



5 June 2013

Online shoppers feel left in the dark when it comes to delivery

91 per cent would like more information on their delivery by text or email from retailers

New research reveals that many online shoppers feel left in the dark when it comes to the delivery of their purchases, with one in three saying that they often don't hear anything until their parcel arrives on their doorstep.

Forty three per cent of online shoppers would like a more accurate estimate of when to expect their parcel, and the overwhelming majority (91 per cent) said that they would be happy for e-tailers to email or text them with delivery details.

Over half (51 per cent) of those surveyed said that they would like all their deliveries to be timed, enabling them to ensure that they were at home to receive them. When waiting in for a parcel, the majority (75 per cent) preferred a one hour time window for their delivery.

The survey of Britain's online shopping habits also found that:

- One in five think retailers could do more to keep customers informed about their delivery

- 38 per cent would like to be updated regularly on when to expect their parcel
- 46 per cent have experienced a timed delivery

Commenting on the research, DPD's CEO Dwain McDonald said, "For many people, shopping on the i-street has become as mainstream as nipping down to the corner shop. In a few short years the range of products bought online has expanded, both in nature and value. Gone are the days when the internet was just a market place for lower value, commodity goods such as books, CDs and DVDs. But, with more expensive items such as smart phones and tablet computers now being bought online, it is increasingly important that customers feel confident about all aspects of their transactions.

"Delivery is an integral part of e-retailing, playing a crucial role in the overall customer experience. For some shoppers restricted or costly delivery options, or poor communication can make or break a sale, but, a good experience will enhance the e-tailer's reputation, build customer loyalty and in turn help drive more sales."

DPD is the UK's fastest growing delivery company and offers a range of services including its unique one-hour timeslot service, Predict, which is free of charge for all retailers. The service utilises the latest GPS tracking technology to provide customers with a one-hour delivery window so they do not have to wait in all day for their parcel. Predict has been responsible for improving retailers 'right first time' delivery rates on average by 10 per cent nationally, and by as much as 38 per cent as customers find it more convenient to wait in for one hour than potentially waste a whole day.

-ends-