

The state of shipping and returns 2023

Providing a positive customer experience is the cornerstone for a successful business.



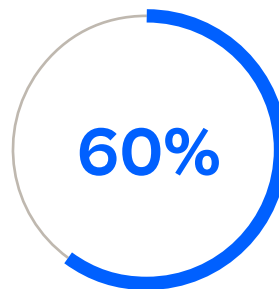
For many of today's digital shoppers, there's nothing more painful than a shipping delay – we're not exaggerating. In an era where consumers can amplify their displeasure quickly, one bad customer experience can be just as painful for the shipper.

To better understand how shippers can keep consumers from grabbing the pain reliever while waiting for their package, Körber Supply Chain recently conducted its first ever State of Shipping & Returns survey. We gathered thoughts from more than **2,200 consumers**, across eight countries, on their expectations between clicking “buy” and when the product reaches their door – and how the shipper should handle unexpected surprises along the way.

Here's what they told us.

Figurative headache or literal toothache?

Consumers really don't want to deal with shipping challenges.



When asked to rank inconveniences from most to least annoying, **60%** ranked shipping challenges – wrong product, arrived late, poor packaging – as more annoying than a root canal.



Delays happen...

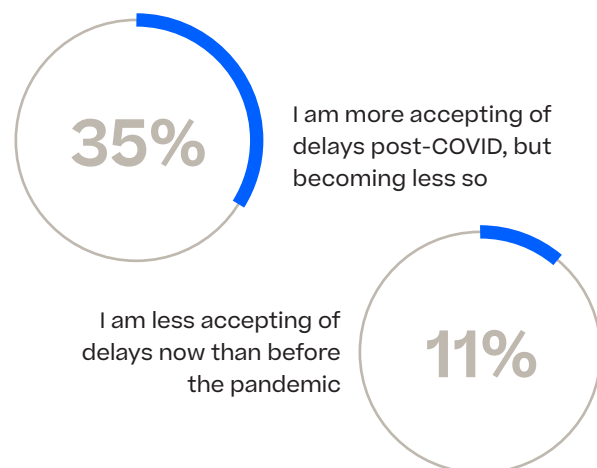
It's not that consumers expect every order to be on time – delays are an unfortunate, but often unavoidable, part of online shopping. In fact, **70 percent** of consumers have experienced a delay in the last six months. Shippers can make the problem worse very quickly when they don't communicate a reason for the delay. **1 in 3** consumers say they never get a reason why, period.

What reason were you given for the delay?



We also found that while COVID might have made consumers more accepting of delays for a while, that grace period is coming to an end.

How has the COVID-19 pandemic affected your attitude toward delivery delays?



...but bad customer experience should not.

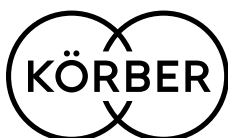
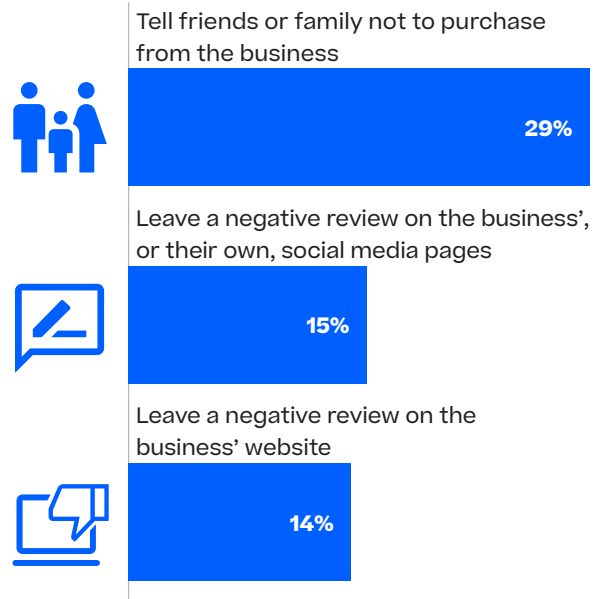
It's in the resolution where delay challenges can get messy. Consumers want the shipper to make things right – **83 percent** say compensation is important, but **38 percent** never get any discount or refund for their trouble.



If they finally get compensation, it's:

Failure to make things right can be quite costly for the shipper, because bad news travels faster than good news. Consumers have a megaphone – the internet – and they're not afraid to use it.

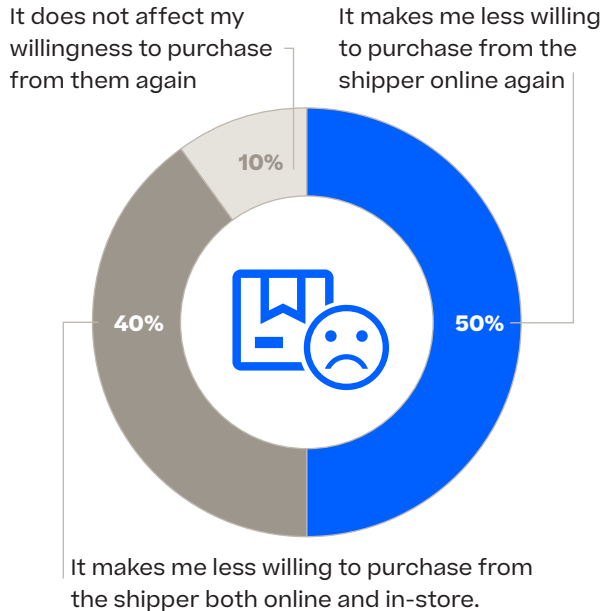
At any point during or after the delay, did you...



It's a domino effect

A good shipping experience can make a loyal customer for life. On the contrary, a poor shipping experience can leave destruction in its wake that isn't contained to online shopping.

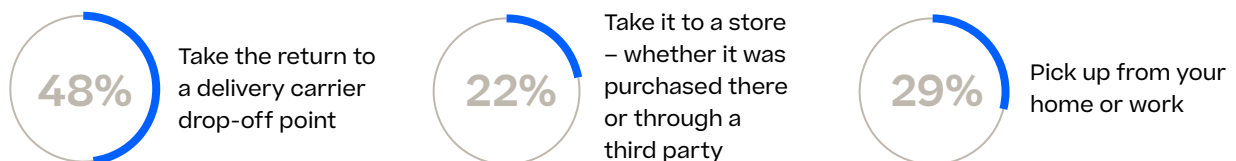
In general, does a poor online shopping experience affect your willingness to purchase from that seller in the future?



Bad customer experience can even be the undoing of a customer relationship with the brand in question. **1 in 5** said their most recent shipping delay convinced them to never order from the business again.

Return to sender on your terms

Just because consumers are shifting toward receiving goods at their doorstep doesn't mean that's how they want to return goods. In fact, **more than two-thirds** preferred to have multiple options when making a return.

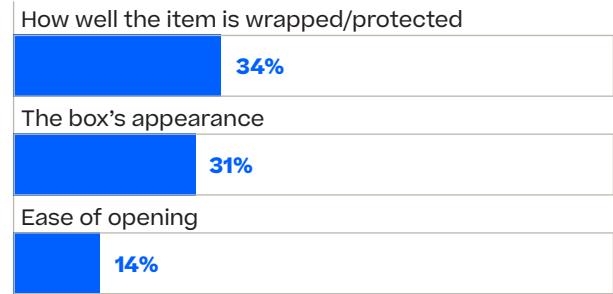


Struggling to keep up with consumer expectations for delivery – or is your social media manager dealing with an endless stream of shipping delay complaints? It doesn't have to be like this. Körber Supply Chain's advanced software solutions can reduce the complexity involved in shipping and delivery. [Learn more →](#)

Good things come in great packaging

They say you never get a second chance to make a good first impression, so getting the box right is just as important as getting it there on time. **85 percent** of consumers said package presentation is important.

The most important aspects of packaging, according to consumers:



Package quality issues might not always be under the shipper's control, but to **1 in 4** consumers, that really doesn't matter.

