

Your tailored action plan

Flexible fulfilment means offering a range of options to meet the diverse needs of shoppers. The ability to fulfil an order with greater convenience than your competition can nudge your customers to complete checkout and encourage return visits.

Our recommendations

Based on your response to the ordering activity, our recommendations are ranked below.

1

Be transparent

Top recommendation

Failure to display shipping costs early in the checkout process is one of the main reasons that online shoppers abandon their carts. In cognitive psychology this effect is referred to as ‘loss aversion’. In short, once a customer has accepted the ‘default’ price of a product, they tend to feel a strong psychological reaction to any increase in that price - twice what they would feel to an equivalent discount.

2

Make your returns policy a feature

Highlight the benefits of your returns policy on your website and in marketing materials. Free returns are one approach to this, but alternative approaches include sending return packaging, offering free exchanges, or accepting returns through your logistics partner’s stores or access points.

3

Offer flexible delivery options

Free delivery is one option, but there are others. Offer greater convenience by giving shoppers a choice of delivery dates and locations, like homes, parcel lockers, or physical stores.

4

Offer expedited delivery options

Some shoppers are seeking next-day or expedited delivery and will make their purchasing decision based on how soon their order can be fulfilled. However, there is no need for your business to absorb all of these costs.

Your next steps

Our recommendations to help you offer flexible fulfilment are ranked below, based on your response from the previous page.

Mark as complete

1. Be transparent about costs

Top tip: Update your site now with transparent shipping costs. If you use Shopping ads, shipping costs must be included. [Find out how](#)

2. Make your returns policy a feature

Top tip: Add key messages about your returns policy to your marketing materials. For example: free returns, courier pick-up, or return to store.

3. Offer flexible delivery options

Top tip: The more fulfilment options you can offer, the more likely you are to meet the needs of a range of shoppers. Speak to your logistics partners to find out how they can help.

4. Offer expedited delivery options

Top tip: Charging for expedited delivery can help you offer this service without an excessive increase in your costs.

Helpful links and resources

Market Finder: International Logistics

Where can I go from here?

Once you’re comfortable in this area, why not look for more inspiration to help you improve your retail site?

[Go to Learn page](#)