

A photograph of a man with a beard and a young girl with curly hair, both smiling and looking at a cardboard box. The man is wearing a maroon t-shirt and has a tattoo on his neck. The girl is wearing a grey t-shirt. The background is a blurred indoor setting.

Time is of the essence

Findings on delivery preferences from RetailX
UK Online Shopper Study (December 2020)

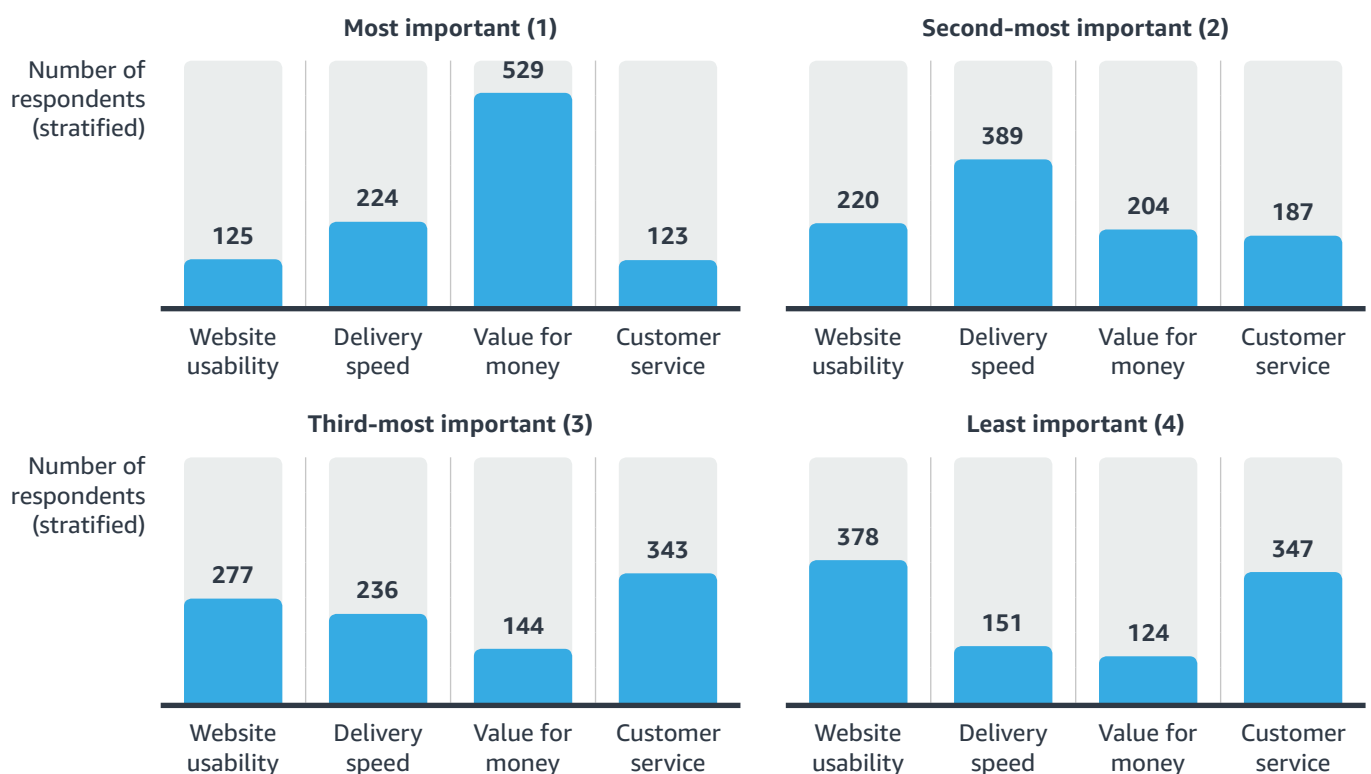
amazon shipping

Working backwards from the customer

Amazon Shipping commissioned a survey of 1000 online shoppers in the UK at the end of 2020. It was designed to understand consumer delivery preferences and how they had changed following the shift towards online shopping in 2020.

The study uncovers insights that online retailers can apply to influence the entire customer lifecycle, from first click to last mile. Overall, it found that delivery speed is one of the top two most important contributors to consumers' online experience (ahead of website usability and customer service). This study suggests that addressing these consumer needs will be critical to maintaining the sales growth that many online businesses have witnessed in recent months.

“ Please rate the relative importance of each of these factors on your online shopping experience ”



Key findings

When customers choose where to buy from, delivery speed is an important consideration.

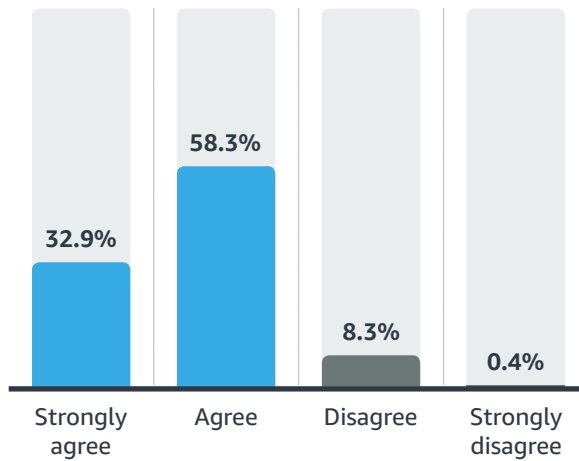
The RetailX study shows that retailers' delivery options make a real difference to where consumers choose to buy. With fast delivery being increasingly commonplace, it has become a firm expectation of online shoppers.



91% of online shoppers choose where to buy based on retailers' speed of delivery

This rises to 97% among those who shop online more than once a week – half of all shoppers surveyed were in this group.

“ When deciding where to buy online, fast delivery is an important consideration ”



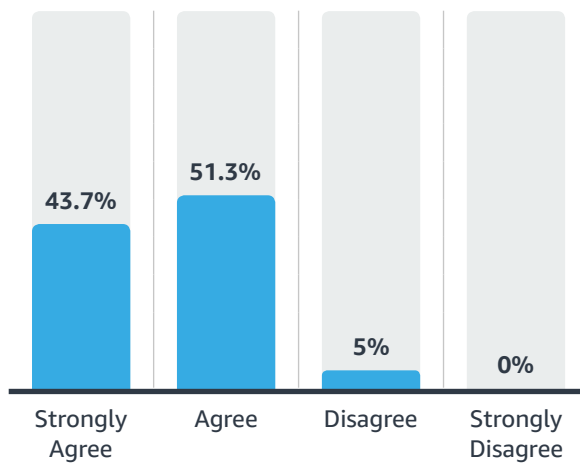
Delivery speed makes a lasting impression on a customer

A hard-won order is not the end of the lifetime value of a customer. In fact, it may be the beginning of a long (and profitable) relationship.



95% of customers will purchase again from the same retailer if they receive an order quickly

“If a retailer provides me fast delivery, I am more likely to purchase again from them in the future”



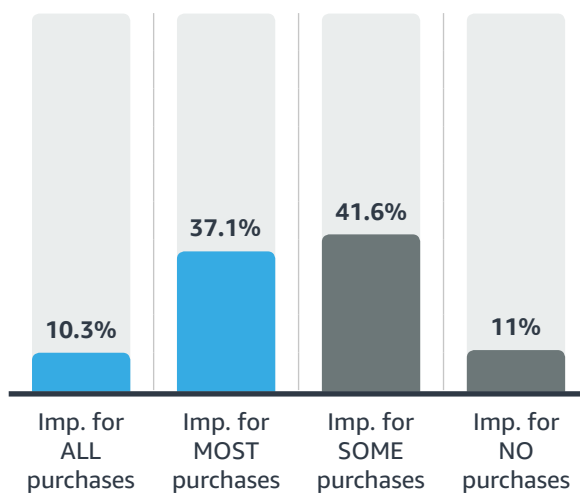
Next-day delivery has moved from being a 'nice-to-have' to a 'need-to-have' in the minds of shoppers...

At a time when more shoppers are buying online and intend to keep doing so, the availability of next-day delivery has become a critical component in their decision making.



47% of customers say next-day delivery was important for all or most of their recent online purchases

“ Considering your recent online orders, how often was next-day delivery important to you? ”



The need for next-day delivery was most evident among customers purchasing Gifts, Groceries and Electronics (where close to 80% said it was very important or important). This was followed by Health & Beauty and Pet Products (both 61%), and Fashion (56%).

... and they would pay more for it!



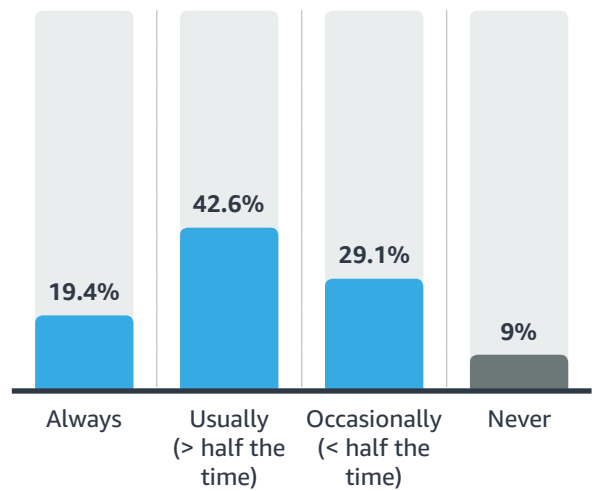
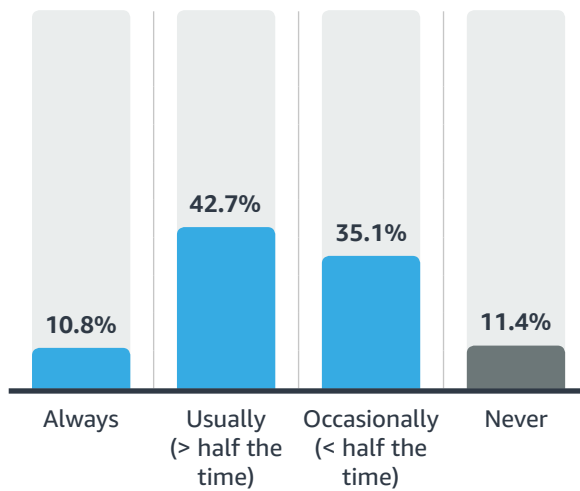
53% of shoppers will always or are usually willing to pay more for next-day delivery



91% of shoppers will either always or sometimes increase the value of their orders to qualify for free next-day delivery

“ For orders where next-day delivery is important to you, how often are you willing to pay more for this service? ”

“ How often do you adjust the value of your shopping basket to qualify for free next-day delivery, when available? ”



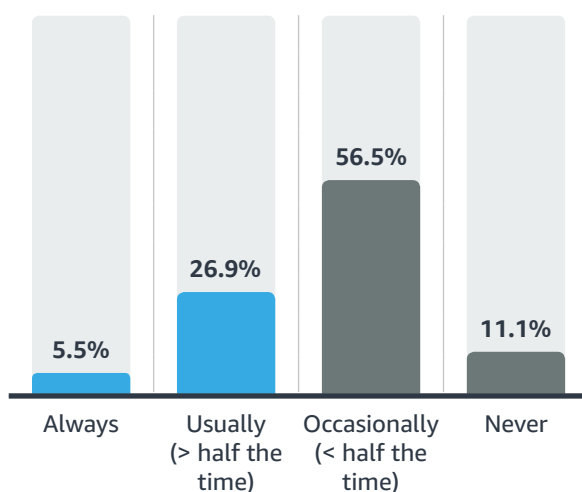
The time is now

Online retailers have a major growth opportunity from addressing an unmet customer need.



32% of UK retailers do not yet offer a next-day delivery option – even to those customers who want it

“When you want next-day delivery for an order, how often do you find that your chosen retailer does not offer this service at all?”



“

At a time when **more shoppers are buying online** and intend to keep doing so, winning and retaining online sales growth will depend on delivering an outstanding customer experience from order to last mile delivery.

Our research has shown that **next-day delivery is a critical component** to achieve this.

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Ian Jindal
Editor-in-chief, InternetRetailing
CEO RetailX

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The delivery of an online order is the last stage of an **often hard-won** effort to win a customer's business. Retailers with a poor delivery experience risk making it their last interaction with that customer.

Amazon Shipping believes in **delivering an impression that lasts**. We provide a highly reliable and next-day shipping service, powered by years of our own experience and innovation. We are ready to partner with like-minded retailers looking to **maximise their customer experience** from the first click to the last mile.

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Ines van Gennip
UK Country Leader, Amazon Shipping

Accelerate your online growth with next-day delivery

Just as the people who pioneered it have done.

Amazon Shipping offers the exceptional next-day delivery service that customers have come to know and love to online retailers across the UK – irrespective of their distribution channels.

Our premium shipping service provides delivery you and your customers can count on. We collect seven days a week

and deliver a next-day shipping service at competitive rates – with no extra fees for residential, peak or weekend delivery. And of course, by partnering with Amazon Shipping, you will benefit from the continuous investment Amazon makes in its network as part of its ambition to be **Earth's most customer-centric company.**

amazon shipping

Request a quote today

shipping.amazon.co.uk