

 eurossender

# How to Offer Faster Shipping to Your Customers

Benefits and strategies for **SMEs**

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## INTRODUCTION

# Determining the importance of shipping speed

In today's competitive business landscape, customer satisfaction and loyalty play a crucial role in determining your success. A key aspect that can greatly influence the customer experience is the shipping speed.

“90% of consumers see 2-3 day shipping as the baseline delivery promise

Anything slower than this falls below their expectations.

### But is shipping speed something your business should be worrying about?

Not every business is the same. The need for fast shipping times can vary depending on the specific market you are serving and the nature of the products you offer.

#### → Sometimes, cost efficiency matters more than speed

If you sell functional products like cleaning supplies and kitchen essentials, an efficient **supply chain focusing on cost-effectiveness** is key. Since customers frequently purchase these everyday items, it is more crucial to maintain the prices competitive and have a consistent product availability rather than prioritise speed.

#### → When do you need to prioritise shipping speed?

If you are operating in the B2C market, you will know from experience that buyer demand is not always consistent. In fact, it is the demand itself that dictates how you should organise your supply chain. When you prioritise shipping speed, you can swiftly **adapt to changing demand patterns**. Developing a reputation for delivering promptly can help you establish trust with your customers.

These distinctions are not set in stone, but they can be a useful starting point in determining how much emphasis your business should place on shipping speed.

## ADVANTAGES

# The benefits of offering faster shipping

### Basic definitions

Let's first establish a clear understanding of what is shipping time.

In this context, shipping time refers to the specific duration required for an item to be transported from your store or warehouse and delivered to the customer's door.

It's important to differentiate shipping time from lead time, as lead time includes the pre-shipping stages, such as when a customer makes a purchase on your website and the time it takes for the order to be confirmed and packed for shipping.

### The benefits

So, why should you care about offering faster shipping times to your customers?



Increase sales

Meet market demand

Attract new customers

## 1. Increase sales

### 1.1 Higher conversion rate:

Offering faster shipping options to customers can have a positive impact on conversion rates. It can also lead to positive reviews for your business. Studies indicate that 72% of customers satisfied with the delivery service will increase their purchase levels with the brand by 12%.

### 1.2 Take advantage of impulse purchases:

By offering faster shipping options, you can capitalise on the impulsive buying behaviour of customers. Studies show that longer delivery times might act as a barrier to online impulse buying by obstructing customers' immediate need for satisfaction.

## 2. Meet market demand

In the era of online shopping, customers have come to expect quick delivery times. These were the findings of a 2022 study:

### 73.6% of online shoppers

emphasised the importance of shipping in their shopping experience, with **83.5%** indicating they would abandon a retailer due to a negative shipping experience.

If you want your business to succeed in the long term, you have to meet your customers where they are. The demand for faster shipping is no longer an added value but an industry staple.

## 3. Attract new customers

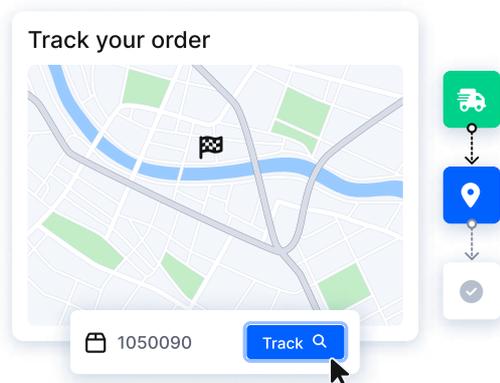
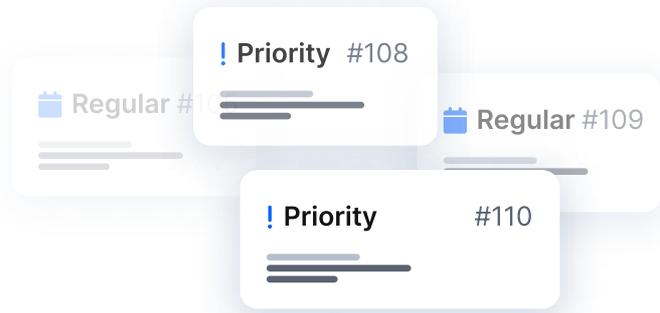
Positive customer reviews resulting from speedy and efficient delivery can attract new customers and retain existing ones, showcasing your business's dedication to customer satisfaction.

## HOW TO DO IT

# 4 ways to offer faster shipping for your customers

### 1. Prioritise orders correctly

Process and package priority orders first to guarantee faster dispatch for customers who require expedited delivery services.



### 2. Offer real-time tracking

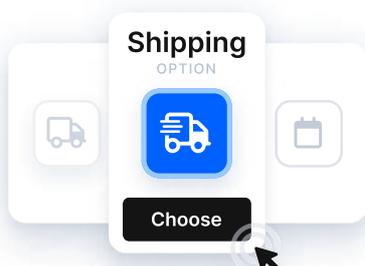
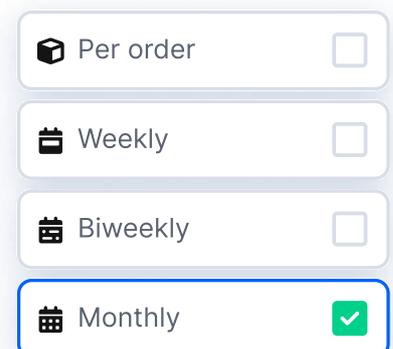
This strategy does not affect the actual shipping time, but only the perceived delivery time. It does not make the delivery happen faster, but it manages customer expectations, increasing satisfaction.

### 3. Speed up your order dispatch

There are many strategies you can use to achieve this, depending on your business model:

**B2B** - Schedule deliveries in advance and use data analysis to monitor and predict demand.

**B2C** - Optimise your packing and sorting processes to get customer orders ready for shipping promptly after purchase.



### 4. Offer expedited shipping options

Studies have shown that customers will pay extra for the possibility of getting their items faster. Make sure you satisfy those users by giving them the express option they want.

## THE SOLUTION

# From hurdles to success: overcoming shipping challenges

Any consumer-based business that needs to deal with deliveries will face challenges along the way. The daily shipping operations will come with its fair share of challenges, such as delivery delays and customs procedures.

To help you effectively handle these situations, here are some practical steps you can take:



### Communicate proactively with customers

Keep your customers informed about potential delays during peak periods such as Black Friday or Christmas. One simple strategy is to create a "Shipping Updates" page or banner for your website, for announcements and up-to-date information.



### Check customs requirements in advance

If you're shipping internationally, take the time to conduct thorough research on the customs policies of the countries you ship to and set up internal processes to deal with them.

Be sure to consider the specific products you sell and align your approach with the needs of your customers. Keep customers informed on what they need to do to receive their deliveries, including any applicable fees and duties.



### Prepare shipping documents in advance

To ensure smooth delivery, gather and prepare all the required shipping documents ahead of time. This includes customs forms, invoices, and any other necessary paperwork. A great way of optimising this step is by using templates.



### Inventory pre-planning

Plan your inventory in advance based on historical data and market trends. By analysing past sales data and considering current market demand, you can optimise your inventory levels and better meet customer needs during peak periods. This will help avoid stock shortages and delays in fulfilling orders.

## HOW CAN WE HELP

# Get fast delivery solutions with Eurosender

We have helped over 60,000 businesses optimise their shipping operations!



**Custom offers** depending on your requirements



Express worldwide shipping in **24-72h**



## Get your own logistics dashboard!

Sign up for free to unlock the following benefits



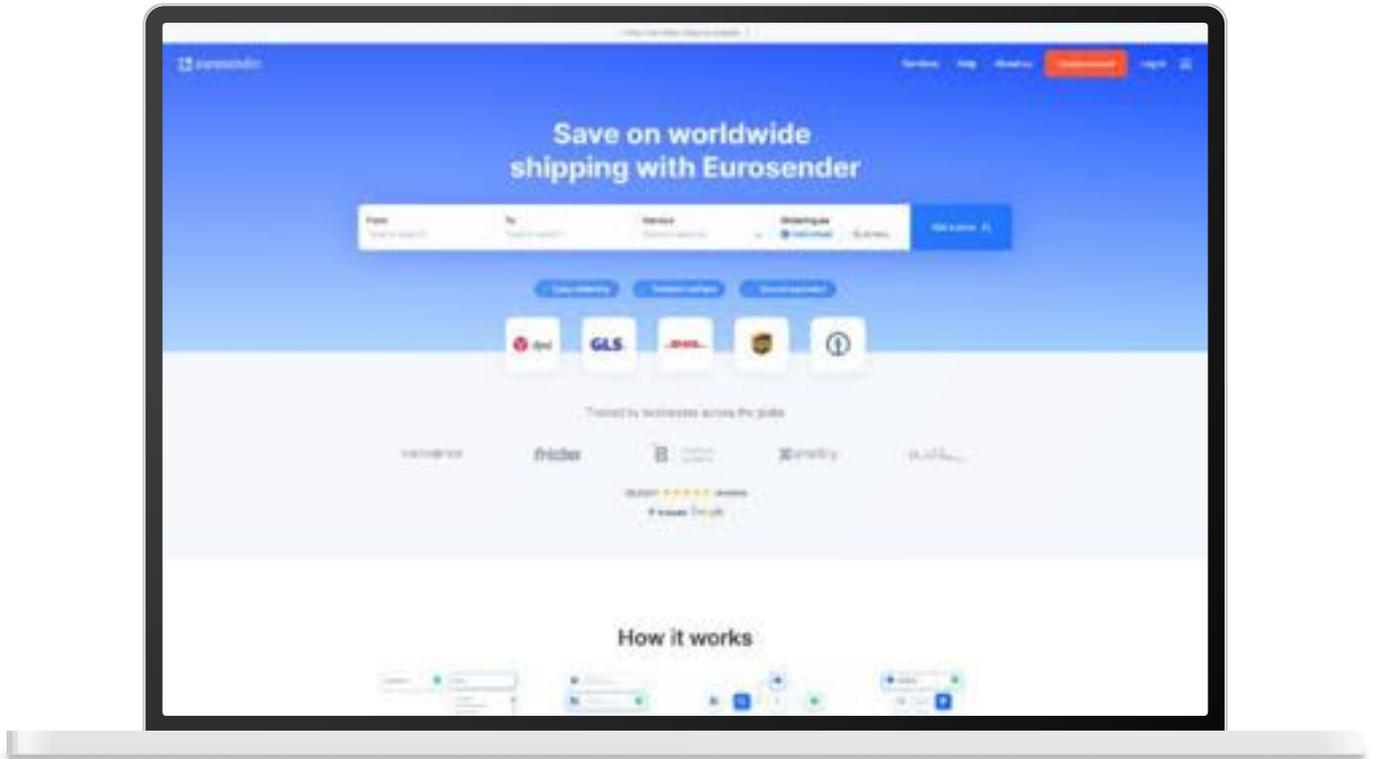
pre-fill address option to speed up the order process



ship to multiple addresses within one order



dedicated account manager for seamless shipping support



## About Eurosender

**150M+**

on-the-spot quotes

**100+**

logistics partners

**30K+**

shipments per month

Eurosender is a trusted freight forwarder specialising in efficient door-to-door shipping services in Europe and worldwide. With our reputation for timely deliveries and over 60,000 businesses relying on our services, we make it easy for customers across various industries to book and manage their shipments. We offer a range of shipping options, including express and standard delivery, with instant quotes or custom offers available depending on the need. Our platform also provides additional services such as insurance and real-time tracking. Plus, with exclusive rates from top couriers, on-demand pick-up requests, and your own logistics dashboard, we have your logistics operations covered from start to finish.

[How does Eurosender work?](#)

