



How to Improve Your Customer Experience Through Shipping:

Tips & Tricks

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What is customer experience?

To deliver quality products and services, business owners need to focus more on customer experience. Improving the customer experience leads to customer loyalty, higher sales, and better profit margins. But what is a customer experience? You've likely heard the term "customer experience" thrown around quite a bit, but what does it mean?

Customer experience is the totality of all customer interactions with a company, from awareness to purchase and beyond. It describes the quality of interaction between a company and its customers. It includes everything from the quality of packaging to advertising and after-sales services.

Delivering a great customer experience has become a critical component for every business. From product development to shipping out the product, customer experience connects all business functions and helps drive innovation and value creation.

Shipping plays a significant role in customer experience as it's often the last touchpoint between a company and its customers. In other words, shipping is often the make-or-break point for customers.

For example, if a business promises to ship products within five to seven business days but does not deliver on that promise. In this case, the customer's experience with that company will be negative.

On the other hand, if the product arrives in the promised timeframe and is delivered in good condition, the customer will have a positive experience with the business.

If you create a fantastic product or service, but it's delivered late or damaged, it provides no value to your customers.

It's essential to partner with a reliable shipping platform that can handle all your shipping needs and helps you provide your customers with a positive experience with your business.



Why is a great customer experience important for your business?

A great customer experience is essential because it can directly impact your bottom line. Happy customers are more likely to return and buy from you again, and they're also more likely to recommend your products or services to others.

96%

of the customers claimed that their experience with a business majorly impacted their loyalty to the company in a study conducted by Microsoft.

[Microsoft, 2017](#)

5.7

Businesses with a good customer experience are more likely to earn **5.7 times** more revenue than their competitors, who do not provide a good customer experience.

[Retail Customer Experience, 2017](#)

81%

of global organizations consider customer experience to be a factor that helps businesses get an edge over their competitors.

[PR Newsire, 2017](#)

Positive customer experiences will help businesses create brand loyalty and make a lasting impression on customers. A smooth shipping experience is essential to foster a positive, long-lasting relationship with your customers and make you stand out from the competition.

Customers with a positive experience with your shipping are more likely to return to your store and make future purchases. They're also more likely to recommend your products or services to others.

Creating a customer experience that will make your business stand apart from all the competition is essential. Shipping is one part of this puzzle but an integral component in creating positive memories with past customers and potential ones!

How to enhance your customers' shipping experience?

Five important tips

#1 offer a personalized service

When it comes to customer satisfaction, businesses should remember that the shipping experience is essential to the larger customer service experience. A personalized touch can help encourage repeat business and brand loyalty.

Here are a few ways you can add a personalized touch to your customer's shipping experience:

Use creative packaging

One of the best ways to enhance your customers' shipping experience is by using creative packaging. Your packaging should be eye-catching and something your customers will be excited to open. If you sell products that need to be shipped in fragile packaging, mark the box so that the package handlers and the customers know to handle them with care. You can also include a note or card inside the package as a special touch.

Offer samples, coupons, and incentives

Another way to enhance your customers' shipping experience is by including samples or coupons in their shipment. This is a great way to introduce them to new products or incentivize them to come back and shop with you again. If you have a physical store, you can also include a coupon for a discount on their next purchase.

Add something extra: personalized emails, order updates, and packaging

Another great way to enhance your customers' shipping experience is by personalizing it as much as possible. This could include sending them personalized emails with order updates or using their name on the packaging. Adding a customized touch can bring the customer a smile and increase the likelihood of repeat sales.

Sending automated customer updates on the status of their shipment helps the customer plan for the package's arrival. It also boosts your rating in the customers' eyes as a great business with exceptional customer service.

By taking the time to personalize their experience and make it as enjoyable as possible, you'll encourage repeat business and brand loyalty.



#2 provide updates and order transparency

No one likes surprises when it comes to shipping. Customers want to know where their product is, when it will arrive, and how much it will cost them.

As a business owner, providing efficient order updates and transparency is essential to ensure a great shipping experience for your customers. Below are a few tips on how to do just that:

Send information about order updates

It is always a good policy to keep customers informed of the progress of their orders. This will help you to keep your customers engaged and updated about the order processing status or about any potential delays.



Display estimated shipping costs early in the process

One of the most common complaints a customer has is unexpected shipping costs. Shipping costs can be a significant factor in your customer's purchasing decision. By disclosing the estimated shipping costs early in the sales process, you can ensure that your customers are satisfied with the overall price of their purchase and avoid any problems regarding shipping charges.

Provide accurate tracking information

Customers want to be able to track their orders from start to finish. You are allowing them to do just that by providing accurate tracking information. This also helps build trust as they can see that you are keeping up with your end of the deal. If there are any delays or issues with their order, they will be less likely to get upset if they are kept in the loop throughout the entire process.

Provide delivery date estimates

Providing exceptional customer service can give you a competitive advantage. Delivering an enhanced shipping experience for your customers is one way to build that customer loyalty and differentiate yourself from the competition. Offering delivery date estimates is a great way to accomplish both goals.

You can give your customers an accurate estimate of when they can expect their shipment by using historical data, tracking orders, or shipping carriers' systems. This act of communication will leave them with a positive impression of your business and enhance their overall experience with your company.

Excellent customer service is vital in any industry - but especially when it comes to shipping. Following the tips above can help ensure a great shipping experience for your customers.

#3 minimize and mitigate order damages and loss



A focus on the customer experience has never been more critical for brands and retailers. Customers have high expectations regarding their shipping experience in today's competitive marketplace. They want their orders to be delivered quickly and without damage.

Minimize and mitigate order damages and loss by partnering with a shipping platform that provides reliable carriers who are experts at delivering your product type.

The first step to good shipping is understanding your customers' needs and expectations. If you know what they're looking for from a shipping experience, you can start building a strategy that meets that need.

There are a few key things to keep in mind when you're planning your strategy:

- **Choose the right shipping carrier:** Work with a carrier that has a good reputation for delivering orders quickly and without damage.
- **Use high-quality packaging materials:** Cheap packaging materials are more likely to tear and break, damaging goods. Investing in high-quality packaging materials ensures that your products arrive at their destination in good condition.
- **Pack orders carefully:** Use high-quality packaging materials and take care to pack orders securely, so they arrive safely.
- **Communicate with customers:** Keep customers updated on the status of their orders and let them know if there are any delays.

By taking these steps, you can enhance your customers' shipping experience and create loyal, satisfied customers who will keep coming back for more.

Creating an excellent shipping experience doesn't have to be complicated or costly—it just takes a little planning and attention to detail.

#4 Have a simple return and refund process

Enhancing your customers' shipping experience can be as simple as having a clear and concise return and refund policy. A study by [Invesp](#) found that 58% of customers find returns to be a hassle, but 92% of customers would buy a product if they knew that returns would be easy.

Having a clear and concise returns and refunds policy is one of the simplest ways to enhance your customers' shipping experience. Your policy should be easy understand so that there is no confusion on the part of your customer.

Make sure you're displaying your returns and refunds policy in a prominent spot on your website. It's important to provide this information early in the purchasing process, so that customers know what to expect.

Return and refund policies are an essential part of an exceptional customer experience. Ensure you are communicating your policies clearly to avoid unpleasant surprises for your customers.

#5 Choose a suitable shipping platform

As a business owner, you always want to provide the best possible experience to your customers. This includes providing them with fast, reliable shipping at a reasonable price. You can achieve this by partnering with a shipping platform that offers discounted shipping rates to you - helping you to offer affordable or free delivery to your customers.

Multiple carrier options

The first thing you need to look for in a shipping platform is multiple carrier options. This allows you to find the best possible choice for each shipment based on factors like price, transit time, and destination. It's essential to have multiple carrier options to suit the different requirements of your products.

Some may be more expensive but offer faster transit times, while others may be cheaper but take longer to deliver shipments. You can find the perfect balance for your business by having multiple carrier options.



Enterprise rates

Another critical factor to look for in a shipping platform is enterprise rates. This is particularly important if you ship large volumes of product.

Enterprise rates are lower than the standard rates, saving your business a lot of money over time. If you're unsure whether your shipping platform offers enterprise rates, just ask!

Best-in-class service

Finally, you want to ensure that your shipping platform offers best-in-class service. This includes 24/7 customer support, tracking information, and insurance options. Good customer service is essential in shipping because things can (and do) go wrong from time to time.

By partnering with a company that offers excellent customer service, you can rest assured knowing someone will be there to help if something goes wrong.



Your shipping experience should be perfect from start to finish

Your shipping process must be reliable and efficient, as this can make or break the customer experience. Flawless shipping starts with ensuring that all the different elements come together seamlessly, from labeling and packing the products to choosing the proper transportation method.



You can do many things to enhance your customers' shipping experience and increase the likelihood that they will come back for more. We suggest starting with personalized service, using creative packaging, offering samples and coupons, and sending customized emails and order updates.

You should also ensure efficient conversation/order update transparency, minimize and mitigate order damages and loss, and have a simple return and refund process.

There are many factors to consider when choosing a shipping platform, such as cost, transit time, delivery methods, and customer service. However, the most critical factor is the reliability of the carriers. If your product is delicate or time-sensitive, you need to be confident that the carrier will treat it with care and deliver it on time.

Choosing a shipping platform with expert carriers familiar with your product type will help ensure a positive shipping experience for you and your customers.

With years of experience in the shipping industry, we know that customer experience is the cornerstone of a company's growth. We prioritize a customer-centric approach, enabling you to offer your customers an exceptional shipping experience.

As part of Cymax Group Technologies, a leading eCommerce technology and services provider since 2004, Freight Club is a leading end-to-end shipping platform that helps retailers effortlessly manage everything from quoting, booking, and tracking to complete claims management and secondary insurance protection with zero subscription fees.



The Freight Club Advantage

Freight Club is a leading end-to-end shipping platform that helps retailers effortlessly manage everything from booking and tracking to complete claims management and shipping protection with zero subscription fees.

As part of Cymax Group Technologies, a leading eCommerce technology and services provider in the furniture industry since 2004, we offer retailers enterprise rates with no volume restrictions with up to 7 levels of LTL drop shipping services, from back of truck to white glove light assembly, across the U.S.

Our extensive carrier network provides furniture retailers with 40+ pre-vetted carriers to build a customized carrier mix for their specific products and needs. Our intuitive analytics dashboard gives retailers complete visibility of their shipping data, including carrier transit times, damages, and overages, helping them make fast, informed decisions based on real-time data and analytics at no additional cost.

Our team of logistics experts provide personalized support to our retailers, helping them optimize their shipping strategy, manage their claims process and ensuring that our customers have a smooth shipping experience at Freight Club.

Trusted by thousands of retailers, Freight Club has been proudly planting trees across the United States, promoting clean air, clean water, and the prosperity of biodiversity - at no cost to our customers or carriers.



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Freight Club is part of Cymax Group Technologies,
the leading eCommerce technology and services provider.