



VALERIE NORMAND

**Director,
eCommerce Solutions Integration**

Canadian eShopper Insights

CANADA
POST



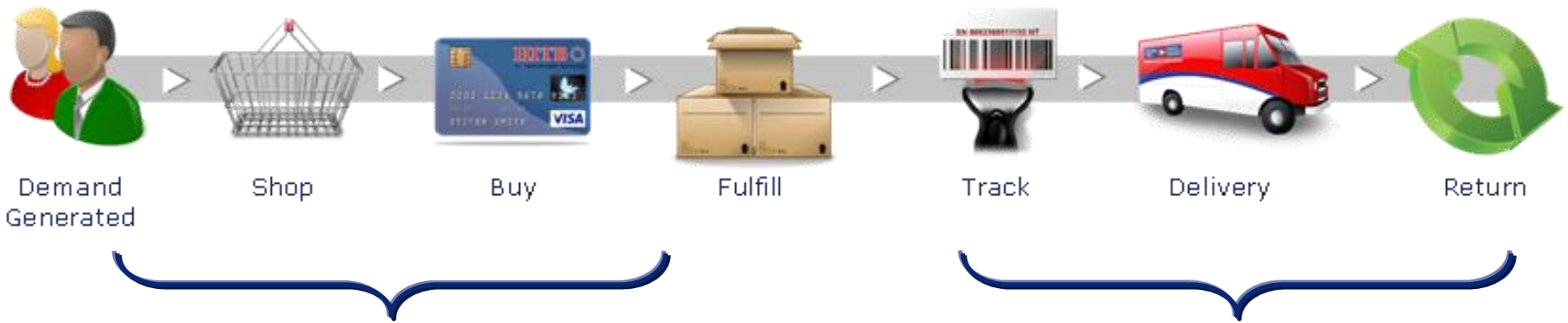
POSTES
CANADA

Online Shopping Customer Experience



Customer Experience does not stop online...

Designing the customer experience requires consideration throughout the entire transaction



Store, Cart and Checkout

Delivery and Returns



Delivery Expectations at checkout



48% of Canadian Online Shoppers > shipping speed options are important

- 82% of buyers chose regular shipping on their last purchase
- 12% chose faster shipping

60% of shoppers consider knowing the estimated or guaranteed delivery date to be important (ComScore, 2012)



Want it Thursday, April 25? Order within 2 hrs 38 mins

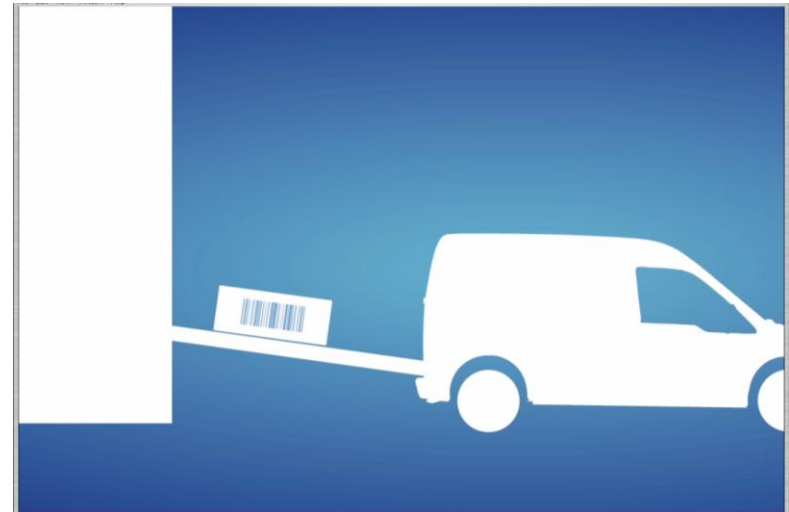


1 in 4 online shoppers stopped short of buying because the expected delivery date was not available (ComScore, 2012)





Once the purchase ships...

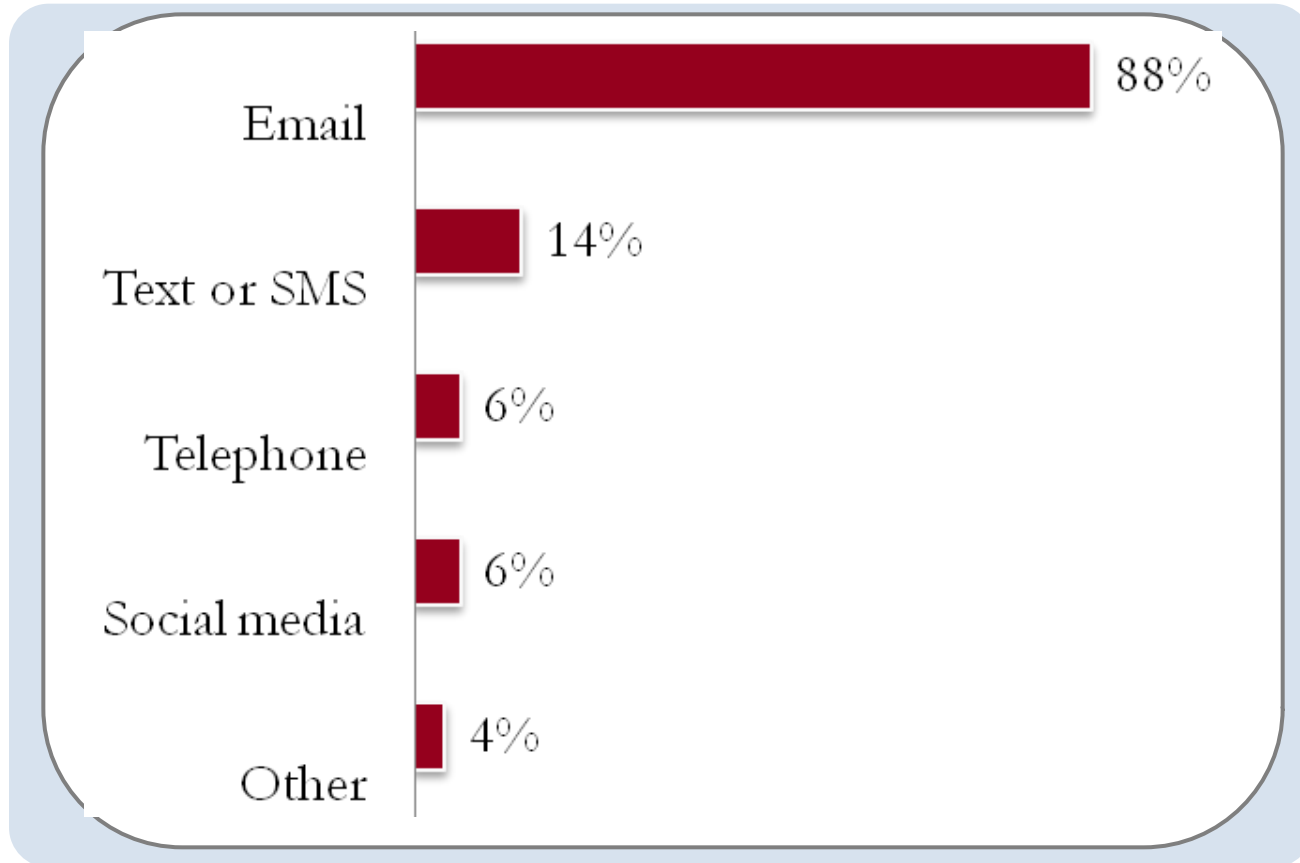


The ability to track a purchase is important or very important to **6 in 10** shoppers

74% of shoppers actually check occasionally or often while in transit



Preferred Tracking Options

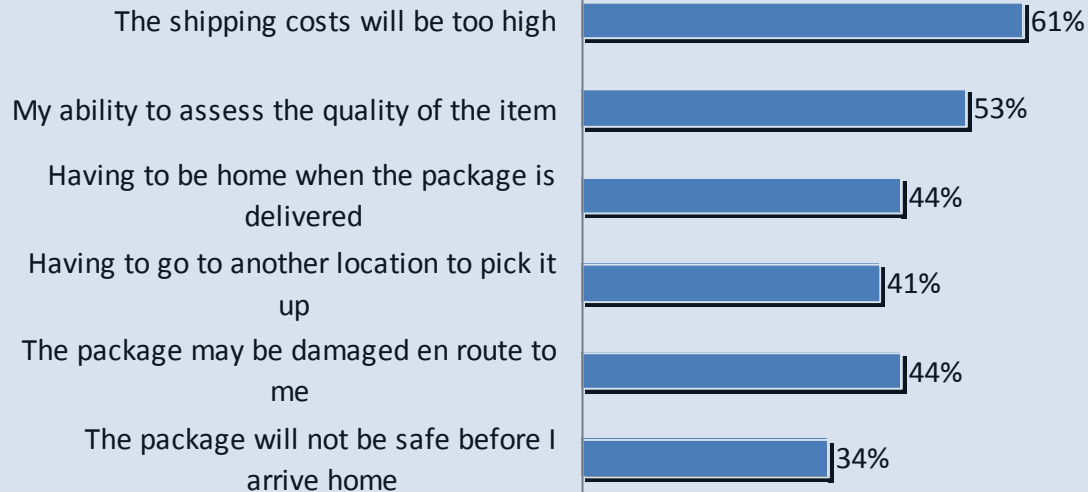
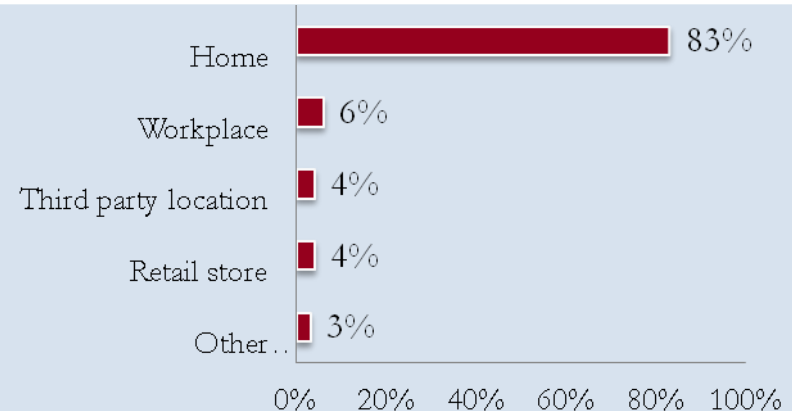


... or they will likely call...

Delivery Concern: Shoppers not home at delivery



83% of Shoppers had their latest purchase delivered to their home



Concerns expressed by online shoppers:

Not being home for delivery is an issue

eCommerce Deliveries – What really happens



Canada Post Pick Up Patterns (from sampled Canada Post eCommerce delivery data)

47% of urban pick up from Canada Post in the evening or weekend

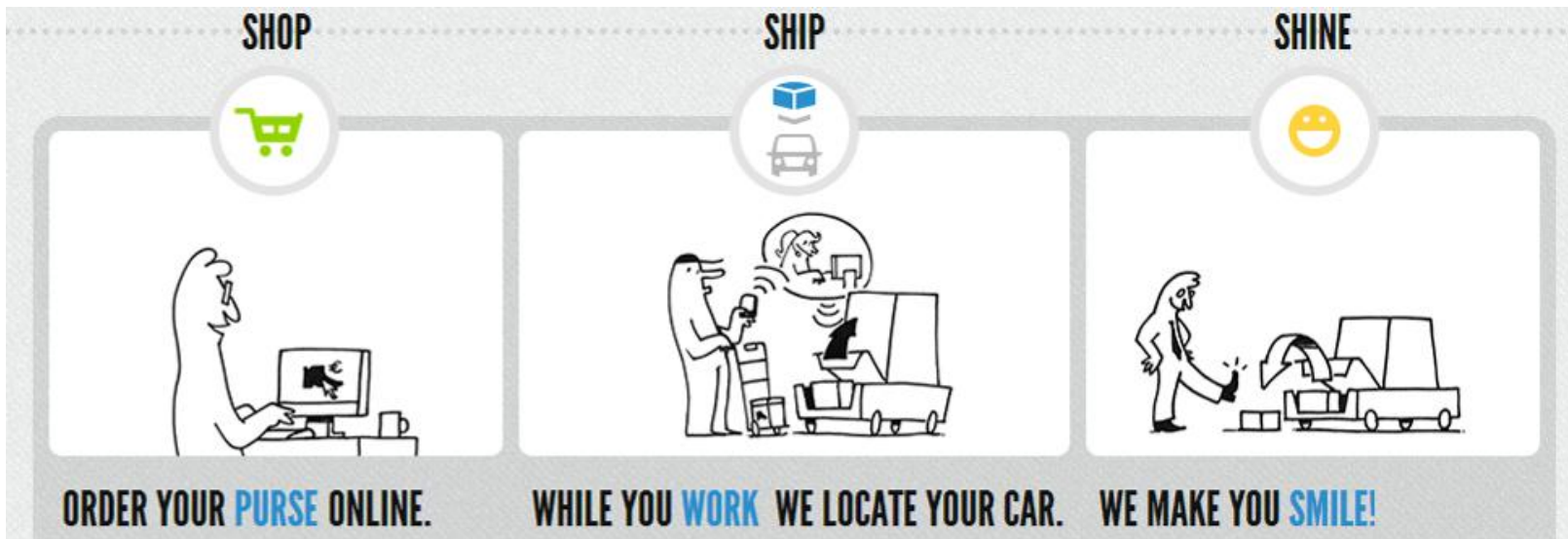
50% of apartment and condo dwellers pick up items in the evening or on the weekend.



Courier packages were not delivered at the door because no one was home:

- 10% stated that it happened all the time
- 14% stated that it happened most of the time
- 17% stated that it happened about half the time

“The results also suggest that there is roughly a **50/50 chance** that parcels destined for residential address **won’t get delivered** because there is **no one home** during the day to accept that delivery.”



MANY are aware...

... SOME have very creative solutions!

Returns: in the DNA of eCommerce



Canada Post Return Data



Fashion: up to 54%

Health and Beauty: up to 34%

Electronics: up to 22.3%



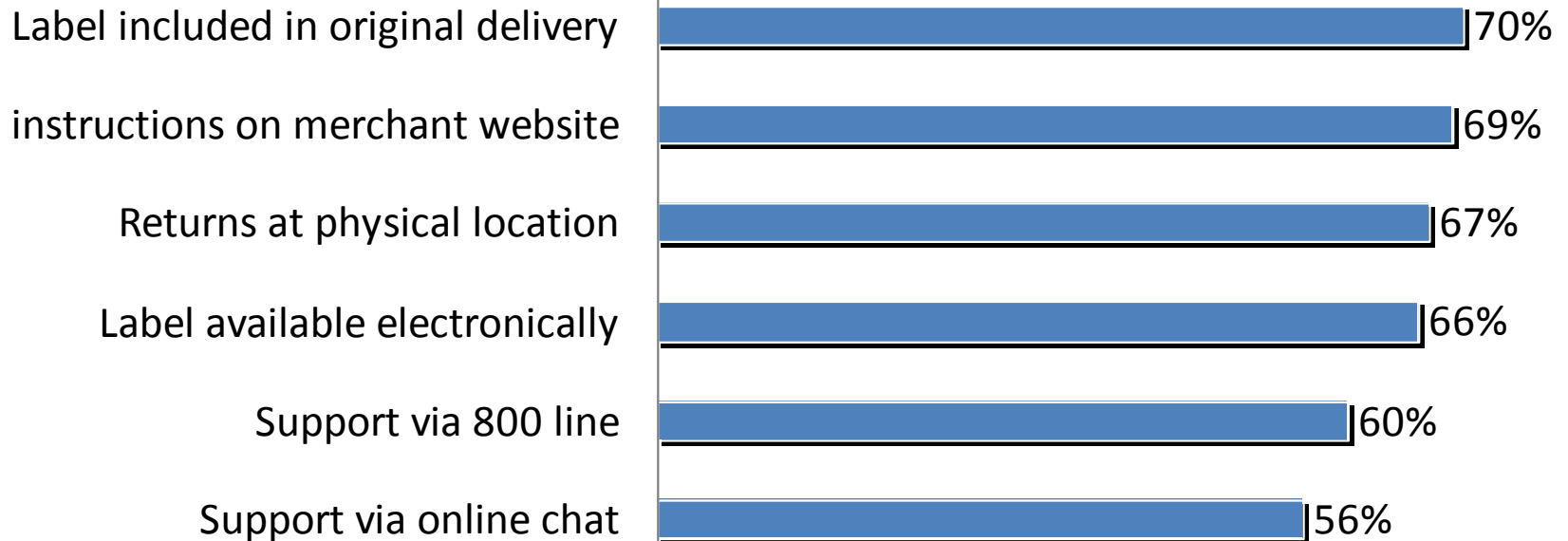
Return Policy/Process

- 59% look for the returns policy before making a purchase
- 54% felt that the ease of making returns and exchanges was very important to their overall satisfaction
- 48% of shoppers that experience a lenient, easy-to-understand returns policy will shop again with that retailer and recommend that retailer to other shoppers (ComScore, 2012).





Making Returns More Convenient:



Questions?

