



**Win loyal customers  
this peak season**





# How to handle peak season shipping and win loyal customers

When 1 in 2 shoppers won't return after a poor delivery experience<sup>1</sup>, meeting their expectations from “Buy now” to delivery is critical.

Reliable, fast deliveries build loyalty, boost your brand reputation and profits. In fact, studies show that increasing customer retention by just 5% can boost profits by up to 95%<sup>2</sup>.

During peak, the risk of failed deliveries rises, and your customers' sensitivity to delays grows. To meet these heightened expectations, your ability to flex, scale, and maintain resilience in your delivery operation is vital.

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<sup>1</sup>Shippit and Jarden, 2004: [The impact of delivery on customer loyalty](#)

<sup>2</sup>Harvard Business School: [The economics of e-Loyalty](#)

Follow these three steps to reduce shipping delays this peak season:



## 1. Use data and insights to make sure you're ready for peak season shipping

- **Watch your local, interstate and international shipping performance by carrier** and identify areas to focus your attention.
- **Fix any bottlenecks** that cause late deliveries. Deep-dive into the lead times for order processing, pickup and transit times. Adjust carrier capacity to meet your delivery promises.



## 2. Adjust carrier capacity to meet your delivery promises

A multi-carrier strategy with on demand, same day, express and standard delivery options are a must for peak season and beyond.

- **Automate complex courier decisions** for reliable, fast, and error-free shipping.
- **Control costs and complex deliveries with business rules** that allocate orders based on weights, dimensions, locations, and stores.



## 3. Set customer expectations that exceed

ANZ consumers are familiar with disruptions like weather and road accidents affecting deliveries. Keep them informed with dynamically updated estimates based on actual delivery performance.

- **Provide your support teams with shipping and fulfilment insights** on failed manifests, pickups, or deliveries, and proactively notify customers of delays, allowing for adjustments.
- **Work smarter and track all shipments in one convenient tracking page** with up-to-date carrier data such as location and scan events.



*"We are preparing for the peak trading period by increasing inventory levels, optimising warehouse operations, and ensuring all systems are running efficiently. Shippit supports us by providing scalable logistics solutions and ensuring fast, reliable deliveries even during high-demand periods."*



Andrew Whitton, Director



# 50%

1 in 2 shoppers will not return to a brand after a **poor delivery experience**



# 1 in 3

Retailers surveyed claim **reliability** is their top shipping priority

Over 4,000 leading retailers across ANZ rely on us to deliver exceptional delivery experiences, meet demand, and thrive this peak season and beyond.



## Mission critical technology you can rely on on all seasons of the year

With over 4 million orders on the platform last peak season, we know what it takes to keep your deliveries running under extreme pressure.

Make sure you're prepared to deliver when it matters most this peak season.

[Learn more](#)