

Best Practices for Holiday Shipping



Shipping is a critical element of any online business. Getting it right is the number one way to please customers and encourage them to return to you in the future.

1

Stock up on shipping products well in advance of the start of the holiday season



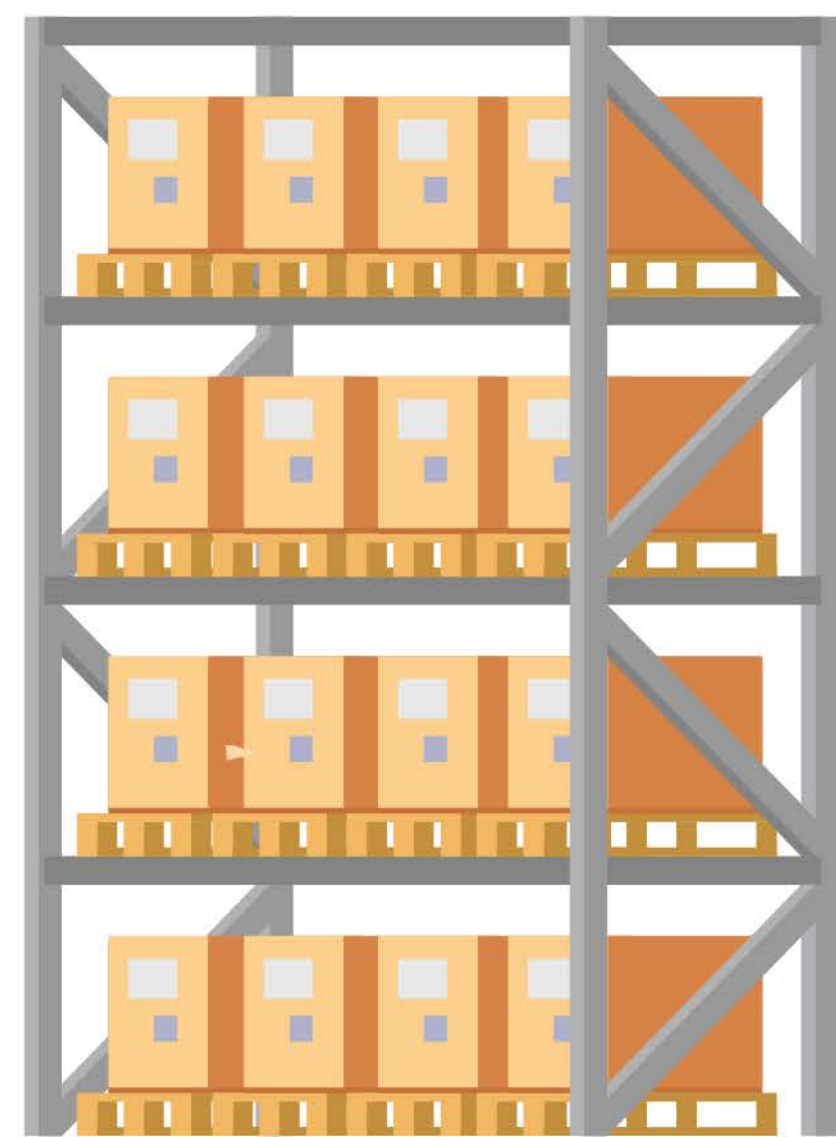
Ensure that you have **adequate shipping supplies**, such as boxes and tape



Check that you have all the **labeling** you need



Keep tabs on your inventory so that you can meet customer demand



Make your operations as smooth as possible to cope with high demand

2



Check you are sorting orders in the **most efficient way**



Gather all your shipping supplies in a **single location**



Hire seasonal workers if you need more packers and shippers



3

Make your shipping deadlines comprehensible to avoid customer disappointment



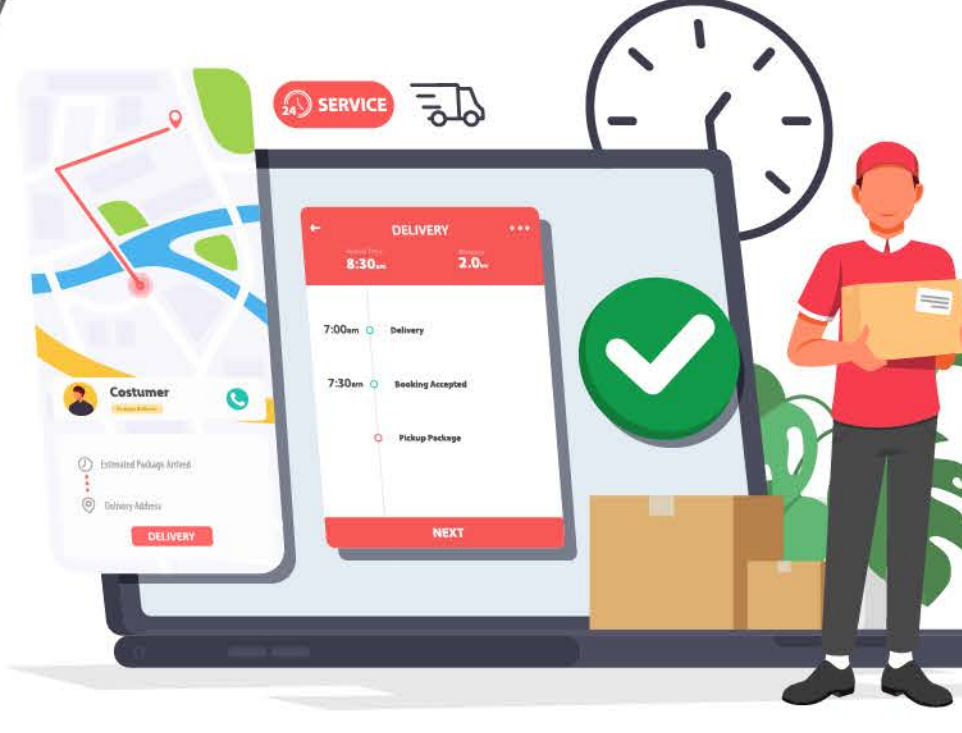
Tell your customers the **latest they can place orders** before the same-day or next-day shipping deadline



Inform customers about **how your shipping process works**



Embed the **risk of unforeseen delays** into your shipping order estimates



Consider your shipping fees

4



Ask whether you'll **offer free shipping** and whether customers have to spend a certain amount to get it



Consider a **flat-rate shipping fee** across all orders to cover your costs



5

Tell customers how you ship and avoid keeping them in the dark



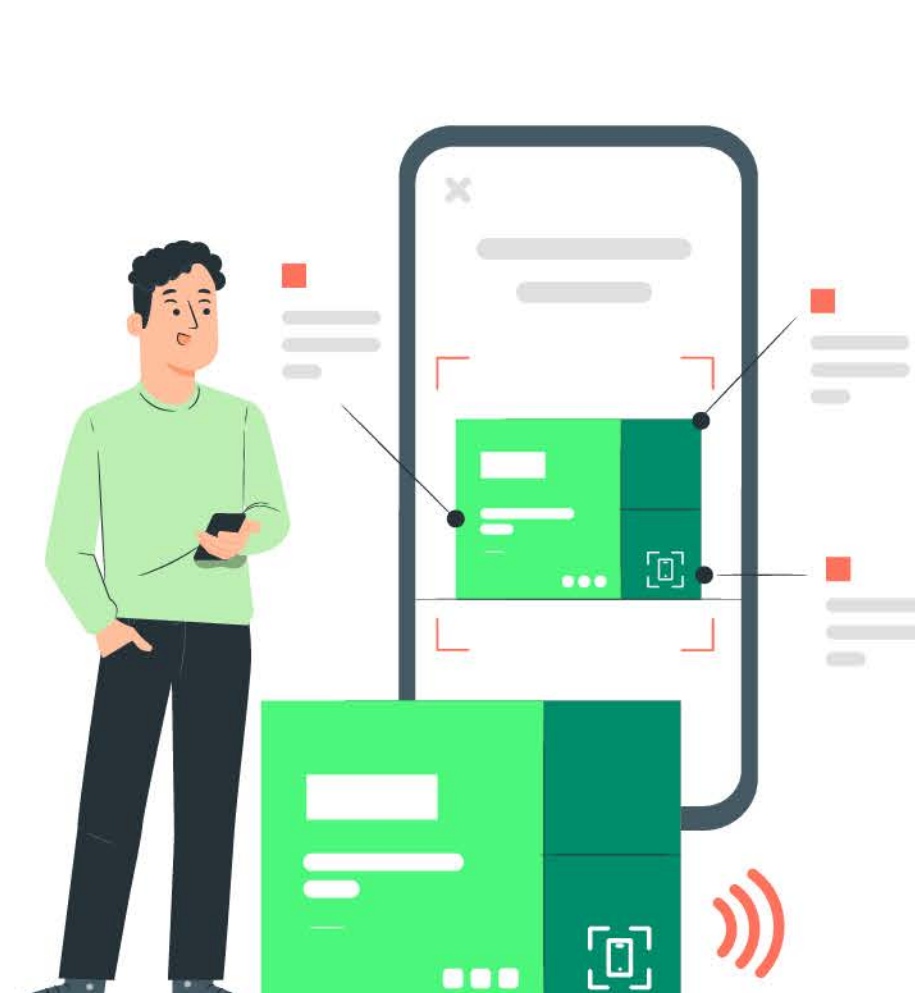
Provide a **range of shipping options** (such as UPS or FedEx)



Connect customers to different shipping providers, based on their preferences

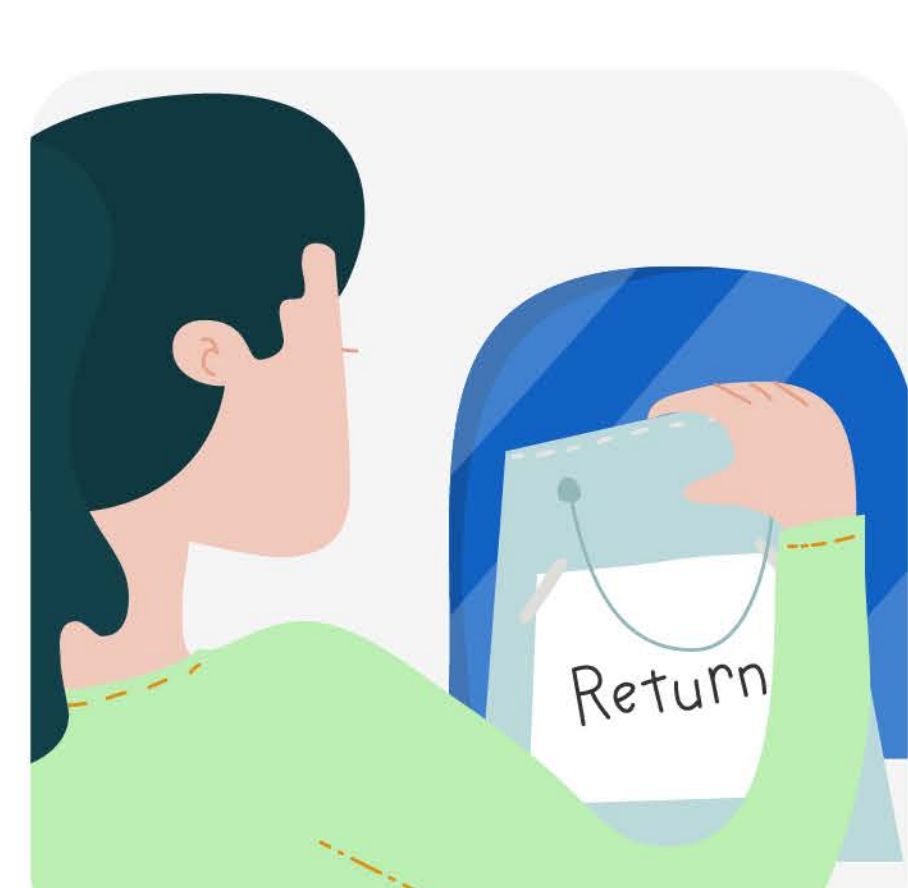


Tell customers that you **charge for shipping in advance** before they get to the checkout



Publicize your returns policy

6



Give customers confidence that **they can return unwanted gifts** if they wish



Detail who is **responsible for paying the return shipping** (either you or them)



7

Keep extra stock in your inventory if supplies are uncertain



Put strategies in place that avoid customers from receiving "out of stock" notices every time they want to purchase an item



Use historical data and future-looking forecasts to **predict how much stock you will need**

