



***CHEW  
ON THIS.***

# HOW TO CRAFT A PREMIUM DELIVERY SERVICE THAT SELLS





# Hey there,

Thank you for downloading this free resource!

Walk through this scenario with us:

It's BFCM, your biggest sales days of the year. Orders are pouring in, excitement is high. But as the deliveries start, so does the disappointment. Customers are reaching out—some haven't received their packages on time, others aren't satisfied with the condition of their items.

Instead of celebrating a sales record, you're dealing with a PR headache.

Does that sound like a situation you want your business to be in? Of course not.

Today, we're focusing on an often overlooked aspect of your business that can significantly improve your customer's shopping experience.

## Are you offering a premium delivery service?

If you're not sure, you're in the right place.

In this guide, you'll learn:

- What "premium delivery" is and what it should include
- Effective strategies to elevate your delivery services
- How to turn your delivery problems into chances to make customers happy

Let's dive in and transform your delivery process into a memorable part of your customer's shopping experience.



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# What Do You Mean by “Premium?”

When we say "premium delivery," what do we mean?

Think about the last time you ordered something online and it arrived faster than expected, beautifully packaged, with a personalized note perhaps.

Felt great, right? That's "**premium.**"

It's about exceeding the basic offer—the right speed and a personal touch. This approach makes customers feel valued and important.

Do you want your brand to blend in? **Or STAND OUT?**

## Your Delivery Experience, Enhanced

Now, let's get into how to do all of this. Not all shoppers are built the same.

Some people want a more refined experience, and they're willing to pay for it. Enhancing your delivery experience can seem like a lot of work... (it's easier than you think)

Here are some ways to enhance yours:



### Shipping Protection:

Have you ever worried about your order getting lost?

We've all been there. Offering shipping protection reassures your customers right at the checkout—a simple checkbox, a small fee, and peace of mind.

You're probably covering the orders already, so why not offer it as an option to your customers?





### **Prioritized Processing:**

You know what it feels like to be at the front of the line.  
Give your customers the chance to skip there for an extra dollar or two.

It's an easy way to increase your AOV and create a better customer experience for your shoppers who need their orders ASAP.



### **Same-Day or Expedited Delivery:**

With same-day or expedited delivery options, your customers don't have to wait.

This is perfect for last-minute purchases or urgent needs.  
Offering these options meets the needs of customers in a hurry and sets your service apart as reliable and responsive.



### **Easy Returns:**

Nothing builds customer trust like a hassle-free return policy.  
Make it easy for your customers to send items back with our streamlined return process.

Whether it's a free return label or a simple online return portal, removing barriers to returning products reassures your customers that you stand behind your products.



### **Carbon-offsetting Widget:**

Sustainability is a customer expectation in this day and age.

Adding a widget to offset carbon emissions shows you care about the planet as much as they do.





## **24/7 Chat Support:**

Have you had a question at midnight about that order you just placed?

Immediate support makes all the difference—turning frustration into relief.



## **Delivery Arrival Calendar:**

Perfect for planning.

Whether it's a birthday gift that needs to arrive on the special day or fresh flowers for an anniversary.



## **Package Inserts:**

Your team is already printing shipping labels. Include some fun printed stuff, like gift notes, ingredient lists, special offers, and more.

# **Obvi's Success Story**

**The Problem**

+

**The Challenge**

=

**The Solution**



## The Problem

Obvi had a typical e-commerce problem: they needed to tailor their shopping experience to meet and even predict the different needs of their customers.

To handle this, Obvi teamed up with PDQ to improve their shipping and delivery methods, making sure they fit their customers' varied preferences.

## The Challenge

Data analysis showed that Obvi was using a one-size-fits-all approach for all customers, which wasn't the best for building loyalty or increasing sales.

Different groups of customers had specific likes and dislikes, especially about how fast and how much shipping costs.

The aim was to customize the checkout process to boost sales and keep customers coming back.

## The Solution

PDQ and Obvi mapped out the customer journey for different segments and identified key opportunities to enhance the checkout experience:



### **First-Time Shoppers:**

For first-time shoppers, earning their trust is key.

PDQ introduced a 'limited time offer' of free shipping for these initial orders, no matter how much they spent.



This strategy led to a **4.1% increase** in conversion rates for first-time purchases, translating into a substantial revenue increase in the five-figure range.



## **Second Order:**

Analysis revealed that second-time shoppers already had a high conversion rate without needing extra incentives, showing they were happy with their first purchase.

Obvi chose to **keep their standard** approach for these customers and focused their efforts on segments where they saw greater potential for revenue growth.



## **Third Order and Beyond:**

Understanding that the third purchase is key to securing long-term customer relationships, PDQ customized the shipping options to ensure delivery within 3 business days.

This change led to a 7% increase in conversion rates and an extra \$5 in revenue per order.

Customers who received their third order within this timeframe experienced an average increase of \$177 in their lifetime value.

We also leverage PDQ's Shipping Protection, Prioritized Delivery, and expedited shipping to give each and every customer just a little bit extra - like the cherry on top of all their other benefits. There are other experience optimizations we're trying for different stages of the shopping journey: based on the number order it is for the shopper we'll show them different trust badges in their checkout and printed inserts in their package.



Obvi's strategy, supported by PDQ's tools, not only boosted their immediate revenue but also improved how often customers came back.

Customers liked the tailored shipping options that met their expectations at different points in their shopping journey.

Additionally, PDQ's use of Gorgias enabled proactive customer service. When a delivery was at risk of being late, affected customers automatically received discounts or special offers to reduce any dissatisfaction.

This helped strengthen their trust and loyalty even more.

## The Answer You Need (PDQ Makes It SO Easy)

So, you're looking to elevate your delivery service with premium features, but where do you start?

When we first partnered with PDQ, our delivery process was okay, but nothing special. We knew we had the potential to win over our customers, not just meet the basics.

PDQ integrated smoothly with our existing platforms and shining a light on what needed tweaking through their detailed analytics.

Here's what we worked on together:



### **For our first-time customers:**

We introduced options like discounted expedited delivery and free prioritized processing right at checkout.

It wasn't just about getting them to buy—it was about earning their trust from that very first interaction.





## **For our returning customers:**

Those who already knew and loved our products, PDQ helped us deepen that relationship.

We started showing them more upsells and enhancing their delivery experience even further.

They were no longer just judging our products but our brand as a whole.



## **For customers in areas where we could guarantee lightning-fast delivery:**

PDQ helped us target same-day delivery options only to

They made it possible for us to show a return drop-off point to nearby customers and a mail-in option for those farther away. This custom approach meant that every shopper saw exactly what was best for them

With features like A/B testing and customer segmentation, we began experimenting.

- What was the best price point for shipping protection?
- Should it be a percentage of the order or a flat rate?
- Which messages converted best for expedited shipping?

PDQ gave us the capability to test these questions in real scenarios, refining our approach based on actual customer responses.



## The result?

Our delivery services became a standout feature of our brand. We didn't just meet customer expectations; we exceeded them in ways they hadn't even imagined.

Working with PDQ helped us transform our logistical challenges into a cornerstone of who we are as a brand.

Together we built a stronger, more loyal customer base eager to come back, not just for what we sell but for how we deliver it.

## Why This Matters

If there's one thing to take away, it's that the delivery experience is just as important as the product itself.

With PDQ, turning your e-commerce site into a premium delivery powerhouse is not just possible, it's profitable.