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Essential Ways

To Meet Your Consumer Shipping Demands
This Holiday Season Without Compromising
Your Bottom Line



shipping
easy[®]

Research shows that across all markets, **inflation remains the biggest concern for consumers** followed by uncertainty about the economy and lack of savings, which will impact holiday spending.

We compiled this quick guide to help you navigate shipping this holiday season to better connect with your customers during a unique economy.



1

Lead with Exceptional Customer Service and Experience

Communication is key! Being transparent with your customers about how their orders are shipped, carrier delays, shipping deadlines, and all the other parts of your shipping process need to be a [big focus for your small business](#).

Courtesy and kindness go a long way. You may find that some people are rude or impatient. Just remember this is a stressful time of the year, and even though they might not tell you, your customer will appreciate the kindness given.

Make returns easy and hassle-free. This will help give your customers peace of mind and create a more enjoyable shopping experience for them.

2

Save on Shipping Costs

ShippingEasy is all about making order fulfillment as simple and straightforward as possible. You can achieve lower rates with carriers like USPS, and real-time tracking information is always available so you can make sure that you're not falling behind on your promises to customers.

With inflation expected to impact the holiday shopping season, we've decided to round up our top blogs [featuring free shipping supplies](#), tips for finding the [cheapest shipping services](#), and some free [features](#) with your ShippingEasy account you may not be familiar with.

3

Offer Free Shipping

According to the Baymard Institute, **48% of customers won't complete their purchase because extra costs like shipping and taxes are too expensive.** Avoid abandoned carts by offering free shipping.

If you can't offer free shipping for all of your orders, consider adding free shipping for customers who spend a certain amount of money.

If free shipping isn't an option, it's worth looking into other incentives for your customers. Sending out promo codes and/or offering free gifts to your repeat customers will add a personalized touch and keep your customers coming back. [More tips on offering free holiday shipping](#).

4

Review Your Return Policy

Any confusion or vague understanding of your return policies could turn into a customer service nightmare and vastly reduce the likelihood of repeat business.

95% of shoppers who are happy with the returns process said they'll purchase with the same retailer again. Those unhappy with the process are 3 times more likely never to return.

Offering an accurate and convenient way to return items showcases your commitment to great customer service. The more established your business appears to customers, the more likely they are to order from you again.