

2023 Veho Peak Season **Playbook**

The Comprehensive Guide to
Winning Peak Season as a Shipper

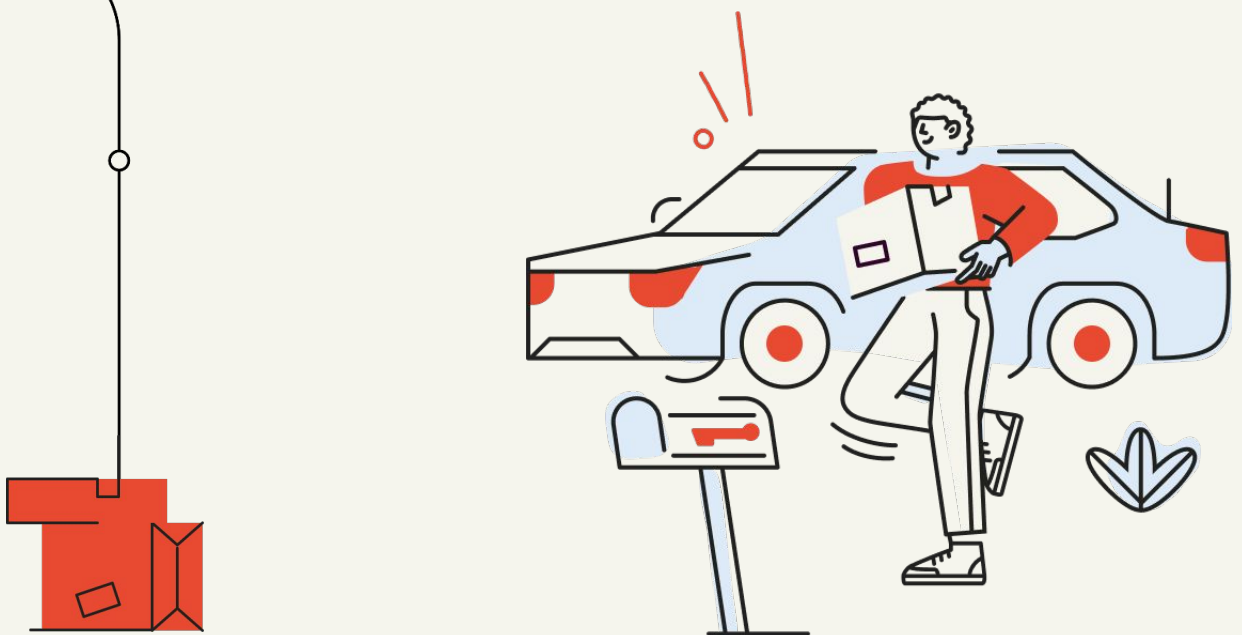


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A Note from Veho

Hello,

Peak season is the perfect time to reflect on what truly matters in retail: forging deeper connections with consumers and enhancing their experiences. **Peak season, which captures 30% of annual retail revenue, offers an incredible opportunity not just for sales, but for building lasting business relationships.**

Remember, this is the time of year that **80% of customers are open to discovering new brands**—making every interaction a potential gateway to long-term loyalty.

In this guide, you'll find insights and actionable strategies that go beyond conventional approaches, highlighting the significance of a customer-centric shipping experience. In the current digital shopping landscape, where 20% of purchases are made online, the delivery process is more than a mere service—it's an integral part of your brand's narrative. A strategic approach to shipping can transform the concerning reality that 76% of consumers might abandon a brand after just one poor experience into a consistent opportunity to win and retain business.

We're certain that with a customer-centric shipping approach to peak season, you won't be merely navigating peak season—you'll be growing well beyond it.

**Thanks for joining us on the journey,
The Veho Team**



Data Doesn't Lie: Unpacking Holiday Shopping Insights

What you need to know

This year's Veho Holiday Shopping Report highlights the growing preference for online shopping, with 55% of customers doing at least half of their holiday shopping online. **Timely delivery within 5-7 business days is crucial, and hassle-free returns, including doorstep pickup, are essential** for both customer loyalty and inventory management.

Key takeaways

- **Online shopping preference:** 55% of customers plan to do at least half of their holiday shopping online, and 22% plan to do most online.
- **Shipping stress:** More than 1/3 of respondents said that lost or delayed packages is their top holiday pain point.
- **Timely delivery:** Two-thirds (67%) expect packages within 5-7 business days.
- **Returns complexity:** Returns can be cumbersome, with 30% of shoppers waiting several weeks to return an item.

Strategy tips

Prioritize quick delivery

Aim to deliver within the customer's expected window, keeping in mind the 5-7 business days preference. (Bonus points if you can deliver before this timeframe).

Streamline returns

Make returning items as easy as purchasing them, considering options like free returns and doorstep pickup to alleviate customer hassles.

The Key to Winning Peak: Putting the Consumer at the Center

What you need to know

During peak season, **excelling in customer service isn't just about satisfaction**—it's a growth strategy for your business even beyond peak season. Meeting heightened customer expectations with timely deliveries and flexible options boosts customer loyalty and drives business growth.

Key takeaways

In 2023, **customer expectations for on-time delivery are at an all-time high**, with 97% of customers considering it critical and over 77% less likely to shop with a brand after a negative delivery experience. Brands that focus on customer service, making customers feel valued, and meeting their expectations for timely delivery within 5-7 business days are poised to succeed.

Strategy tips

Clear & realistic communication

Always be transparent about delivery times and avoid overpromising and under delivering.

Utilize multiple channels

Keep customers informed through various communication channels – email, text, social media, and digital banners.

Offer flexible options

Provide alternatives like doorstep pickup for returns, catering to consumer convenience and fostering loyalty.

Good to know!

A whopping 78% of consumers are more likely to shop with retailers that offer free shipping and returns, and 75% find these services to be crucial, indicating the high value customers place on flexible and cost-effective return policies.

Strategies for Peak Season Success

What you need to know

Peak season, capturing up to 50% of annual retail sales, isn't just about growing sales. It's a critical juncture for e-commerce retailers to capitalize on exceptional customer experience for long-term loyalty. **This busy period offers a unique opportunity to build lasting customer relationships**, with a focus on customer-centric strategies that go beyond the point of sale.

Key takeaways

- **Timely delivery and inventory management:** With a 63% increase in global online gift sales, managing inventory and ensuring on-time delivery are crucial to meeting customer expectations and avoiding dissatisfaction.
- **Impact of returns experience:** Returns, more prevalent in online shopping, can significantly influence customer perception. A seamless returns process, like doorstep pickup, is essential in preserving customer loyalty.
- **Diversification of Carriers:** Diversifying carriers can decrease package transit times by 15% YoY, crucial in handling peak season demands and improving customer satisfaction.

Strategy tips

Monitor inventory & throughput

Keep a close eye on inventory levels and distribution efficiency, especially when shipping from multiple centers.

Weather monitoring and seasonal staffing

Stay prepared for unforeseen circumstances with adaptive staffing and proactive weather monitoring.

Embrace flexible return options

Implement services like doorstep pickup to simplify the returns process, directly addressing a major pain point for customers and fostering loyalty.

Communicate clearly with multiple channels

Maintain transparency about delivery times and policies, using various channels to keep customers informed and engaged.

Strategies for Peak Season Success

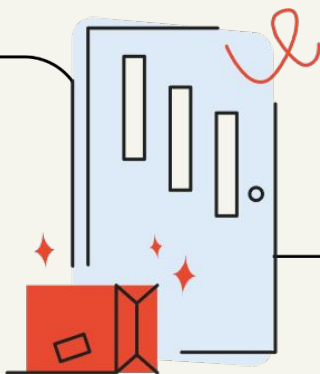
Why Doorstep Pickup should factor into your peak season strategy

Doorstep Pickup isn't just a convenience; it's a strategic decision that resonates with modern consumer expectations. About **78% of customers prefer brands offering such services, and 65% are willing to pay extra for this convenience**, showcasing its potential as a revenue stream and a loyalty booster. Efficient returns not only elevate customer experience, but also streamline internal operations, reducing complexity and costs associated with returns.

The Power of Doorstep Pickup in peak season

- **Major sales driver and brand differentiator:** Peak season is a time for significant sales and an opportunity to distinguish your brand in the market.
- **Operational excellence and efficiency:** A streamlined returns process like Doorstep Pickup enhances operational efficiency and customer satisfaction.
- **Boosting loyalty and reducing attrition:** Addressing the returns process effectively can lead to a 20% reduction in customer attrition, building loyalty and long-term value.

Did you know?



80%

of customers say they prefer brands offering doorstep pickup.

Peak Season: The Critical Turning Point

Peak season in eCommerce is often referred to as "make-it or break-it" time by top logistics leaders. With American spending and the US economy growing robustly, and ecommerce holiday sales predicted to rise by up to 12.8%, **the importance of this season is more pronounced than ever.**

Top logistics and transportation leaders recommend three key strategies for maximizing peak season success:

Diversify your Carrier partners

Jamie Rogerson from lululemon emphasizes the importance of not relying on a single carrier. Diversifying carriers brings service and transit benefits, competitive rates, and risk mitigation.

Optimize for efficiencies

Amena Ali of Optoro highlights implementing Home Pickups to meet customers' needs for convenience, which also trims the returns process and saves on shipping costs.

Be precise with delivery promises

Nate Skiver of LPF Spend Management advises prioritizing customer expectations over shipping expenses during peak season, as failing to meet these expectations can impact the long-term customer relationship and CLV (Customer Lifetime Value).

As the holiday season approaches, **peak season is an opportune time for brands to reassess and enhance their shipping strategies** to work for them in driving long-term growth.



The Veho Difference

Choose Veho for a shipping experience that not only meets but exceeds customer expectations, enhancing brand loyalty and driving business growth.

Key Advantages of Partnering with Veho

Rapid and reliable delivery:

We offer next-day and two-day delivery options, even during peak season, ensuring over 99% on-time delivery.

Extended order windows:

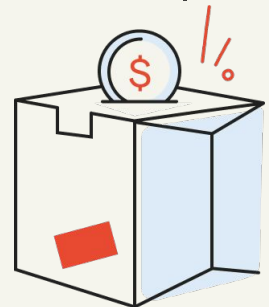
Veho extends cutoff dates beyond traditional carriers, accommodating last-minute shoppers and boosting sales.

Proactive communication:

Through tools like two-way SMS and photo proof of delivery, we keep customers informed and engaged, personalizing each delivery experience.

Competitive pricing:

Veho provides transparent pricing, making us a cost-effective choice for retailers.



Interested in transforming your peak shipping experience?

Get in touch at

<https://www.shipveho.com/contact-us>

Let Veho be your partner in success during this (and the next, and the next...) peak season.

“We believe Veho has the future of the delivery experience figured out.”

- **Bill Seward**, Director Transportation & Logistics at Saks Fifth Avenue

