

Strengthen **your supply chain** with help from FedEx.

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A Multichannel Merchant Webinar

The Role of Shipping in the Online Retail Customer Experience

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As reported by Jupiter Research, online retail is expected to influence nearly half of all US retail purchases by 2011. Keeping this in mind, a retailer's website should deliver a best in class customer purchasing experience and be fully integrated into a multi-channel strategy. When customers visit a retailer's website to purchase products or services, they expect fast and reliable fulfillment of their orders. Understanding how shipping plays an important role on your website and in ultimately delivering to the customer will help retailers position shipping services and visibility to better meet customer needs.

Join **Multichannel Merchant** and sponsor **FedEx** to learn:

- Consumer behavior and perceptions around online shipping promotions such as Free Shipping
- How online retailers can influence purchases with shipping through the checkout
- Importance of online visibility to product delivery
- Return policies that enhance the customer experience without adding additional cost to the retailer
- How online purchasing can be enhanced with store experiences
- How shipping delivery options influence loyalty

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Live Webinar

Thursday, May 31, 2007
2:00 PM ET | 11:00 AM PT



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Fill
orders.

Not
warehouses.

Strengthen
your **supply
chain** with
help from
FedEx.



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A Multichannel Merchant Webinar

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The Role of Shipping in the Online Retail Customer Experience

Event Date: 05/31/2007 02:00 PM Eastern Daylight Time

If you have previously registered for this event, please login below:

Email

LOGIN

Registration is required to attend this event. Please register now.

First Name*

Last Name*

Email*

Company*

Title*

Street Address Line 1*

Street Address Line 2

City*

State*

Zip*

Country*

Work Phone*

What share of your retail revenue is generated from your online website?*

Please select one

Who is your primary shipping carrier for residential shipments from your website?*

Who is your primary shipping carrier for returns from purchases made from your website?*

You must have javascript and cookies enabled to complete registration. Click [here](#) for Help.

The Role of Shipping in the Online Retail Customer Experience

May 31, 2007



| Online Retail – A Growing Market

- **Online will influence 50% of all retail purchases by 2011***
- **E-commerce expected to represent 20 percent of all U.S. package shipping by 2009**
- **Online retailers shipping spend is \$5 billion to \$7 billion**



***Source:** Jupiter Research

Online Retail Customer Experience

Enhance your purchase experience using FedEx Services



Before purchase	Shipping	After purchase	Returns
<ul style="list-style-type: none">•Customer segmentation•Decrease cart abandonment<ul style="list-style-type: none">- Delivery time- Calculate shipping cost	<ul style="list-style-type: none">•Shipping cost strategy•Pricing models•Shipping promotions•Transportation options	<ul style="list-style-type: none">•Order visibility•Signature upon delivery	<ul style="list-style-type: none">•E-mail label•Preprinted label•Courier or driver delivered label•Retail return network•Web site integration



Customer Segmentation

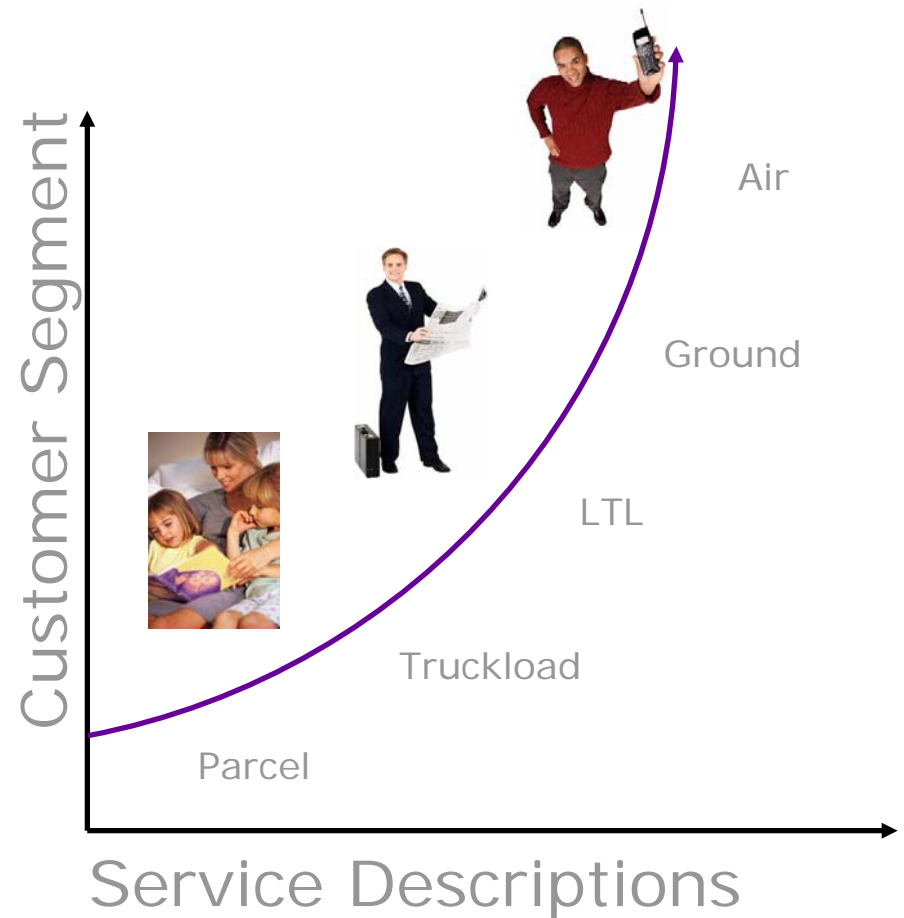
Before purchase

Shipping

After purchase

Returns

- Customer segments aligned with shipping and delivery solutions
- **Buzz** = Young, early adopter of electronics uses FedEx Express®
- **Jill** = Busy, upper income married mom uses FedEx Appointment Home Delivery®
- **Ray** = Middle income who can wait for the best deal uses FedEx SmartPost®



| Customer Segmentation

Before purchase

Shipping

After purchase

Returns

- **New customers** - Attract with “free shipping” promotions
- **Loyal customers** - Reward with discounted or upgraded shipping on large or frequent orders

Decrease Cart Abandonment

Before purchase

Shipping

After purchase

Returns

- **Shipping and handling calculations is one of the three most important features on a shopping site**
- **Incorporate early into the shopping process**
- **Delivery times**
 - Service maps
 - Time in transit calculators
- **Shipping cost calculators**

| Shipping Positioning

Before purchase

Shipping

After purchase

Returns

- **Fast, reliable shipping is important to online customers**
- **Shipping cost strategy**
 - Pass on shipping costs directly to customers
 - Shipping as profit center (increase as % or \$ amount)
- **Pricing models**
 - Fixed amount
 - By shipping service
 - By product category
 - Variable for each product/shipping ZIP (real-time cost calculators)
 - Cost set by number items or range of dollars spent
 - Membership programs
- **Shipping promotions**
 - Example - free shipping (marketing cost)
 - Promote with or without restrictions (minimum order)



FedEx® Shipping Services

Before purchase

Shipping

After purchase

Returns

Need	Solution
Free or low-cost “standard shipping” to your customer’s residence	FedEx SmartPost®
Residential delivery with world-class features and special delivery options	FedEx Home Delivery®
For heavier items, or deliveries to your customer’s work address	FedEx Ground®
For last minute-shopping, emergencies, fragile or valuable items, or your most loyal customers	FedEx Express®
Returns that are as hassle-free as possible	FedEx® Returns
Just about anything else	FedEx Freight®, FedEx National LTL SM , FedEx Custom Critical®, FedEx Trade Networks®, FedEx Supply Chain Services®



| Order Visibility

Before purchase

Shipping

After purchase

Returns

- **Customer knowledge about shipment very important**
- **Customer service calls reduced for online retailer**
- **Best practice – shipment tracking incorporated into Web site**

Retailer Visibility - FedEx InSight®

Before purchase

Shipping

After purchase

Returns

- Online business tool for tracking and managing all inbound, outbound and third-party shipments without a tracking number
- Track all FedEx Express®, FedEx Ground® and FedEx Freight® shipments – U.S. and international
- Receive shipment notifications about clearance delays, attempted deliveries, proofs of delivery, and more - via e-mail, Internet or wireless

The screenshot displays the FedEx InSight web application. At the top, there's a navigation bar with links for 'FedEx Home', 'Customer Support | Logout', and 'Logged in as tankdesign'. Below this is a 'FedEx InSight' header with a 'Welcome' message and a navigation menu including 'My Options', 'Find a Shipment', 'Inbound View', 'Outbound View', 'Third Party View', and 'Customized Views'. A 'Quick Help' link is also present. The main content area features a 'Summary' section with a 'Current Visibility My InSight' table. This table has columns for 'InSight Total', 'Inbound', 'Outbound', and 'Third Party'. The rows show 'Date' (02/27/2007), 'Pieces' (1), 'Clearance Delay' (0), and 'Delivery Exception' (0). A 'Did You Know...' sidebar on the right provides additional information about shipment details.

InSight Total	Inbound	Outbound	Third Party
Date	Est. Delvry 02/27/2007	Ship (PAJ) Date 02/26/2007	Ship (PAJ) Date 02/26/2007
Pieces	1	4	0
Clearance Delay	0	0	0
Delivery Exception	0	0	0



Find it under the Track tab at fedex.com or by going to **fedex.com/insight**

Consumer Visibility – FedEx ShipAlert®

Before purchase

Shipping

After purchase

Returns

- Available through FedEx Ship Manager® at fedex.com and FedEx Ship Manager® Software
- E-mail with relevant shipping information can be sent automatically to yourself, your recipient and two others announcing that a FedEx® package is on the way and/or has been delivered
- Automatically send recipients an exception notification if delivery is delayed due to weather or other situations

The screenshot shows the FedEx ShipAlert configuration window within the FedEx Ship Manager software. The window has a title bar with 'Shipr2', 'Trackr5', 'Shipping list', 'Address Book', 'Report', 'Close7', and 'fedex.com'. Below the title bar is a tabbed interface with 'Shipment details', 'Options', 'ShipAlert', 'Return shipment', 'Document', 'Commodity/Merchandise', and 'Customs'. The 'ShipAlert' tab is active, showing the 'FedEx ShipAlert®' section. It includes a 'Notification language' dropdown set to 'English'. There are three columns of checkboxes for notifications: 'Shipment notification', 'Exception notification', and 'Delivery notification'. The 'Sender' field is 'csmith@acme.com'. The 'Recipient' field is empty. The 'Other 1' and 'Other 2' fields are also empty. The 'Select format' section has three radio buttons: 'HTML' (selected), 'Text', and 'Wireless'. At the bottom, there is a text area for 'Add personal message' with a note 'Not available to wireless or non-English characters'.

FedEx ShipAlert®		Notification language	Shipment notification	Exception notification	Delivery notification
Sender:	csmith@acme.com	English	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recipient:			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other 1:			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other 2:			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Select format: ☒ HTML ☐ Text ☐ Wireless

Add personal message:
Not available to wireless or non-English characters



Consumer Visibility – fedex.com Tracking

Before purchase

Shipping

After purchase

Returns

- Available at fedex.com or incorporated into your Web site as a plug-in

Top » Catalog » Fedex tracking

My Account | Cart Contents | Checkout

Over 200 styles for you

Fedex tracking

Track Shipments [? Quick Help](#)

Enter any combination of up to 30 FedEx [tracking](#) or [Door Tag numbers](#): (one per line)

Enter Tracking and/or Door Tag numbers

[Track](#)

You can also track using:


- [FedEx InSight](#)
- [Alternate Reference Track](#)
- [My FedEx](#)

[Signature Proof of Delivery](#)

Shopping Cart

0 items

Monthly Specials



[Titanium Diamond Rings \\$30](#)

~~\$799.00~~

\$639.00





Quick Find

Use keywords to find the product you are looking for.

[Advanced Search](#)

[View All Items](#)

We accept

Security

Ring Collections

- [Black Titanium Rings](#)
- [Titanium Celtic Rings](#)
- [Titanium Rings](#)
- [Titanium Diamond Rings](#)
- [Titanium Platinum Rings](#)
- [Frost Titanium Rings](#)
- [Titanium Engagement Rings](#)
- [Blue Titanium Rings](#)
- [Sable Titanium Rings](#)
- [Unique Wedding Rings](#)
- [Titanium Gold Rings](#)
- [Black Diamond Rings](#)
- [Two-Tone Rings](#)
- [Christian Rings](#)
- [Tension Set Rings](#)

His & Hers Options

- [Bridal Ring Sets](#)
- [Wedding Ring Sets](#)
- [Men's Titanium Rings](#)
- [Women's Titanium Rings](#)

Your Special Occasion

- [Titanium Wedding Bands](#)
- [Friendship Rings](#)
- [Promise Rings](#)

Information

- [Art Shows](#)
- [Titanium Ring FAQs](#)
- [Titanium Ring Information](#)
- [Titanium Ring Finishes](#)
- [Titanium Ring Engraving](#)
- [Titanium Ring Sizing](#)



Signature Upon Delivery

Before purchase

Shipping

After purchase

Returns

- **Online retailers and customers need assurance package was delivered, especially when the recipient is not at home**
- **Online retailers can choose from three FedEx® Delivery Signature Options available with FedEx Express® and FedEx Ground® services:**
 - Indirect Signature Required
 - Direct Signature Required
 - Adult Signature Required
- **Proof of delivery through fedex.com shows an image of the recipient's signature as an online letter or fax**



Returns

Before purchase

Shipping

After purchase

Returns

- **Strengthen customer relationships and gain competitive edge**
 - Managing the returns process in a timely, customer-oriented fashion can be a highly strategic way to increase company credibility, customer retention and sales
 - Recent Texas A&M University research states that one of the most important factors that consumers choose to shop online is the ease of returns
- **Reduce costs and maximize return on assets**
 - A system that quickly and efficiently cycles returned products back into inventory means faster redeployment into the market — generating revenue and reducing the effects of product depreciation
- **Get increased visibility and reporting**
 - Greater visibility into and reporting of your return shipments can help you pinpoint problems and reduce future returns

FedEx® Returns Portfolio

Before purchase

Shipping

After purchase

Returns

- **FedEx has a comprehensive portfolio of shipping and information-management solutions that can:**
 - Simplify and improve control of the return process
 - Provide exceptional customer service
 - Reduce cycle times
 - Lower operating costs

E-Mail Label



Rapid, inexpensive label delivery; requires e-mail access

Preprinted Label



Inexpensive label delivery; good choice for return shippers who do not have e-mail access

Courier- or Driver-Delivered Label



Premium service in which the FedEx driver or courier is dispatched with label for pickup

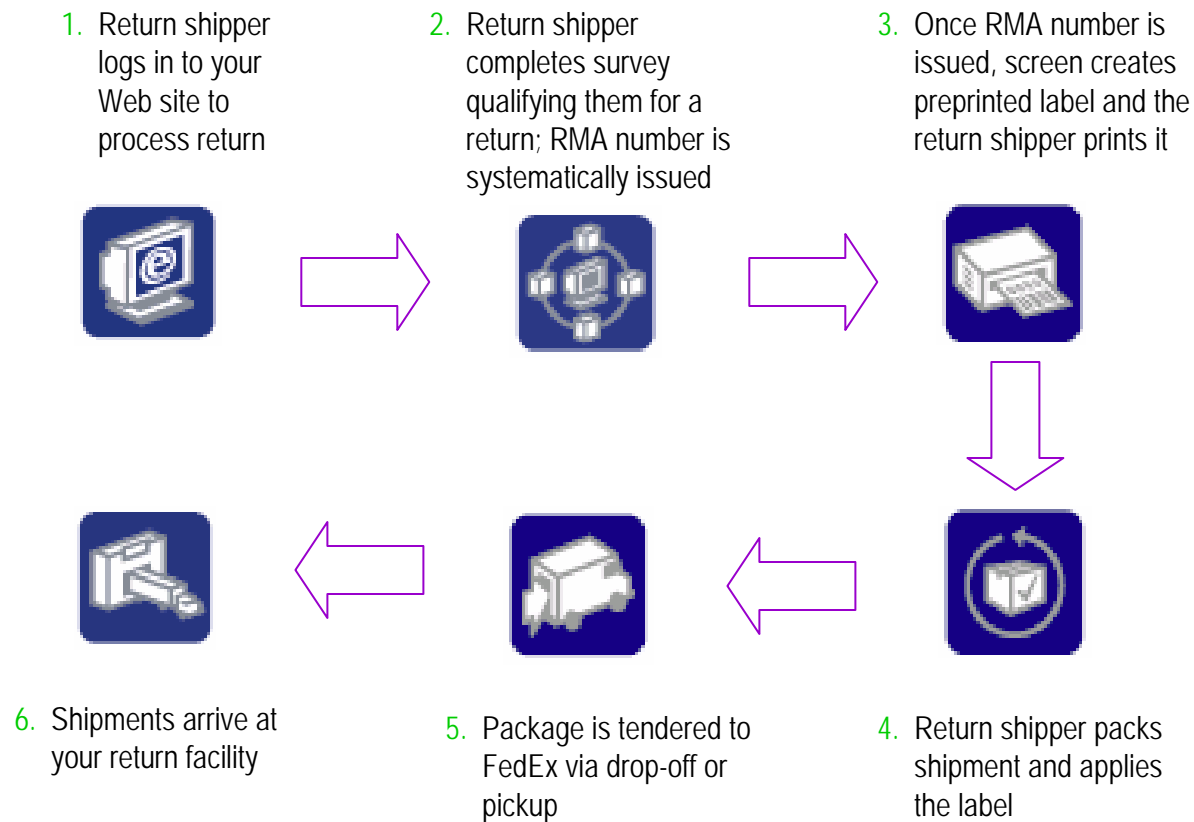
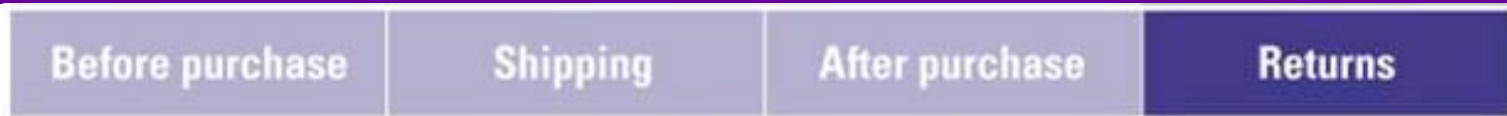
FedEx Return System



A retail drop-off solution requiring nothing more than a return authorization number



Returns – Web Site Integration Example



FedEx Retail & e-Commerce Practice

Customer Consultations

- Personal consultations
- Sharing best practices
- Industry benchmarking
- Retail framing sessions



Customer Tools

Case Studies



Research



Customer Programs

Conferences



Web site



FedEx In-Person Events & Webinars



Retail Industry

Published Articles



Advertising



RETAIL.FEDEX.COM