

LAST MILE DELIVERY

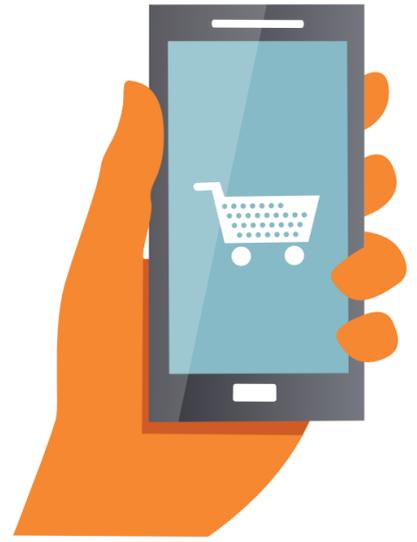
AND ECOMMERCE CUSTOMER SATISFACTION

Last Mile Delivery is the last leg of your customer's purchase from the fulfillment center to his/her doorstep.

Customers value omnichannel delivery options.¹



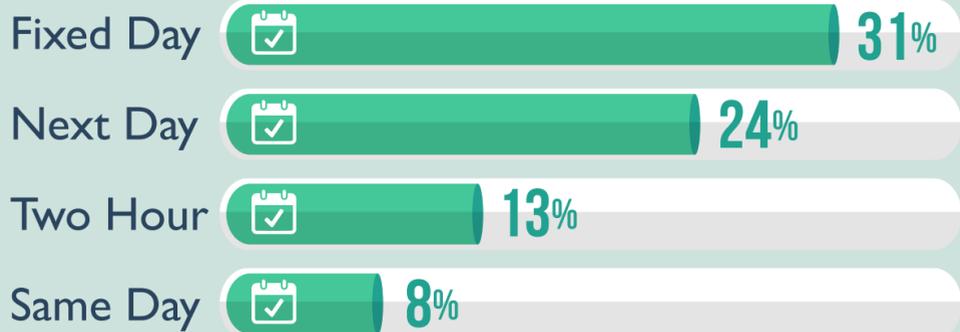
● of customers, at some point, have not completed a purchase because of insufficient delivery options.



DELIVERY CONVENIENCE IS ESSENTIAL



Fixed delivery days have been most important to customer satisfaction, followed by next day delivery, a two-hour time slot and same day delivery.¹



16%

of customers will take their business elsewhere after a bad delivery experience.²



Shipping over price matching is more likely to attract online customers.³



Despite large growth, and sales expected to hit **\$2 billion*** in 2016, eCommerce accounts for just about **10%** of the total retail market, so customer experience is crucial.**

Sources:

- ⁽¹⁾ Econsultancy.com <https://econsultancy.com/blog/63271-e-commerce-delivery-what-do-customers-want/>
 - ⁽²⁾ IndustryWeek.com <http://www.industryweek.com/customer-relationships/customer-feedback-overrated-and-other-myths-last-mile-delivery-service>
 - ⁽³⁾ Trueship.com <http://www.trueship.com/blog/2014/11/25/e-commerce-shipping-and-fulfillment-the-definitive-guide/#.VrQJWVMrLow>
- *Statista <http://www.statista.com/statistics/261245/b2c-e-commerce-sales-worldwide/>
**RipenEcommerce.com http://www.ripenecommerce.com/blog/e-commerce_survey



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