



RouteManager

by WORKWAVE

CUSTOMER EXPERIENCE TRENDS

IN LAST-MILE DELIVERY

Everyone has expectations and preferences when it comes to deliveries. Results from our recent study conducted with a panel of consumers provides both awareness and data, so you can understand your customers better and provide an excellent customer experience.



DELIVERY PREFERENCES

People are willing to pay more for a faster delivery.

OVER 60%

respondents expect delivery within 2-3 days and 40% expect next day delivery.

OVER 40%

of respondents pay more for faster deliveries.

37%

are willing to spend at least \$1-5 extra for faster service.

FEMALES ARE LESS LIKELY

than males to pay extra for delivery.

FREE DELIVERY

has a significant influence on purchase decisions.

40%

expect delivery to be free with every purchase.

50%

expect free delivery with a \$50 or higher purchase

41%

of millennials expect delivery to be free on every purchase.

63%

are likely to make a larger purchase just to achieve free delivery.



SHIPPING COSTS

are more important than timeline for customer retention.

64%

of people are willing to abandon their purchase if they have to pay delivery fees.

LESS THAN 8%

said they would still make a purchase if they had to pay for delivery.

OVER 66%

of people said they would stop shopping from a company if they had a bad delivery experience.

THIS JUMPS TO 76%

for 45-60 year olds.

HOW IMPORTANT IS SUSTAINABILITY?

Environmental friendliness can make a significant difference.

60%

are interested in environmentally friendly delivery practices.

85%

expect a nominal discount for accepting a later delivery date.

45-60 year olds accept the later date

45% OF THE TIME

78%

of people would consider slower delivery to consolidate packages.

NOTIFICATION EXPECTATIONS

Most customers have clear delivery notification preferences.

The most **IMPORTANT NOTIFICATION** is when the package will arrive.

Text message is preferred

73% OF THE TIME for delivery updates

Followed by email at

54%

Followed by in-app notifications at

40%



A DIVIDED WORLD

Should you ring the doorbell for your deliveries?

43%

of people want the delivery driver to ring their doorbell

OVER 50%

of 45-60 year olds want the driver to ring their doorbell

GO THE EXTRA MILE FOR YOUR CUSTOMERS