7 eCommerce Shipping Best Practices

1. Offer Free Shipping
   - 85% of abandoned carts result from shipping costs.
   - 85% of customers won't buy if the shipping cost is more than the item price.
   - Provide more functionality to your cart page, like shipping costs before they checkout, so they see the costs, the better.

2. Ensure Shipping Costs Are Obvious & Transparent At Checkout
   - A whopping 90% of customers consider the cost of shipping as a key factor when purchasing an item.
   - Be clear about how long shipping will take and show the tracking information for order.
   - Display the total price (with shipping) for the product before checkout.

3. Show Customers Expected Delivery Times or Date
   - 85% of consumers that are satisfied with a company’s shipping expect the delivery to be on time.
   - Make sure that the shipping options displayed on your site are expected to arrive on the delivery date.

4. Offer A Good Returns Process
   - 85% of consumers state that the return policy is a factor in their decision to purchase an item.
   - Keep customers updated on shipping via email or text and ensure tracking information works as expected.

5. Keep Customers In The Loop During Shipping
   - Free shipping is effective, with 90% of consumers saying they’re willing to make a purchase if the shipping is free.
   - However, expedited shipping is even more effective, as consumers are willing to pay for it.
   - A good use of a transparent shipping process is to pop up a banner on the checkout page, offering expedited shipping options at no additional charge.

6. Go For Expedited Shipping
   - If a customer loses or damages a package, the customer is still going to come to you, so your response is crucial.
   - If a package is being returned, give the customer a choice: they can keep the item, get a refund, or exchange it.

7. Accept Responsibility For Shipping Problems & Take Action
   - If a customer is unhappy with the product, it's important to handle the situation professionally.
   - If a customer is unhappy with the shipping, it's important to handle the situation professionally.