

News details

Survey finds online retailers need more delivery options

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The majority of online retailers have yet to embrace the need for varying delivery options that can improve their customer proposition, with only 9.7% of online retailers offering AM/PM delivery options and just 6.9% offering evening deliveries.

This was the one of the conclusions of a new Delivery Options survey carried out by the outsource multichannel logistics specialist iForce.

The research, conducted by analysing the websites of over 70 top online retailers, also found a wide variance in the clarity of delivery costs on retailers' websites, with these costs often being displayed only during the final stages of the online experience. Furthermore Terms & Conditions relating to delivery were often found to be difficult to understand while key information on cut-off times for next day deliveries was frequently hidden in the detail or completely missing from the websites.

"The class leading companies will be those who can grow organically and attract new sales as well as protecting existing sales by grasping the opportunity revealed in this survey and offering wider consumer choice," comments Geoff Taylor, Director of Client Services at iForce. "The standard seems to be set by online grocery retailers whose customers enjoy excellent delivery time window options including evening deliveries."

According to the survey over 90 per cent of online retailers analysed offer standard delivery through [Royal Mail](#) or a carrier, with the remaining sample instead offering next day service only with no standard provision. There are 18 variations of 'standard delivery', the most common being defined as 3-5 days, followed by 2-4 days and then 2-3 days.

Source: iForce

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