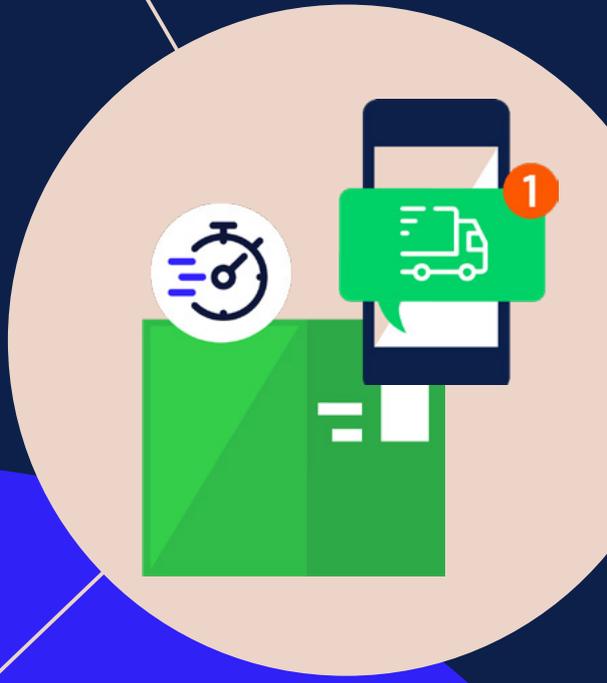


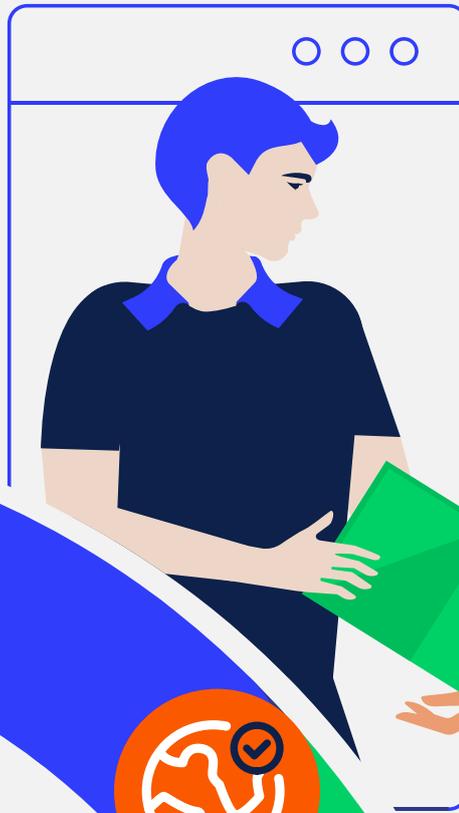


# Report: Post purchase experience

The customer loyalty blind spot



# effortless ecommerce everywhere



**38% more conversions** with the right delivery options.



**Rapid access to 4,900+ delivery services.**



**40% fewer WISMO calls** thanks to simple tracking.



The convenient **returns** experience demanded by **81%** of consumers.



Deliver simple yet powerful experiences for your customers.

[www.metapack.com](http://www.metapack.com)



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## Methodology

Nationally representative consumer panels were undertaken across the UK, France and Germany. The sample comprised of more than 3,000 consumers, with survey data collected in March 2022.

# Introduction

Every stage of the online shopping journey is make-or-break, but none more so than post-purchase experience.

At a time where it costs up to 25 times as much to acquire a customer as it does to retain one, customer loyalty is the key to maximizing the value of hard-won ecommerce customers. Every stage of the online shopping journey is make-or-break, but none more so than post-purchase experience.<sup>1</sup>

Post-purchase experience is everything that happens between clicking buy and receiving the order. A lot can go wrong at this stage: late deliveries, lost parcels, incomprehensible tracking. And yet, this is also the stage of the online shopping journey most likely to be outsourced to third parties. All too many invest in personalized digital advertising and frictionless checkout experiences, only to outsource the tracking experience to carrier services.

No wonder so many shoppers are reporting bad experiences post-purchase. Our research, combining data from 3,000 respondents across the UK, Germany and France, shows that 93.5% of shoppers have had a bad post-purchase experience in the last 12 months. Of these, 40.6% have bad experiences with some degree of regularity, and 6.5% have them frequently.

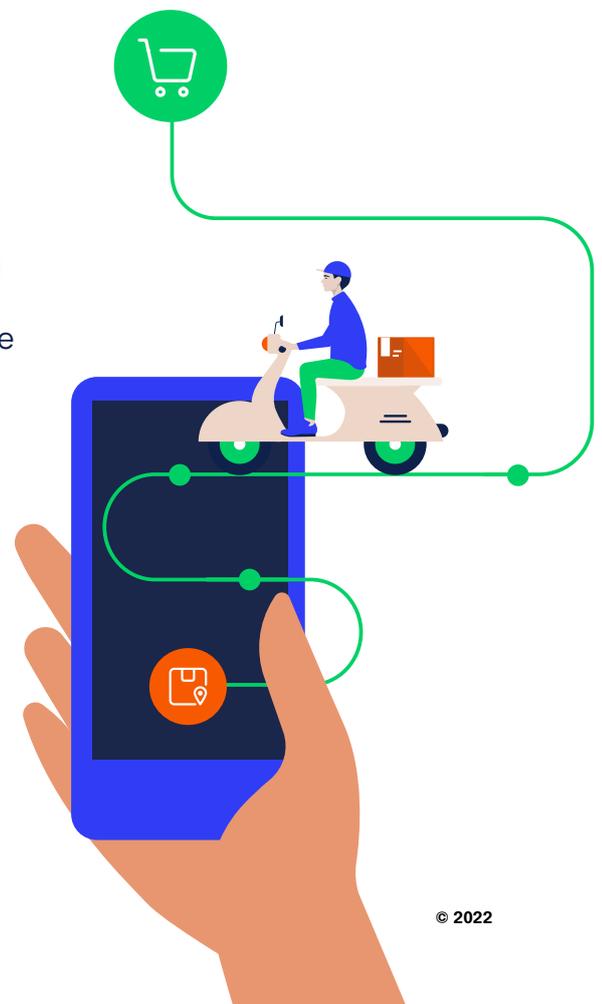
A bad experience is damaging enough in itself. But in today's socially-networked world, the impact of experiences – both good and bad – has the potential to multiply exponentially. According to our research, 37% of shoppers would simply stop shopping with a retailer after a bad experience.

In France, this figure is even higher at 43.8%. What's more, 59% of shoppers tell their friends and family about their bad experiences, while 11.4% post about it on social media.

Perhaps most alarming of all, 67% of shoppers said they would be less likely to shop with a retailer after hearing that someone they know had a bad experience with them. In other words, the bad experience of their buddy is more damaging than their own.

In this report, we'll take a close look at post-purchase experience, and why it has become retail's customer loyalty blind spot. What makes a great post-purchase experience? What are the most common reasons for a bad one? And, perhaps most concerning of all, what are the consequences of disappointing customers at this crucial stage of the journey?

You'll find the answers, and more, within these pages.



<sup>1</sup> [Brandwatch](#), '8 Ways to Improve Your Post-Purchase Customer Experience'

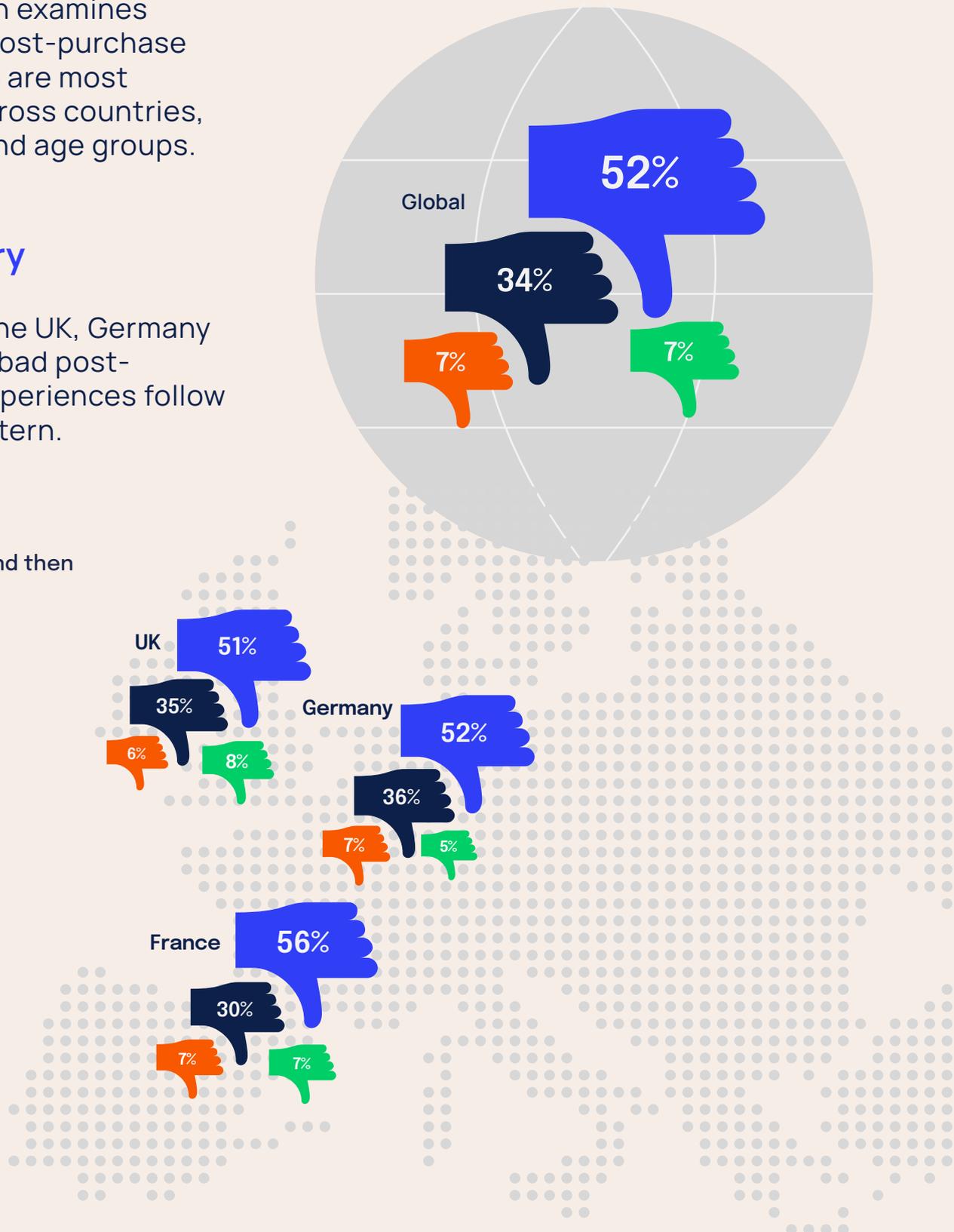
# Frequency of bad post-purchase experiences

Our research examines where bad post-purchase experiences are most common, across countries, segments and age groups.

## By Country

Looking at the UK, Germany and France, bad post-purchase experiences follow a similar pattern.

- Frequently
- Every now and then
- Rarely
- Never



# Frequency of bad post-purchase experiences

## By Category

Negative experiences are most frequent in DIY & Gardening and Furniture & Flooring.



Furniture & Flooring

DIY & Gardening

Electronics

## By Age

Younger shoppers experience more frequent negative experiences. With every increasing age bracket, bad experiences become steadily more rare.

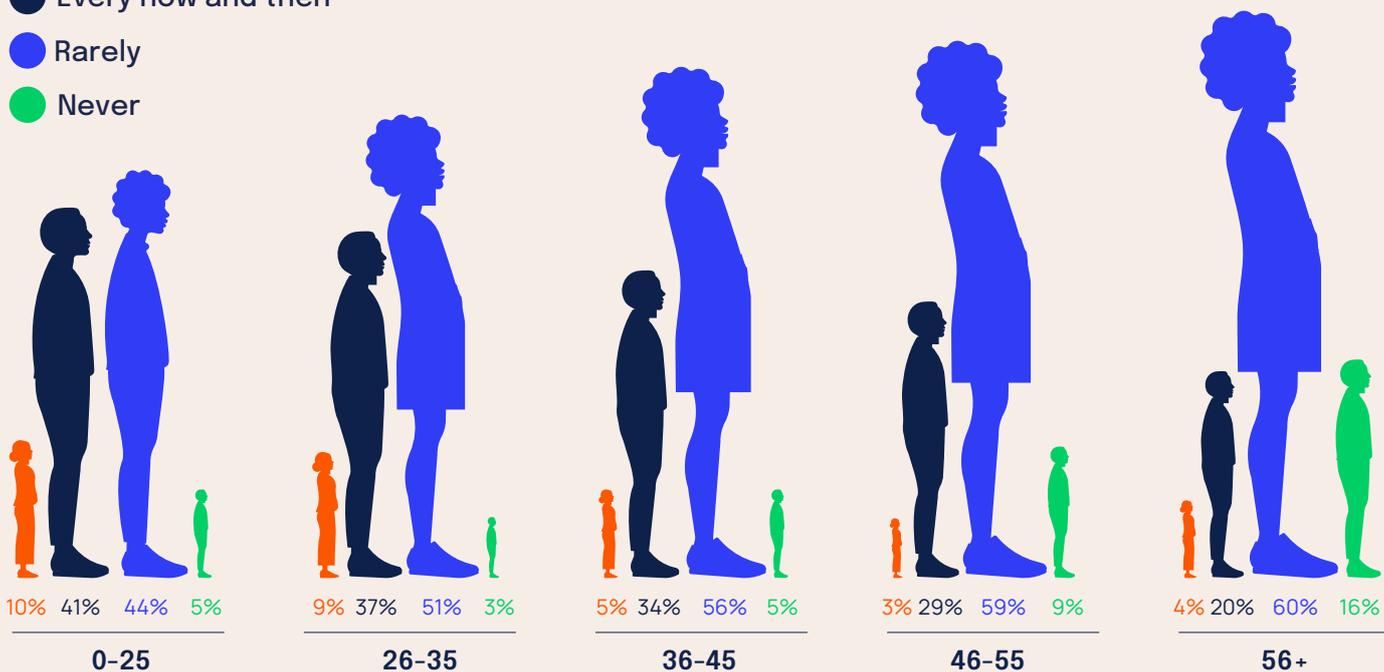


Homewares

Health & Beauty

Apparel

- Frequently
- Every now and then
- Rarely
- Never

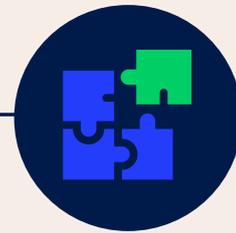
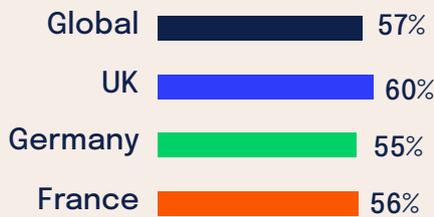


# Most common reasons for bad post-purchase experience

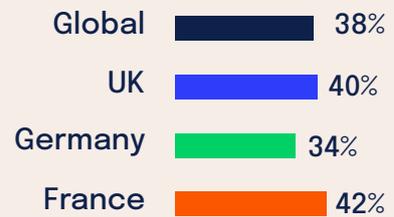
Which factors are to blame for the rise in bad post-purchase experiences? Here are some of the worst offenders.



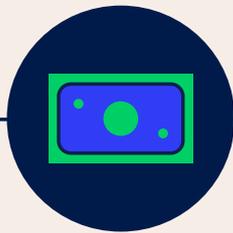
## Late delivery



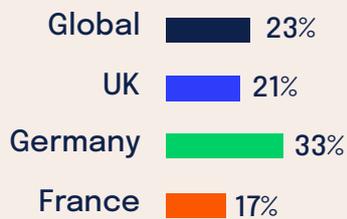
## Missing delivery



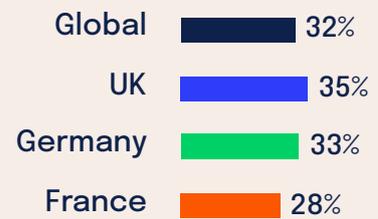
## Couldn't understand tracking



## Needed to pay for returns



## Not able to track



# The rise of bad experiences post-purchase

According to our research, 40.6% of shoppers have bad post-purchase experiences with some degree of regularity. Across the different geographical markets surveyed, the frequency of bad experiences is consistent. However, when examining shoppers' age, it's clear that younger shoppers are reporting more frequent bad experiences.

This is consistent with our findings in the [Ecommerce Delivery Benchmark Report 2022](#), released earlier in the year, which found that digital native shoppers are more than three times as likely to face negative delivery experiences compared to those aged 65+.

Experiences were fairly consistent across categories, with the exception of DIY & Gardening and Furniture & Flooring, where negative experiences were slightly more prevalent.



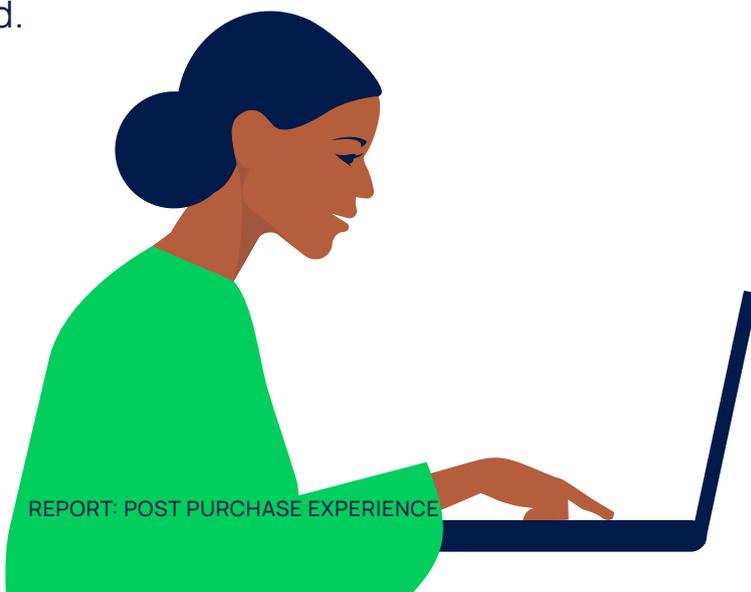
# Customer loyalty make-or-break

In the social media age, everyone's latest shopping experience is only one scroll away. This can have both good and bad consequences for retailers. When a shopper can't get enough of their new Adidas sneakers and they want to tell the world about it, great – cue the reshare. But when they're venting about a bad experience online, things get more complicated.

Following a negative post-purchase experience, 59.1% tell friends and family; 27.2% leave a review online; and 11.4% post about it on social media. The potential consequences to a brand's reputation are huge.

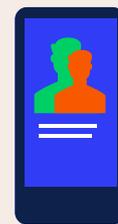
Just think about this: 36.7% of shoppers would stop shopping with a retailer after a bad post-purchase experience, but 67.1% would be less likely to shop with a retailer after *hearing* someone they know had a bad experience with them.

This goes to show the multiplying factor of experience in today's socially connected world.

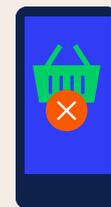


## How shoppers respond to bad post-purchase experiences

In the social media age, everyone's latest shopping experience is only one scroll away. The potential consequences to a brand's reputation are huge.



**59%**  
Tell family & friends



**37%**  
Stop shopping with retailer



**27%**  
Post a review



**11%**  
Post on social media

# Tracking – the most important factor

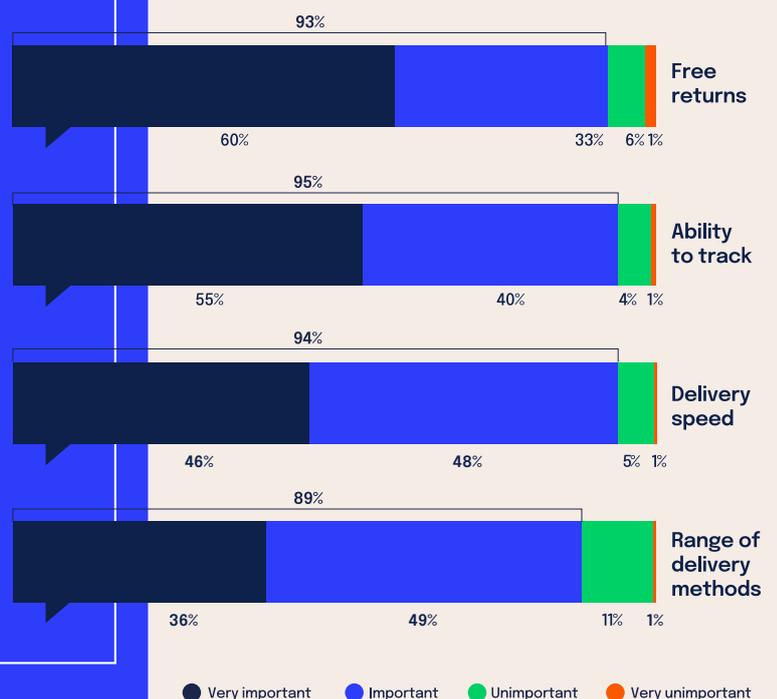
One factor looming large behind experiences both good and bad is tracking. As consumers wait for their online order to arrive, being able to follow its progress in real-time leaves them feeling informed and in control. 94.5% of shoppers

say the ability to track their order is important, of which 54.7% say it's very important. In France and the UK, tracking is the most important factor post-purchase, scoring higher even than delivery speed and free returns.

## Post-purchase: the most important factors

What makes for a great post-purchase experience?

Here are some of the most important elements for shoppers.



# Tracking preferences

Our research showed tracking is one of the most important factors in both positive and negative experiences. These are the tracking methods customers love most.

UK



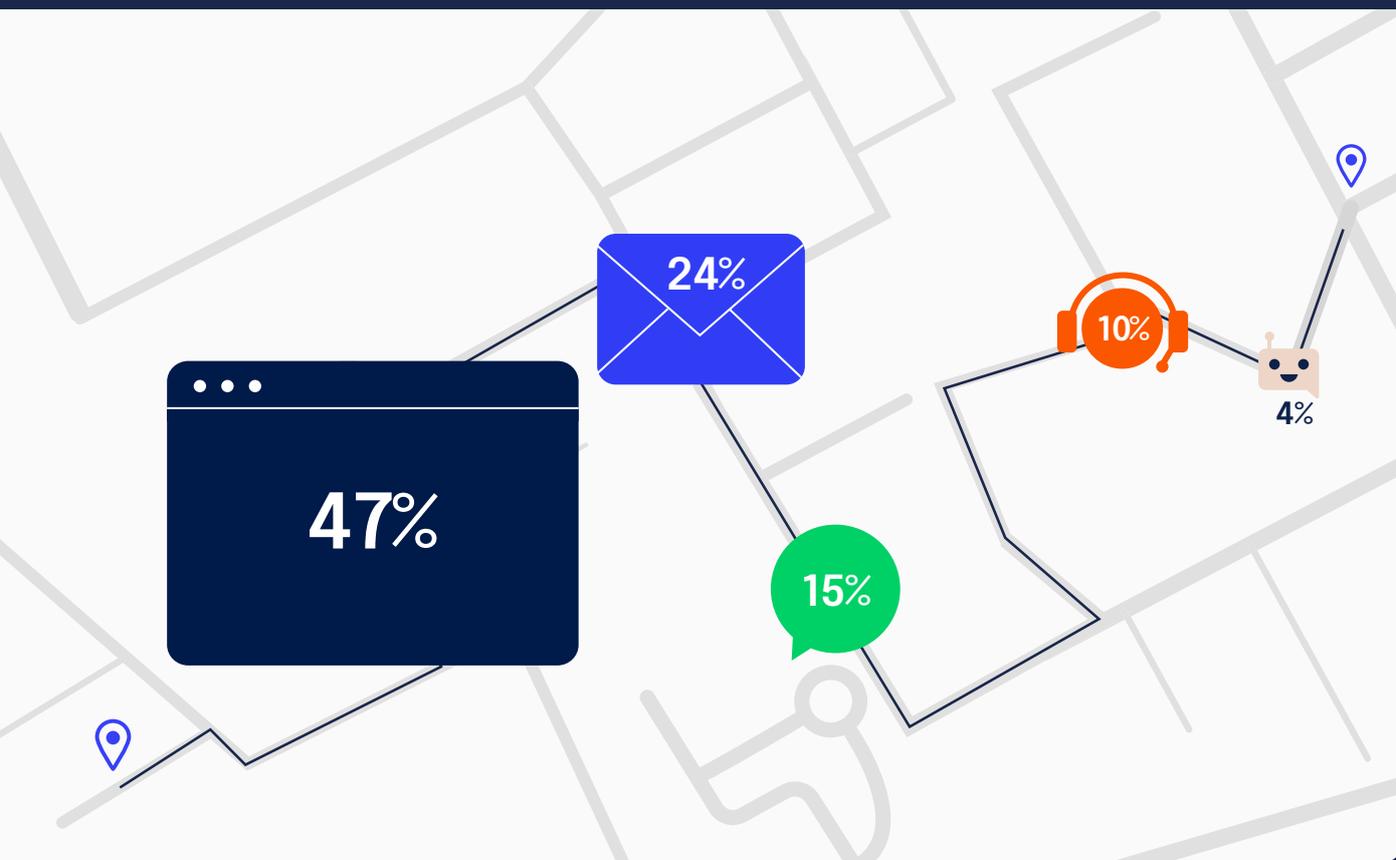
Germany



France



Global



- Retailer's website
- Email
- Text message
- Customer service
- Chat bot

Conversely, not being able to track a parcel is a major reason for shoppers having a negative experience. 32% say poor tracking played a role in their bad experience. The only factors that scored higher were late and missing parcels. In the UK, lack of tracking is a particular pain point, with 35.3% saying it led to a bad experience.

The relationship between tracking and experience is starker still when drilling down to the cohort that frequently suffers bad experiences. For these shoppers, tracking is twice as likely to have played a role.

So, what kind of tracking experience are shoppers looking for? Generally

speaking, shoppers prefer to track their order on a retailer's website. This could be using an online tracking portal provided by the retailer, or by using tracking functionality embedded in the retailer's own website. These pages allow shoppers to come back and check on their order at any time, leaving them feeling that updates are always at their fingertips.

When it comes to secondary preferences, these differ regionally. For example, 32.6% of German shoppers like to receive tracking updates via email, whereas 19.7% of UK shoppers would prefer to receive text messages.

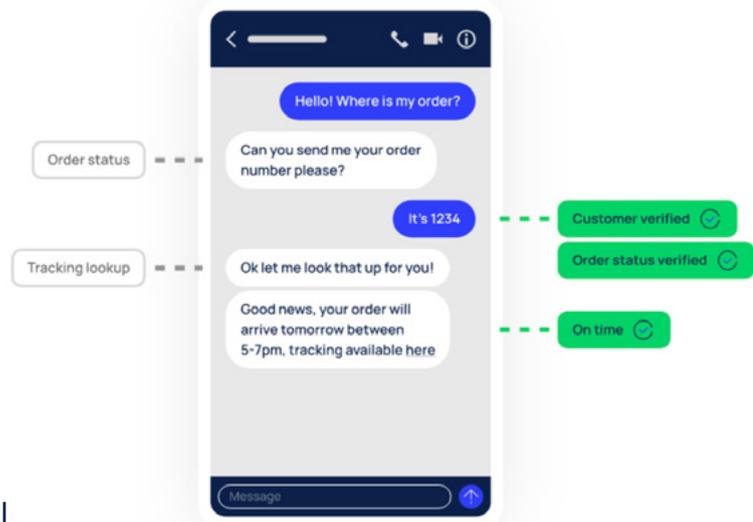
## Outsourcing tracking to third parties? Here's what you're risking

[Read the guide](#)



# Reducing the customer service burden

[Learn more](#)



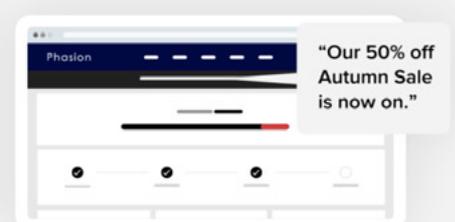
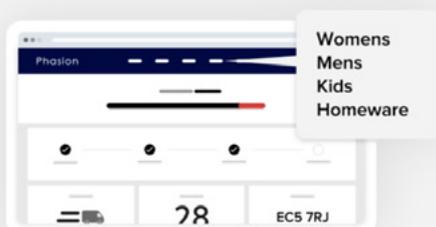
Tracking is a great way to instill confidence with customers waiting for their order. However, it can quickly get costly and time-consuming to manage. Providing self-service tracking, for example on your website or using a branded portal, is a great way to anticipate tracking queries and reduce costly customer contact. Self-service tracking can cut 'where is my order?' contact by as much as 35%.

Even when you can't avoid customer contact, the right tracking technology can help you minimize the response time. [Tracking APIs like Metapack's](#) can be used to embed tracking into your CRM to better empower customer service agents to answer queries. It can even be embedded into AI customer service tools to automate tracking queries completely.

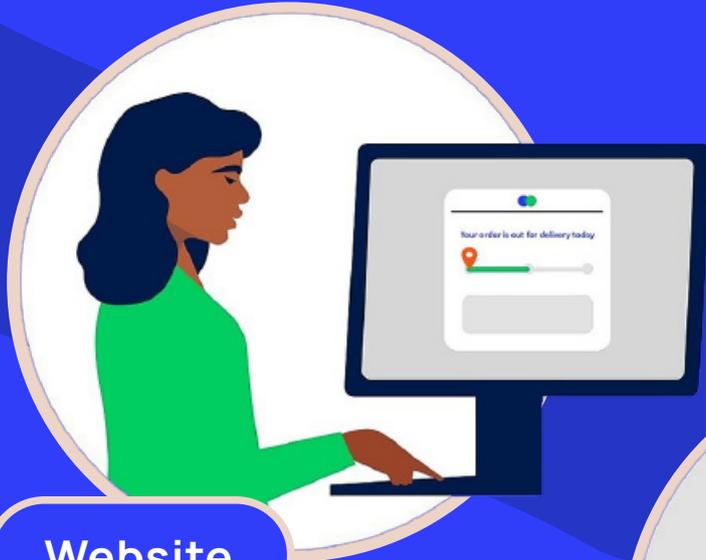
# Tracking as an upsell opportunity

[Learn more](#)

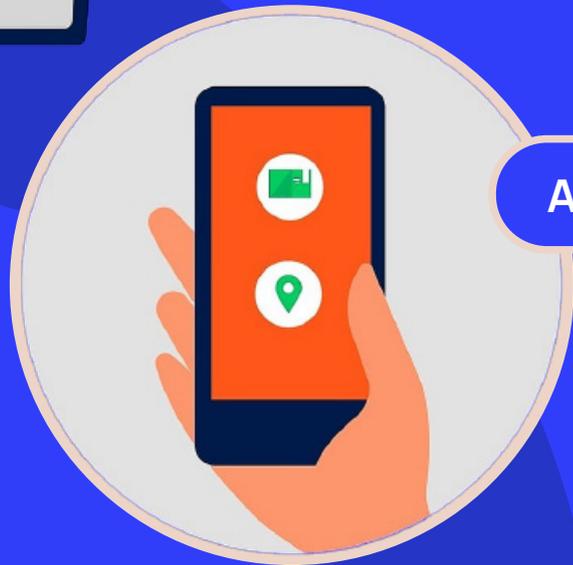
Easy-to-use tracking is a crucial lever for customer retention, but it's also an excellent opportunity to drive further conversions. For example, [Metapack's branded tracking portal](#) allows retailers to quickly upload advertising to promote additional products to an engaged audience.



# Simple tracking. It's no longer complicated.



Website



Apps

Effortlessly  
integrate  
tracking data  
your customers  
can understand.

[Learn more](#)

Customer  
service tools

Hello! Where's my order?

Can you send me your order  
number please?

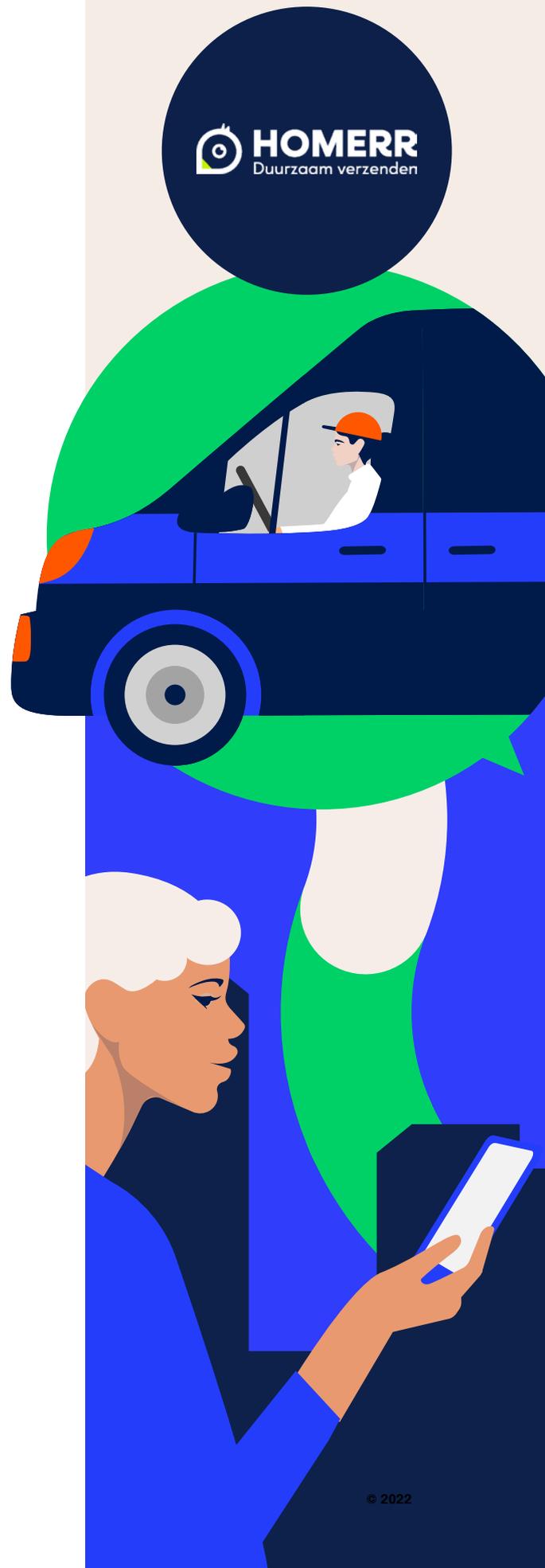
It's 1234

OK let me look that up for you

# Delivery promise as a differentiator

Another big factor that's make-or-break throughout the post-purchase experience is delivery promise. That is, viewing delivery proposition as part of the overall product. 88% of shoppers say that a range of delivery options is important in their post-purchase experience, of which 39.3% say it is very important. What's more, 70.2% of shoppers say they notice the carrier assigned to deliver their order and it has an impact on their experience. Of these, 19.3% say the carrier has a strong impact.

Nowadays, the delivery method and even the carrier assigned plays a role in the overall experience. For example,  **Homerr** is a carrier that has tapped into the desire for sustainable and innovative delivery, allowing consumers to collect and return parcels through gig economy pickup and service point locations. Homerr is integrated with Metapack's  **Delivery Manager** platform.



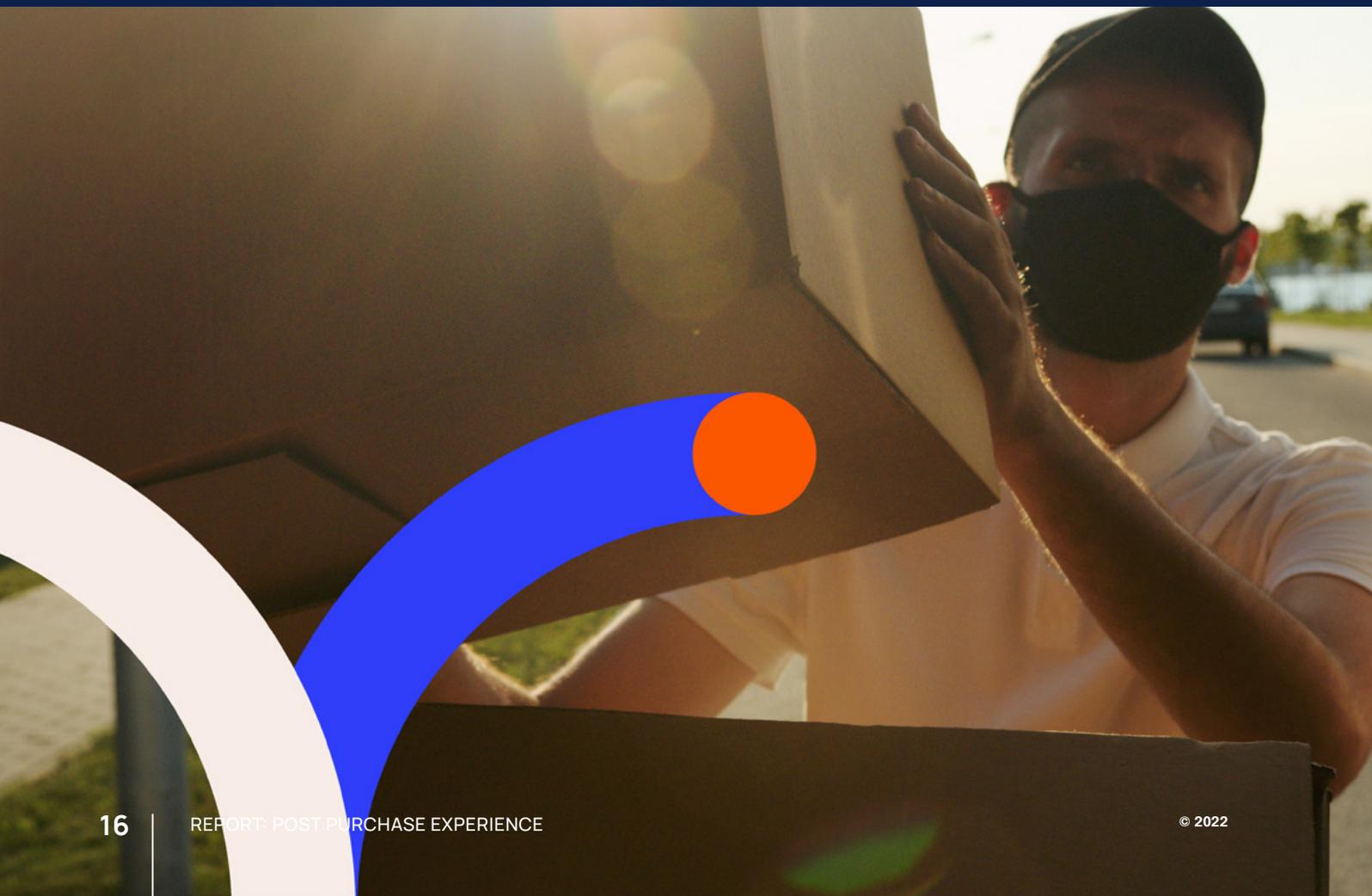
Of course, delivery promise is one thing. Ensuring that promise is met is another thing entirely. According to our research, more than half of bad experiences are due to late deliveries, making it the most common contributor. This is closely followed by missing parcels.

Delivery intelligence technology is crucial to avoiding these types of mishaps. Software like  **Metapack Intelligence** can be used to increase warehouse productivity, specific delivery timeframes more precisely, and even identify and intervene with predicted late deliveries.

## Say hello to Metapack's carrier network

All 400 of them...

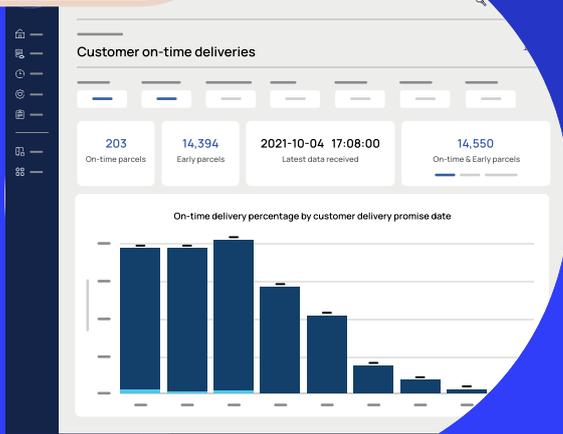
[Learn more](#)



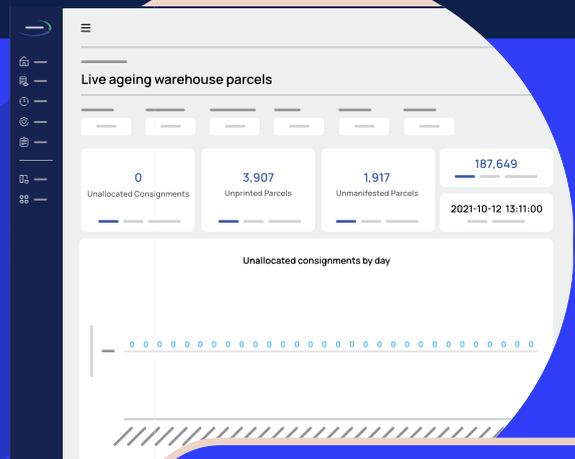
# Metapack Intelligence

Metapack Intelligence enables retailers to gain visibility across – and take back control of – their entire shipping experience. Multiple reports provide instant insights to improve warehouse productivity, strengthen your delivery proposition, reduce shipping costs and more.

Live delivery reports



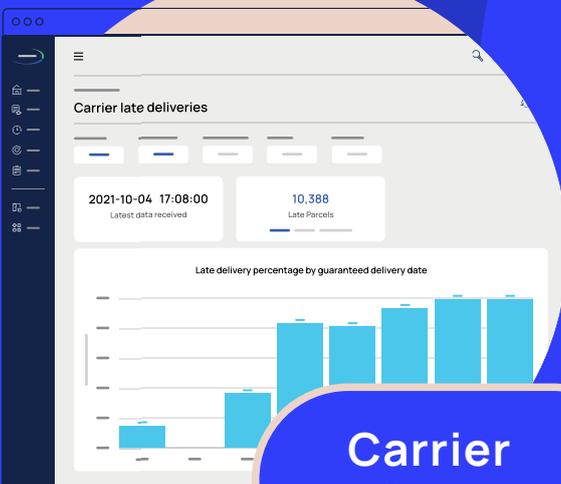
Live warehouse reports



How well do you understand your delivery performance?

[Learn more](#)

Carrier performance



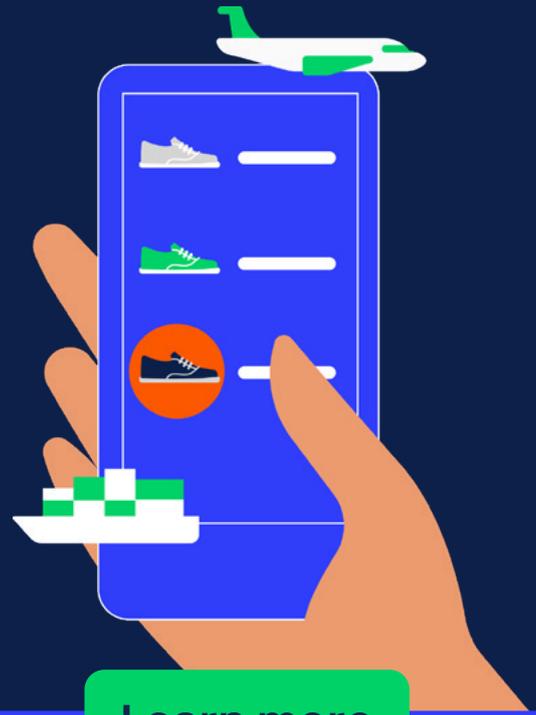
Deliver simple yet powerful experiences for your customers

## Delivery Manager



[Learn more](#)

## Delivery Options



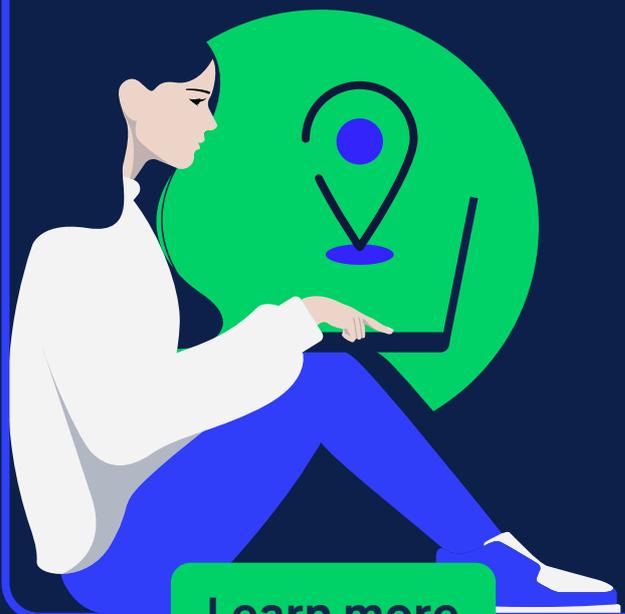
[Learn more](#)

## Returns



[Learn more](#)

## Tracking



[Learn more](#)

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