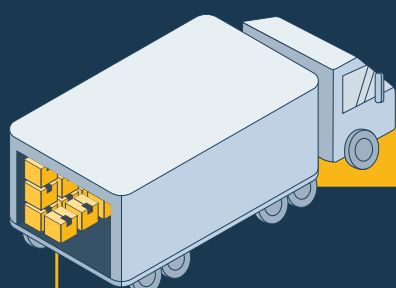




Ideas to Take Promising to the Next Level



SHIPPING

- 1** Does the carrier's tracking indicate on time or early delivery based on the promise you made?
 - Celebrate this with your customer.
- 2** Does the tracking indicate a late delivery based on your promise?
 - Proactively issue an appeasement on the order.
- 3** Has it been more than 24 hours since the order was placed, and it still hasn't shipped?
 - Provide a quick update that you're aware of this and provide an updated estimated delivery date (EDD) if required.
- 4** Did you print a label after the carrier pick up window?
 - Let the consumer know that it will take another day for the tracking number to update.
- 5** Is the order on track to be shipped out on the same day?
 - Celebrate this with your customer.
- 6** Does the carrier tracking show a delivery exception?
 - Let your consumer know you're working with the carrier to resolve it.
- 7** Does the carrier tracking show a damaged item?
 - Proactively let the consumer know this and send them a return label before they have the item. Better yet, initiate a new order.
- 8** Does it look like you're going to beat your promise with the shipping option selected?
 - Slow it down to still meet the promise.
- 9** Did you miss your service level agreement that orders placed by 2 PM ship out same day?
 - Upgrade the service level of the package, if required, or let the customer know you missed it, but they will still get their order in time.
- 10** Did you make a shipping delivery promise that could be executed by a local gig carrier at a lower cost?
 - Change it and promote the fact to your consumer you're making a more sustainable delivery choice.

**Based on the customer type (repeat or first-time), the above rules could be different.*



PRODUCT AVAILABILITY

- 1** You are shipping from stores and there is a no-pick you can't recover from.
 - Instead of just cancelling the item, offer them a coupon for a future visit because of their poor experience.
- 2** If you have an unexpected backorder.
 - Merchandise similar items with coupon offers instead of cancelling.
- 3** A customer chooses BOPIS, but the item isn't available at their store.
 - Offer other stores that have the item for pick up in their area or offer free shipping from a distribution center (DC).
- 4** You've oversold an item because of a social media post that has caused high sales velocity.
 - Is there an opportunity to engage with the influencer so the next time they recommend your brand you are in the loop beforehand?



BOPIS OPPORTUNITIES

- 1** A no-pick for BOPIS.
 - Can you convert it into a ship-to-store order by offering an incentive to wait?
- 2** Has the pick-up window ended for the item?
 - Instead of cancelling it automatically and returning it to the shelf, maybe the consumer would opt for shipping instead.
- 3** A first-time customer ends up returning their order.
 - On successful return, offer to give the customer 10% off (first-time customer) to try your company out again.
- 4** Many retailers have shifted the return initiation process to when the carrier label is scanned vs. when the return is received.
 - Why not move that process up to when the label is downloaded from the carrier?
- 5** How many times have you not found the return reason code you are looking for? One that simply says – "I didn't like the product."
 - What if when you selected this reason code an outbound email is triggered asking the customer for their input on what they didn't like?

