

# Building out Your Amazon-Like Post Purchase Experience



# Event Logistics

- Join in the poll questions during the session
- Have a question? Shoot it over in the chat box
- Download our resources available in handouts section
- Session is being recorded and will be sent out in 48 hours

# The Speakers



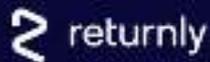
**Jon Knott**

Head of Partner  
Enablement



**Jameela Ghann**

Store Owner & Marketing  
Manager



**Aaron Schwartz**

Chief Business Officer



**Allen Burt**

Managing Director



**Adam Gardner**

Strategic Partner Manager

# Today's Agenda

- Running a Logistics Infrastructure as if you were Amazon
- Leveraging social proof to sell more and build loyalty
- A product returns experience like no other
- Post-purchase emails essential to growing your brand
- How to provide an Uber-like delivery experience
- Q&A

# Running a World Class Logistics Infrastructure

HOW IT WORKS

## How ShipBob goes from your online store to your customer's door



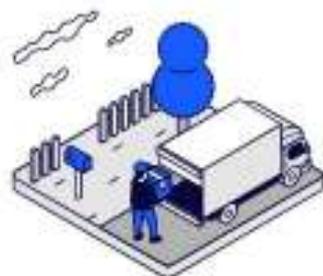
### 1. Connect

Connect your store, impart your products, then send us your inventory.



### 2. Store

We store your inventory in any combination of our fulfillment centers.



### 3. Ship

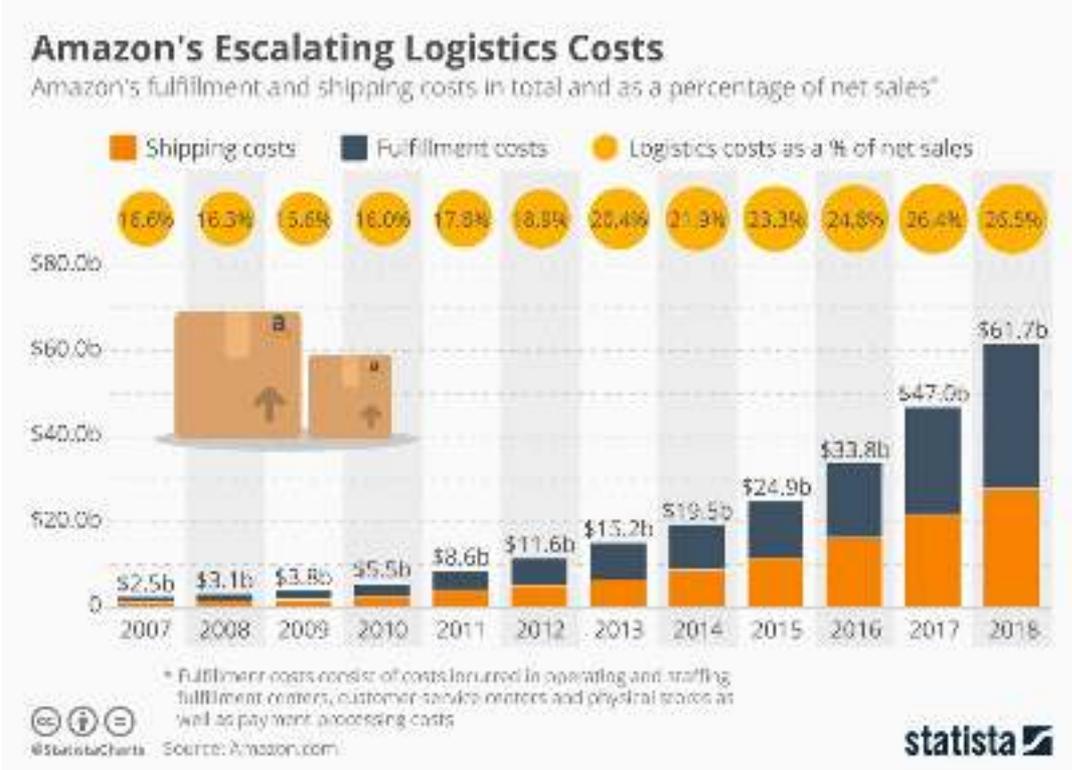
As soon as a customer places an order, we ship it from the nearest fulfillment center.

# So, how does Amazon do it in the first place?

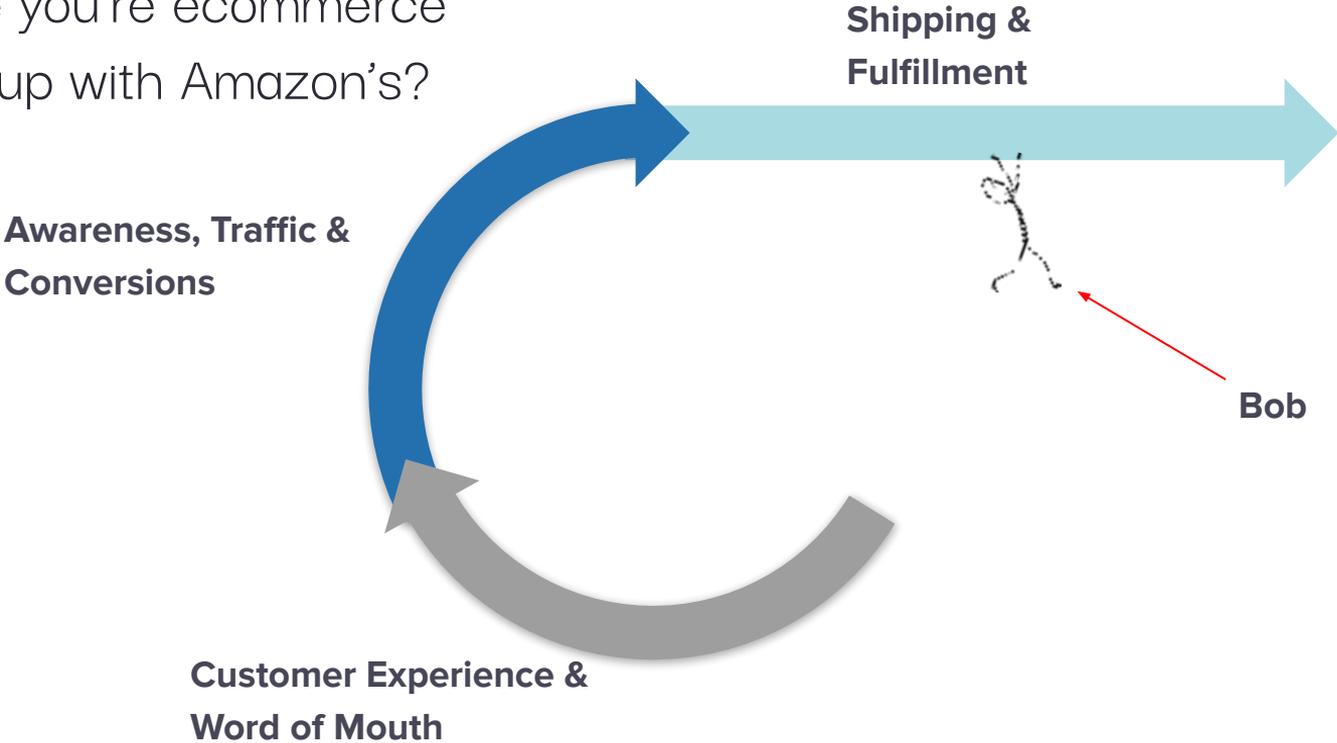
- 75 fulfillment centers and 25 sortation centers across North America
- 125,000 full-time hourly workers in its logistics network (+120k during holidays)
- Over 100,000 robots inside its warehouses worldwide
- Over 50% of US population lives within 20 miles of an Amazon warehouse



Investments in logistics continue, and don't look to stop anytime soon



So, as an **ecommerce business owner**,  
how do you ensure you're ecommerce  
flywheel can keep up with Amazon's?



It starts with overcoming the **expectation gap**

# The Expectation Gap: Overcoming One Location

“Without distributing our fulfillment across Moreno Valley, Chicago, Dallas, and Pennsylvania, it’d cost us more than \$100 to provide 2-day shipping across the US.

Free 2-day shipping has driven an **18% reduction in cart abandonment.**“

CALM



# The Expectation Gap: Overcoming do it yourself treadmill

”It felt like all I did in the busy season was eat, sleep, and pack orders. **It was my entire life.** I even had 2 other people helping, each working 8 hours a day, **5-6 days a week.**“

I had reached my limit. I had to make a transition in order to scale.“

- Noel Churchill, CEO of Rainbow OPTX

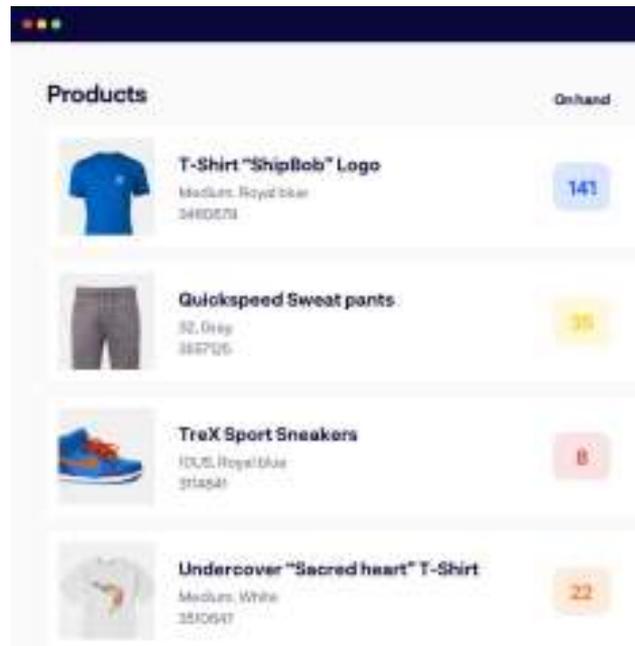


# The Expectation Gap: Overcoming Duct Taped Tech

”The best part is ShipBob just works. My CEO doesn’t yell at me for systems being down. The sync between Shopify and ShipBob is seamless – even as we sell hundreds of orders a day.

**We have 3 Shopify stores** to support our different international markets. Everything syncs.“

- Doug Kern, VP of Ecommerce at One Drop



Products	Onhand
 <b>T-Shirt "ShipBob" Logo</b> Medium, Royal blue 3480271	141
 <b>Quickspeed Sweat pants</b> 32, Grey 3337105	35
 <b>TreX Sport Sneakers</b> FOC, Royal blue 3134541	8
 <b>Undercover "Sacred heart" T-Shirt</b> Medium, White 3510647	22



# The Expectation Gap: Overcoming TOFU Blindness

”Our job is to drive traffic to our website.

We’ve been **doubling our growth every year** and a major contributor has been **2-day delivery that increases satisfaction** with the post-purchase experience.

**It’s what customers expect.”**

- Matt Dryfhout, CEO of BAKblade

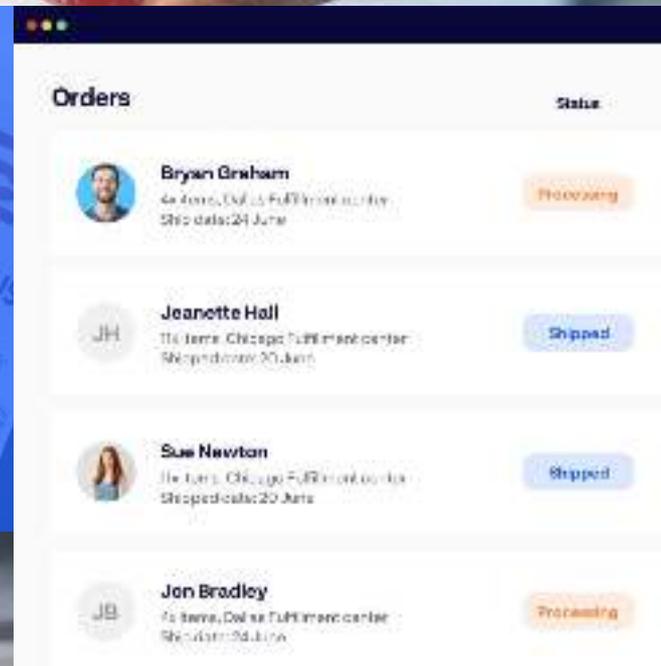


# The Expectation Gap: Meeting Customer Expectations

"We need to deliver quickly and inexpensively. Since switching to ShipBob from our previous 3PL, our fulfillment cost on comparable orders went down by 25%.

Customers get accustomed to a certain service level at a low price – often free – **and want it faster over time.**

– Michael Peters, VP of E-Commerce Operations at TB12



Orders		Status
	<b>Bryan Graham</b> 444 West, Dallas, TX 75201 Ship date: 24 June	Processing
	<b>Jeanette Hall</b> The Terra, Chicago Fulfillment Center Ship date: 20 June	Shipped
	<b>Sue Newton</b> The Terra, Chicago Fulfillment Center Ship date: 20 June	Shipped
	<b>Jon Bradley</b> 444 West, Dallas Fulfillment Center Ship date: 24 June	Processing

**Leveraging social proof to  
sell more and build loyalty**

1. Reviews
2. User Generated Photos
3. Inline Social Proof/FOMO
4. "As Seen On" Badges



## What is Social Proof?



4 Knots  
16"  
CAD



Male Necklace - Grey  
Cactus - Wood  
\$250.00 CAD



Male Beads Bracelet - Wood  
\$18.99 CAD



16" - 16"

Male Necklace - Grey  
Cactus - 11 Charms to  
Choose From  
\$45.00 CAD



Male Necklace - Grey  
Cactus - 3000 Counts  
\$350.00 CAD



Male Necklace - Grey  
Cactus - Obsidian  
\$250.00 CAD



Male Necklace  
16"  
\$20.00

### WHAT PEOPLE ARE SAYING!



I am so happy you are finally back in stock! The quality is top notch and their prices are wonderful for you. I get so many compliments when wear their jewelry!

OSEBIE D.

10/20/2020



Been waiting a really long time for my favorite jewelry to be in stock!

JOHN C.

10/20/2020



I cannot say enough about the quality of the jewelry you sell. I was looking for a necklace that was both stylish and affordable. You have it all! The quality is top notch and the prices are just what I needed. I will be back for more jewelry and the speed at which the products are created and delivered. Thank you so much!

CHAS V.

10/20/2020

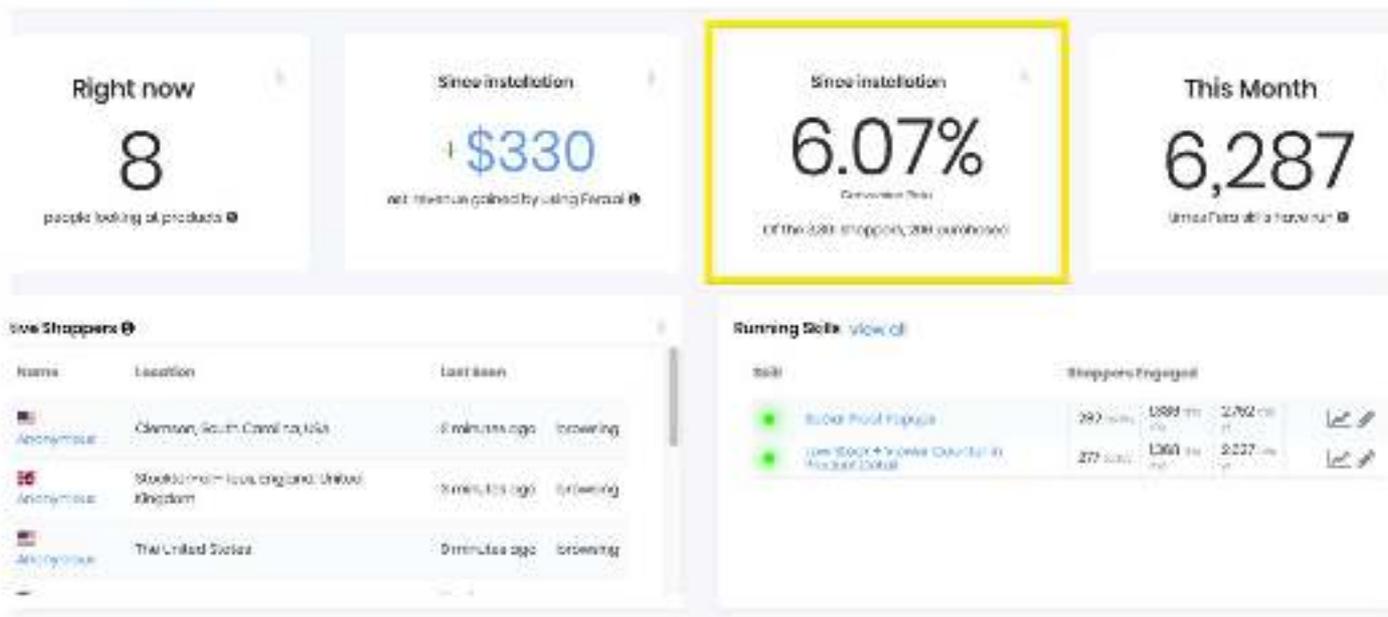


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# Generating Sales

Dashboard unreadable



fera

## Generating Sales

- About 77% of customers read a review before making their purchase.
- 90% of people say that their buying decisions, whether or not they buy your product, are influenced by the reviews they read.



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# Building Loyalty



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## **You should be doing everything you can to...**

- Encourage your customers to give you a review
- Share your product in use with you
- Create an emotional connection with you
- Engage with you on social media



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## Ask for a photo on product delivery/after two weeks



## Incentive Ideas

- Discounts on future purchases
- Free promo items for future product reviews
- Items that you feel will compliment a customer's purchase at a discounted price



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## How To Gather Social Proof

### Meaningful Gifts

\$12.95 CAD



Gemini Zodiac Sign Necklace  
- Choose Your Star Sign  
-\$12.95 CAD



Cancer Zodiac Sign Necklace  
- Choose Your Star Sign  
-\$12.95 CAD



Leo Zodiac Sign Necklace  
- Choose Your Star Sign  
-\$12.95 CAD



Meaningful Gifts  
- Inspirational Inspirational  
Jewelry  
-\$12.95 CAD



Iron Goddess of Tibet Lariat  
Statement Necklace  
-\$39.00 CAD



Natural Stone & Wood  
Bohemian W/ L Meaning Card  
-\$22.00 CAD



Meaningful Jewelry Gifts -  
Guardian Angel Pendant  
Pendants - with Meaning Card  
-\$29.00 CAD

### ♥ People Are Loving Their Alora Jewelry ♥



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## Create a unique hashtag





Gather, Manage, Display Social Proof

## Use Fera!



### Royal Mommies Diaper Bag

★★★★★ 143 reviews

~~\$105.00~~ \$52.50

Style

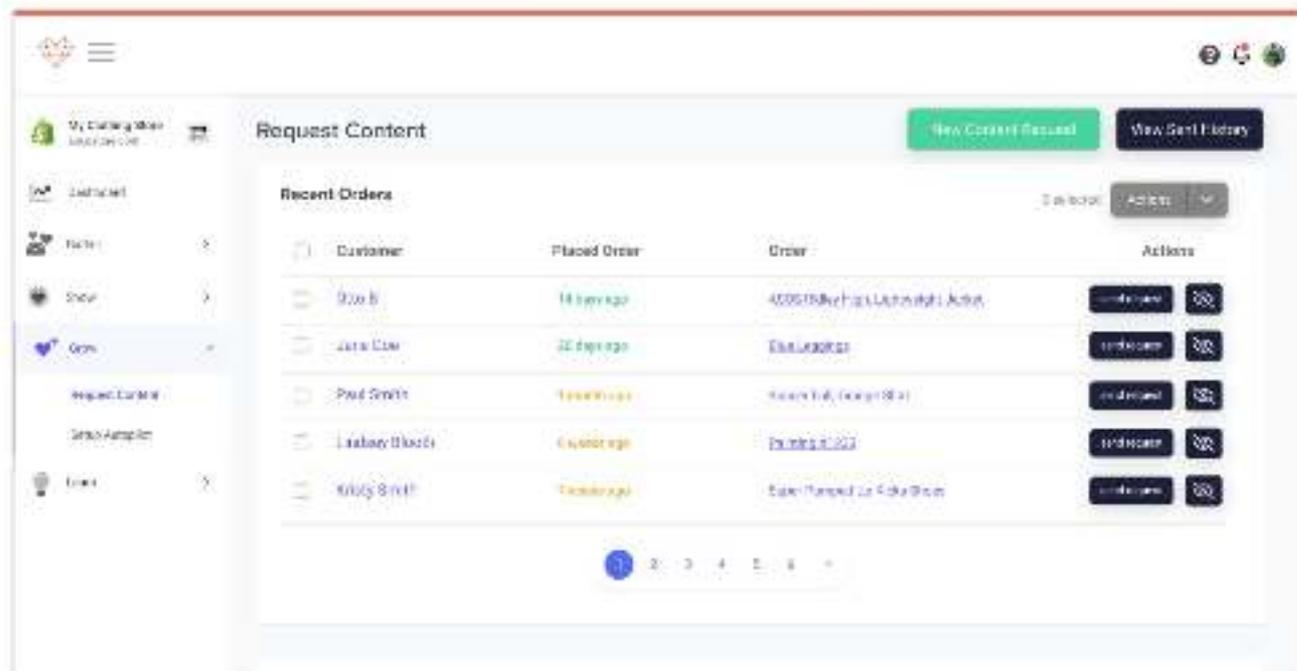
Light Gray ▾

ADD TO CART

Stock is low! 3 people are viewing this.  
Don't miss out on this generous, one-time offer!  
Sale ends in 69 hours 23 min 10 sec!



# Gather



The screenshot displays the Fera dashboard interface. On the left is a navigation sidebar with options: My Content (10 items), Dashboard, Recent (3), Show (3), Com (4), Request Content, and Show Samples. The main area is titled 'Request Content' and includes a 'New Content Request' button and a 'New Sent History' button. Below this is a 'Recent Orders' table with columns for Customer, Placed Order, Order, and Actions. The table lists six orders with their respective dates and order numbers. At the bottom of the table is a pagination control showing page 1 of 6.

Customer	Placed Order	Order	Actions
Joe B	18 days ago	40950McKipLightnight Acti	confirm \$5
Jane Doe	22 days ago	Est.4095021	confirm \$5
Paul Smith	1 month ago	40950McKipLightnight Acti	confirm \$5
Lindsay Woods	1 month ago	Est.4095021	confirm \$5
Willy Smith	1 month ago	Est.4095021	confirm \$5

# Manage

The screenshot shows the 'Customer Photos' management interface. On the left is a navigation sidebar with icons for Home, Analytics, Dashboard, and a dropdown menu containing 'Kalen', 'Picks', 'Testimonials', and 'Social Proof Events'. The main content area is titled 'Customer Photos' and features a grid of four photo thumbnails. Below the thumbnails is a grey bar with a plus icon and the text 'Drag and drop images or click to upload.' At the bottom of the main area, there is a prompt 'Want more customer photos?' with a 'Request Demo' button. A green '+ Add New' button is located in the top right corner of the main content area.

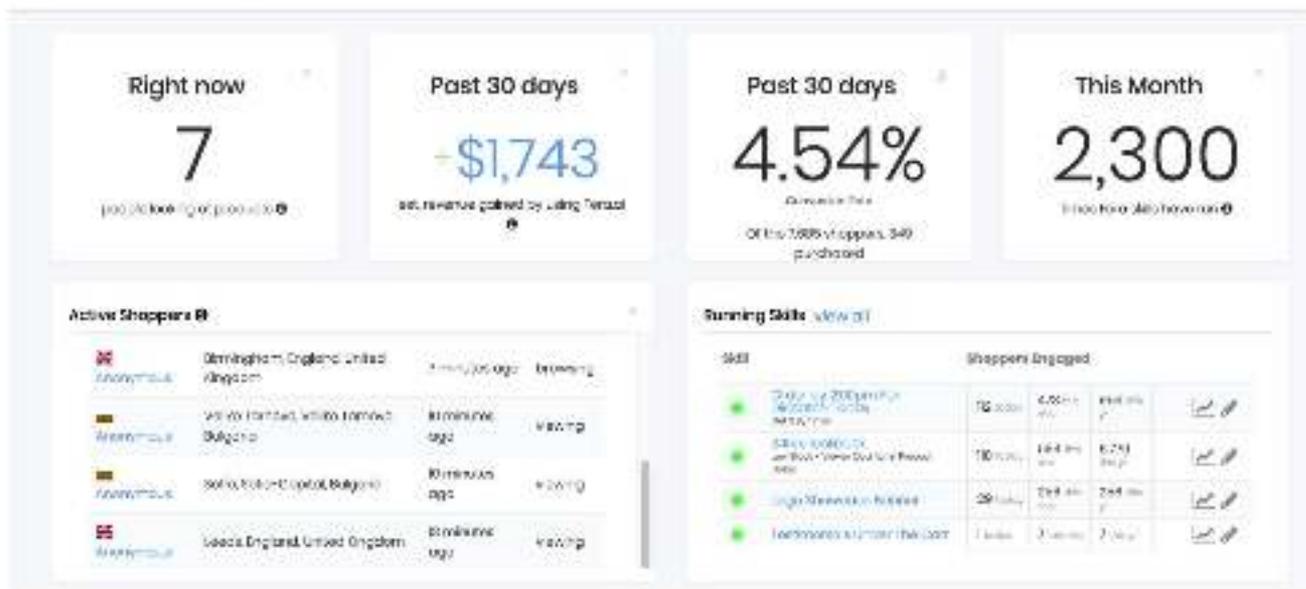
# Display



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# Reporting

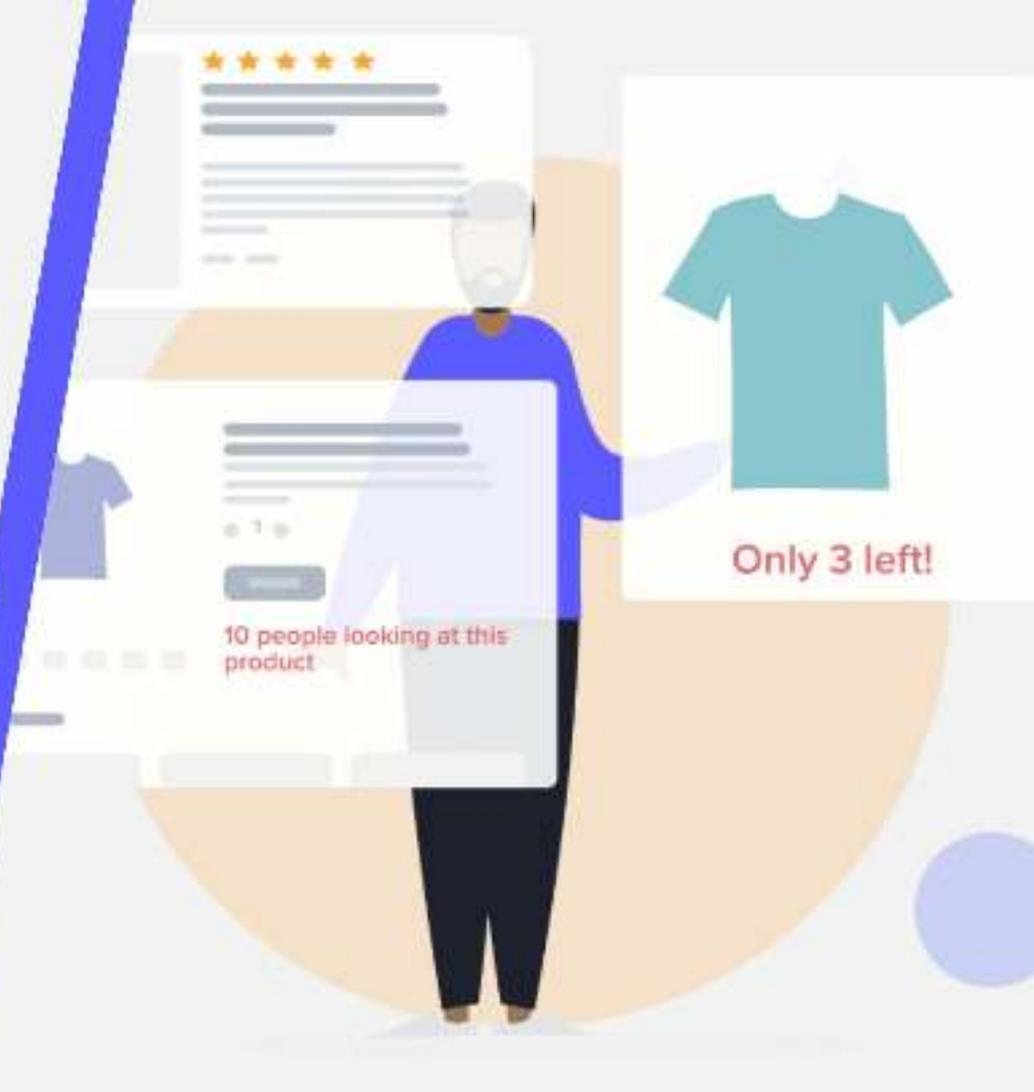
Dashboard View Data



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Try Fera  
4 Months  
Free

[www.fera.ai](http://www.fera.ai)



**A product returns experience  
like no other**



# Make Returns Your Competitive Advantage

How to exceed customer expectations, increase retention, and save sales with easy, smarter returns



# Meet Today's Host



**Aaron Schwartz**

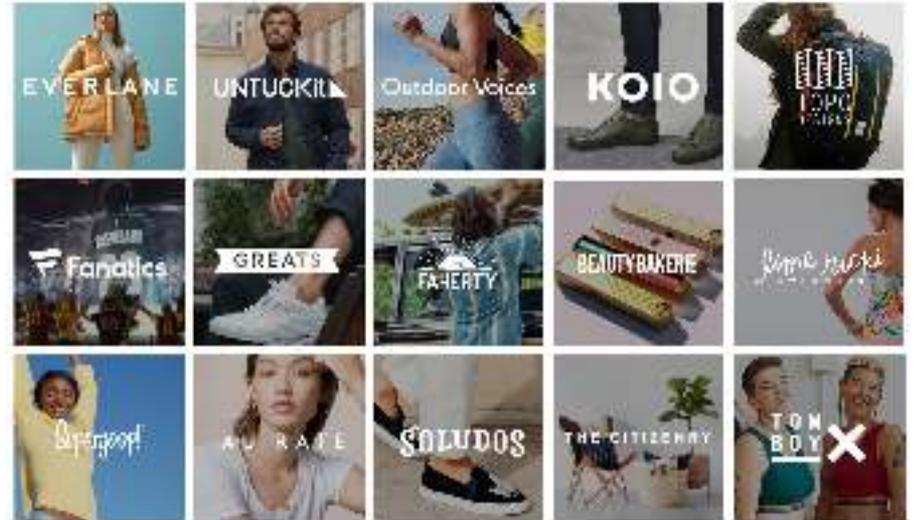
Chief Business Officer  
Returnly

# How Returnly Helps Modern Brands Grow

The **only** return solution that gives shoppers credit to get the right item before returning the wrong one – with zero risk to the retailer.

- Improve the return experience to 90+ shopper satisfaction with Instant Credit & Exchanges
- Drive higher top-line sales by converting 3x more returns into repurchases with 23% higher spend
- Improve your returns management and the profitability of returns with smart return policies

POWERING RETURNS FOR TODAY'S LEADING BRANDS

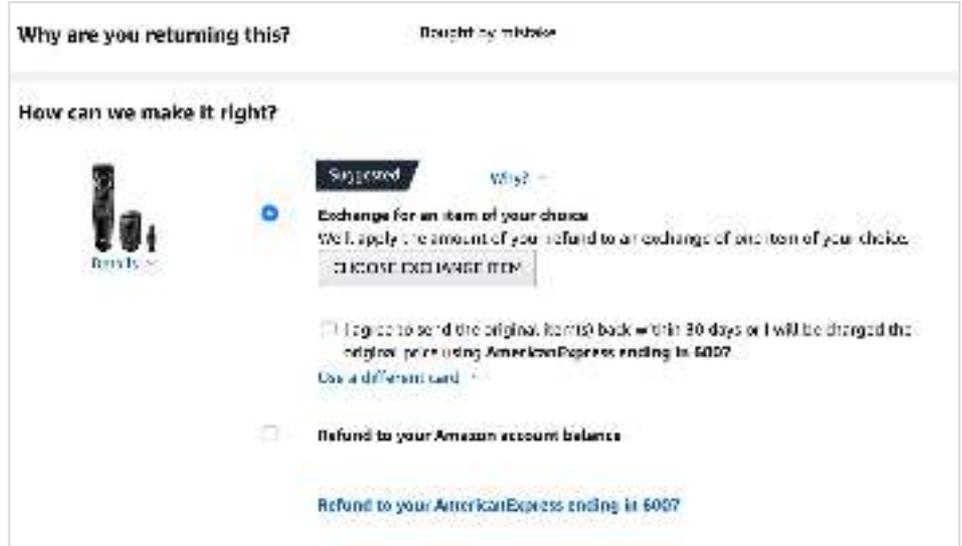


# What We'll Cover Today

- Why returns matter
- Different levels of returns experiences
- Great returns experiences maximize retention
- Q&A

# Returns with Amazon are Intuitive, Easy, & Flexible

- Order Page offers centralized, intuitive, and branded experience
- Returns can be completed in just three clicks
- Multiple options at point of return to “make it right”
- Return the way you like



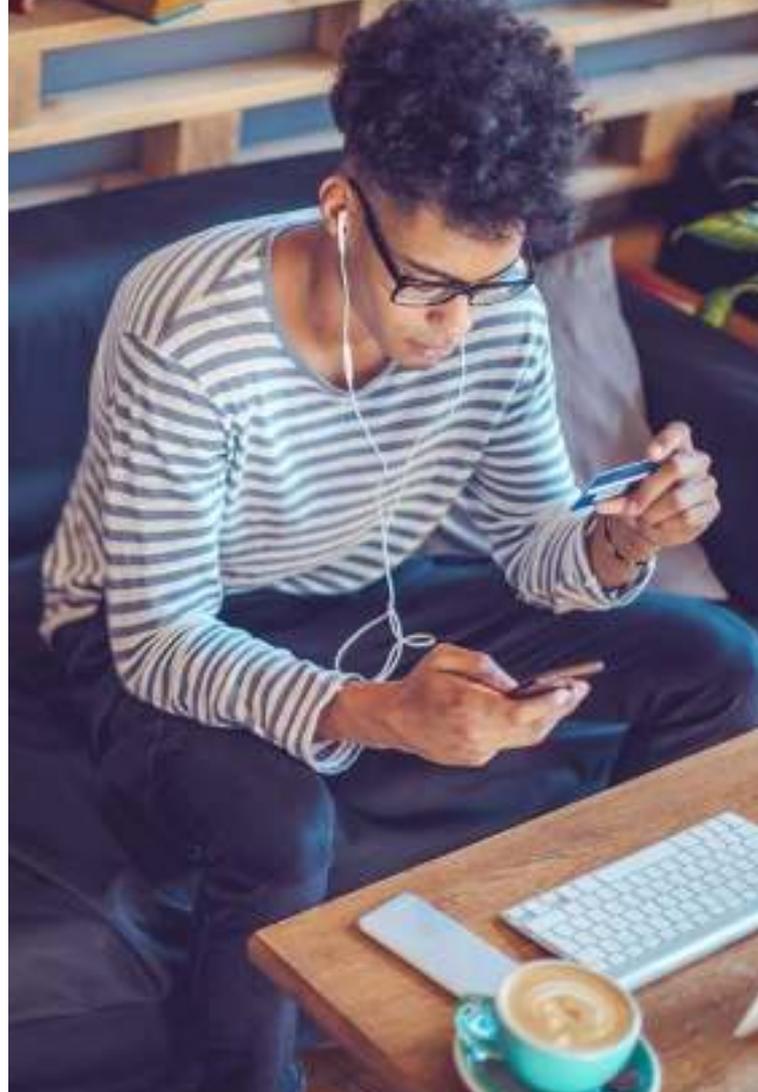
# Returns Are Part of Your Customers' Purchase Flow

# 80%

.....

of consumers think about  
the returns experience  
before buying

Source: CNBC (2016) and Stores.org (2019)



# Shoppers Rarely Forgive a Bad Return Experience

73%

of shoppers are more likely to buy again if they have a positive return experience

Source: UPS Pulse of the Online Shopper, 2019



# What's The Main Reason For A Poor Return Experience?

It's simple. Shoppers don't like to wait, and they don't like to pay.

46%

say delays in getting a  
refund or replacement

24%

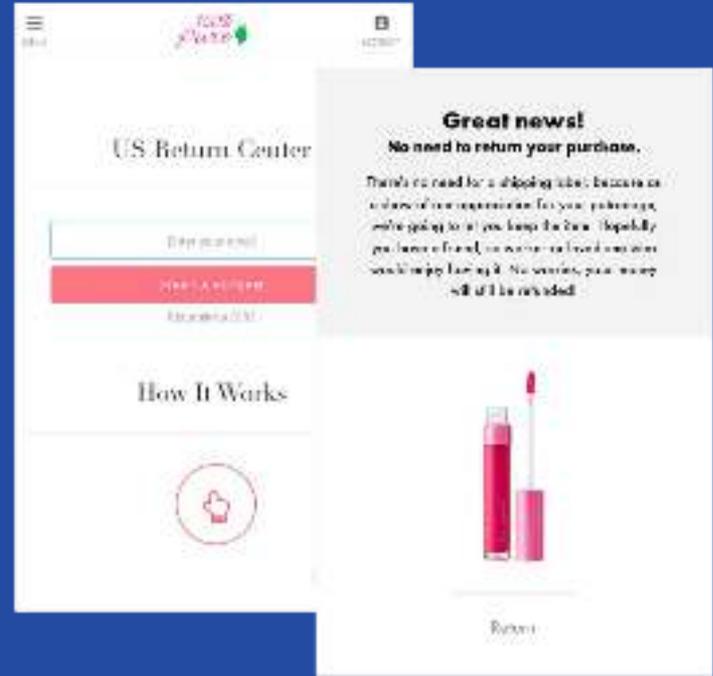
say having to pay for a  
return

Source: UPS Pulse of the Online Shopper, 2019

# A Great Return Saves \$\$\$ and Benefits Everyone

- Customer retention rates increase
- Remove the highest-frequency tickets
- (e.g., “Where’s my money?”)
- Offering Green Returns or “Returnless Returns” can save a ton of money and cut CO2 emissions

returnly



*“100% returnless refunds is not possible as you will be facing fraud as a few bad actors will buy a lot of inventory. Returnly acts as the gatekeeper.”*

Ric Kostick, Co-Founder & CEO, 100% Pure

# Returns Can Be Your Competitive Advantage

**EVERLANE**  
Returns and Exchanges

Email \_\_\_\_\_

**START RETURN**

Start with an Order Number:  
📦 Returning a Gift?

**How it Works**

Select the item to return or exchange

You have received Instant Credit.  
Your Instant Store Credit can be used right away — just log in at Everlane.com and the refund amount will deduct automatically from your purchase total at checkout.

Instant Credit  
**\$ 68.00**

**SHOP NOW**

Women's Shoe  
**The Trainer — \$98**  
★★★★★ 4.54 | See 1024 reviews

The Core Collection

Core Avenue Gum Sole

Blush

Select a size [Size Guide](#)

W 5	W 5.5	W 6	W 6.5	W 7
W 7.5	W 8	W 8.5	W 9	W 9.5
W 10	W 10.5	W 11	W 11.5	W 12
W 12.5				

**ADD TO BAG**

# Get Customers the Right Item **Before** Returning the Wrong One



**Instant credit to shop again:** Make it right for customers by giving them credit to find the right item. Actually save sales.



**Instant exchange fulfillment:** If they exchange or buy again, fulfill the items instantly. This is a true surprise and delight experience.

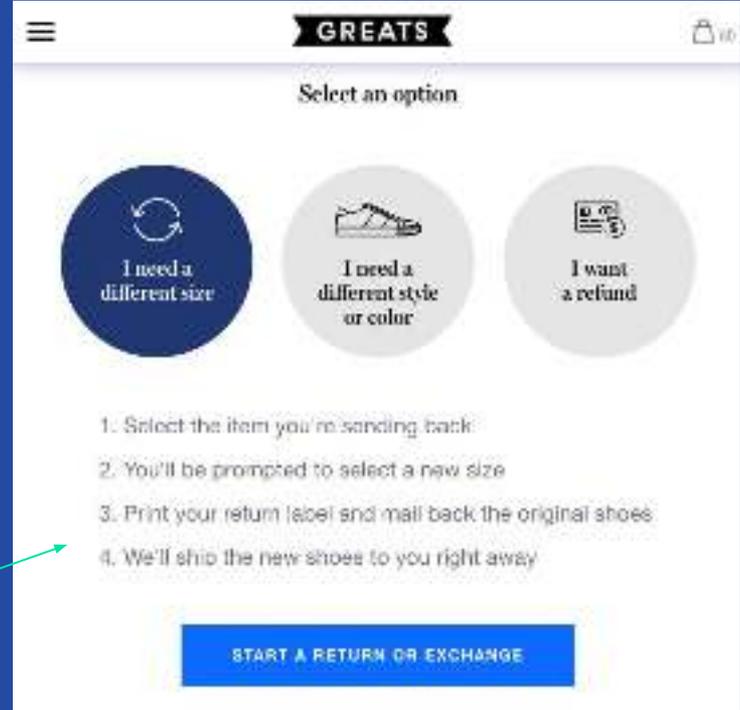


**Proactive updates:** Keep customers at ease with tracking and updates on the status of their refund or replacement.



# Amazing Returns Build Long-Term Love

- ✓ Deliver the unexpected (WOW shoppers)
- ✓ Free return shipping
- ✓ Hassle-free policy (with no fine print)
- ✓ Easy-to-print labels
- ✓ Your customers get the RIGHT item before returning the wrong one



*"Returnly's instant exchange is a key component to making sure we are delivering the best possible online experience for our shoppers."*

Ryan Babenzien, Founder & CEO, Greats

# When You Provide Better Returns, Everyone Benefits

## Happier Customers



- 91% shopper satisfaction

## Happier Retailer



- 95% lower contact
- Higher top-line sales

## Happier Planet



- Less landfill waste
- Lower CO2

# Make Returns Your Competitive Advantage



For questions or to schedule a demo, contact:  
[sales@returnnly.com](mailto:sales@returnnly.com)

To learn more about returnly, visit us online:  
[www.returnly.com](http://www.returnly.com)

# Post-purchase emails essential to growing your brand

**Lifecycle email marketing** is all about sending emails to customers at the critical points of their customer journey, to help them take that next important step forward toward a purchase.

# Customer Journey

Customer  
Journey



First Visit  
(Cold Traffic)



Product  
Browsing



Add to Cart



First  
Purchase



Second +  
Purchase(s)

# Help Your Customers Take the Next Step



# 3 Flows You Should Absolutely Have in Place

FIRST  
PURCHASE  
FLOW



SECOND  
PURCHASE  
FLOW



VIP  
FLOW



Here are some  
**HIGH-LEVEL STRATEGIES**  
to think about and incorporate  
into these flows:

# INDOCTRINATION

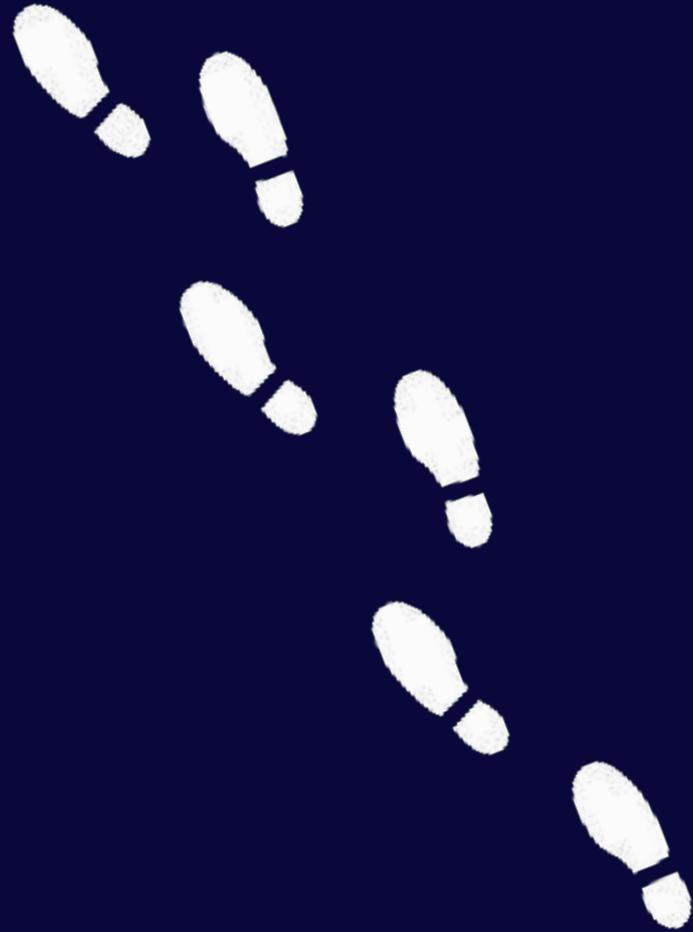
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## Build a relationship

The way brands beat amazon is by building a personal connection with their customers.

After a first purchase with a new brand, there is uncertainty and buyer's remorse.

Use email to introduce yourself, build trust, and develop a personal connection with your buyer.





# SETTING EXPECTATIONS

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Increase customer happiness, success and reduce returns.

Use email to educate and set the correct expectations before your product arrives

Build emotional excitement and anticipation.

Increase product usage and “stickiness” with step-by-step guides and inspiration for how to use.

# INCREASING LIFETIME VALUE WITH REPEAT PURCHASES

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**Selling to a happy customer is easier.**

Leverage the euphoria of a happy customer to sell them on additional products.

Increasing LTV will help scale CAC.





# COMMUNITY, SHARING & SOCIAL PROOF

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## Encourage word of mouth and community

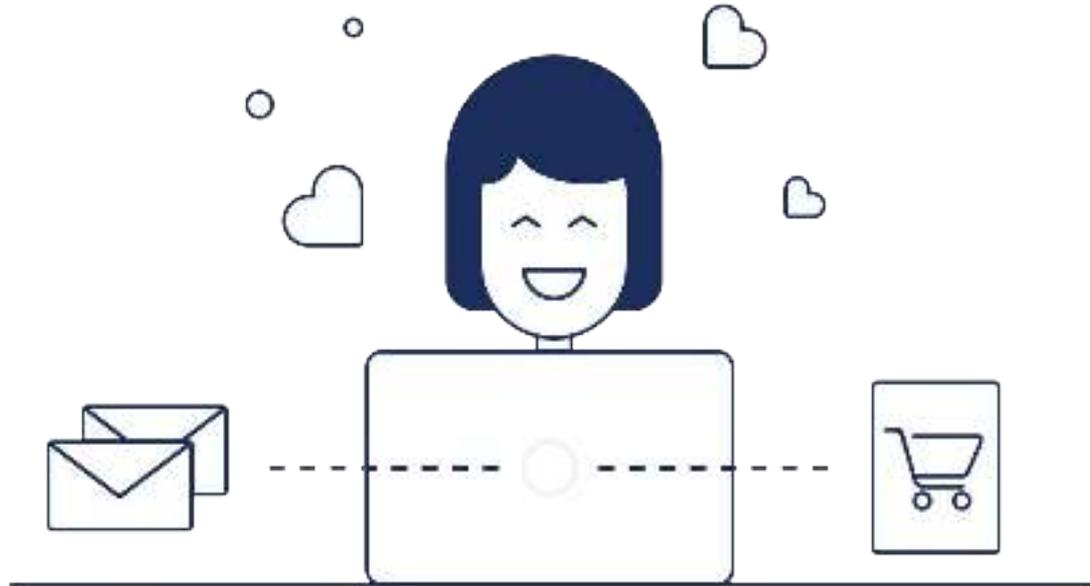
Use email to encourage social sharing.  
Hashtags and contests.

Request reviews (from happy customers)

Invite customers into private communities.

# If You Run a Subscription Business...

The goal of your post-purchase flow is to **reduce churn**.



# How We Can Help You

Allen has set aside some time for one-on-one strategy calls where you will ...

- Do a deep dive into your business
- Outline the exact next steps you need to optimize your current email strategy

# FREE Strategy Session Call

[bluestout.com/strategy](https://bluestout.com/strategy)

# How to provide an Uber-like delivery experience



## The Route app



- 1** How Amazon raised the bar
- 2** The impact of the post-purchase experience
- 3** Two strategies to implement today

# The appeal of Amazon

- ✓ **Easy, familiar shopping experience** that customers know.
- ✓ **Instant, effortless order updates** via push notifications
- ✓ **Premium checkout options** including upgraded shipping, service, and payment options.
- ✓ **Ongoing order history** to make repurchasing and engaging with customers seamless



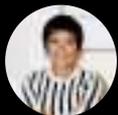
# The cost of Amazon

- ✘ **Products sold on Amazon have lower margins** while they take a large cut of the profits.
- ✘ **Amazon eliminates the brand experience** from the retailers that are selling products on their site.
- ✘ **Amazon doesn't share customer data**, eliminating the retailers ability to have data-driven marketing.
- ✘ **Prioritizes customer experience**, oftentimes at the expense of the seller



//

"I really do think that you will have brands that you go to because you love the brand or the product, and that's a differentiator, and everything else is a commodity that you'll buy on Amazon..."



**JEN RUBIO**

President & Chief Brand Officer  
Away Luggage

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"It comes back to being incredibly committed to amazing experiences for our consumers, direct relationships, and building unbreakable relationships."

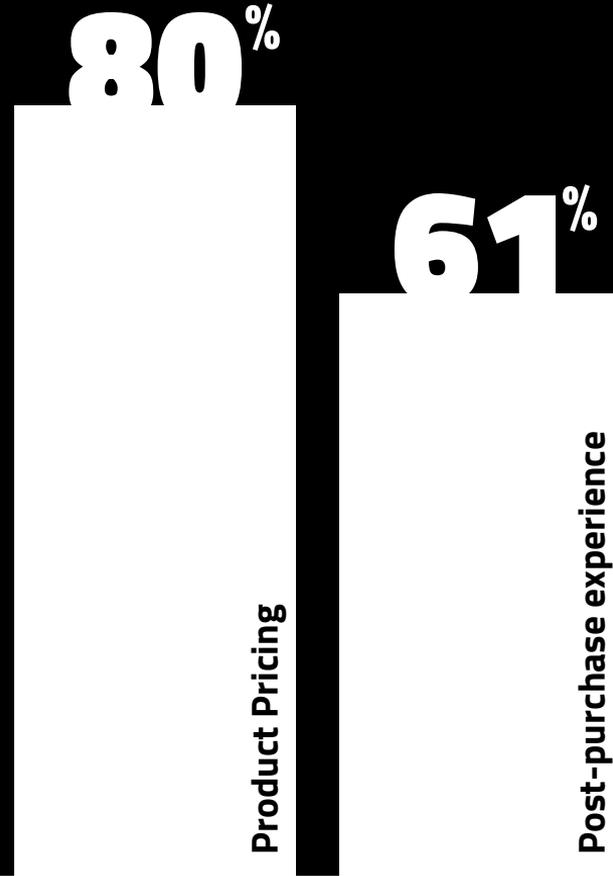


**Heidi O'Neill**

President, Direct to Consumer  
Nike

**Have your cake, eat it too**

“By 2020, customer experience **will overtake price and product as the key brand differentiator.**”



# Delivery breakdowns are inevitable

No amount of excellence in your online shopping experience can compensate for the frustration of a lost, damaged or stolen package.

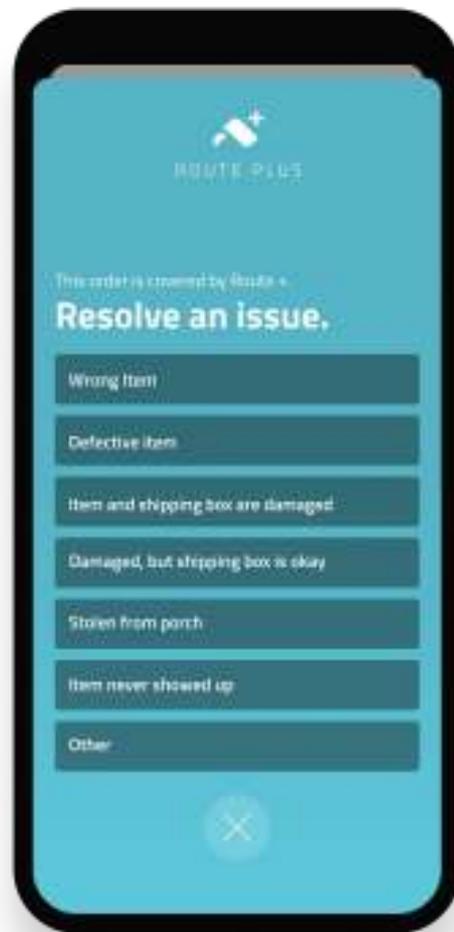


## The cost of a poor post purchase experience

**84%** of consumers won't return to an online store after a bad delivery experience

**94%** of customers blame the retailer after a delivery goes poorly

Sources: Dropoff (2018), Accenture (2019)



## Rewards for a white-glove post purchase experience

**73.6%**

of consumers reported delivery is most important to the overall shopping experience

**87%**

of shoppers are more loyal to a brand that reimburses them for a lost, stolen or damaged package

Source: Convey (2018)



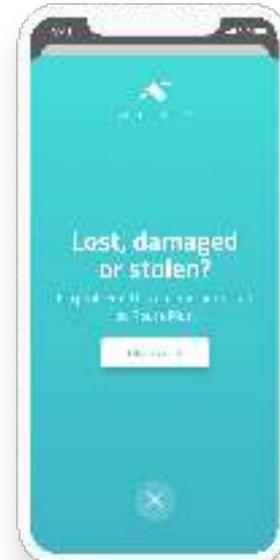
# The Big Picture



ADD ROUTE+ AT CHECKOUT



TRACK IN ONE PLACE



RESOLVE IF NEEDED



ENGAGE WITH BRAND



# **Two strategies to improve the post-purchase experience**

# #1 - Offer a better tracking experience

- Carry your brand all the way through delivery
- Reduce WISMO calls/emails, increase engagement
- Push notifications provide unmatched transparency

**23%**

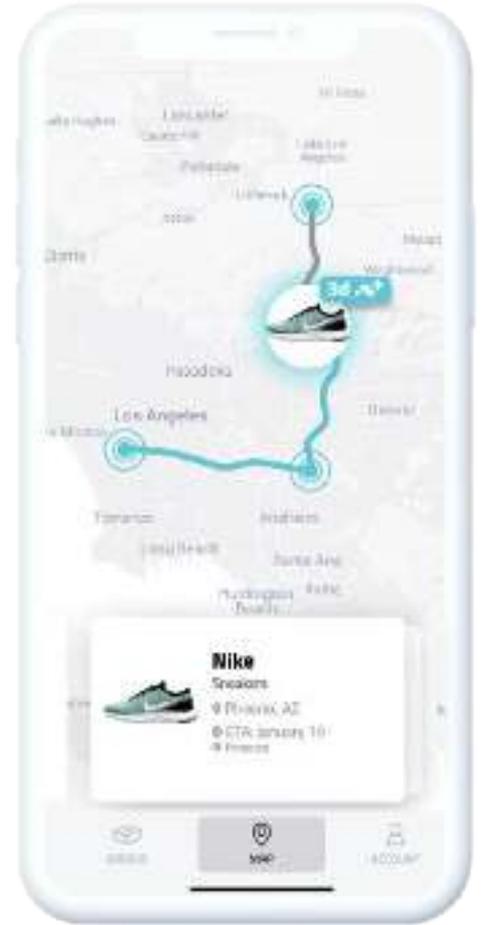
average open rate of an email

**90%**

average open rate of a push notification

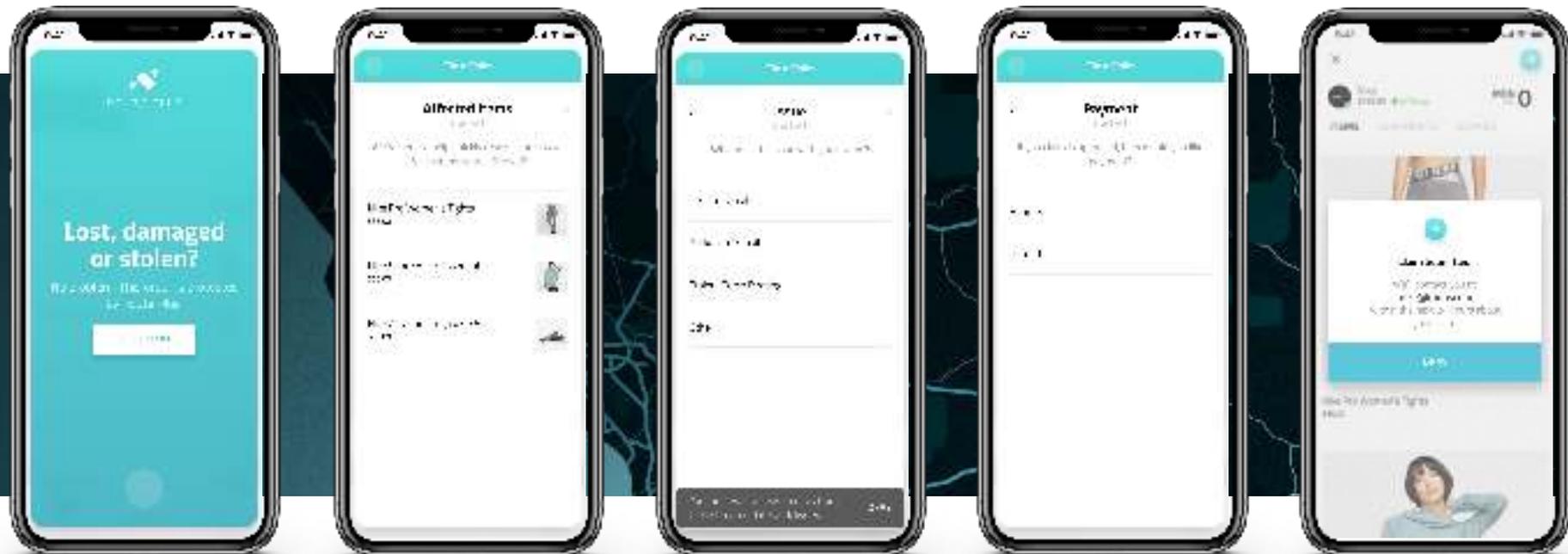
**26%**

increase in average spend when arriving via push notifications



## #2 - Mitigate delivery risk

When order issues arise, Route becomes an extension of your customer service team, fielding calls, quickly resolving issues and instilling confidence in your brand.





## Route App

One place to capture all consumer shipments, regardless of where they are ordered. AI powered email parsing allows shoppers to have everything in one place.



## Route Plus

An "Amazon-like" customer service toolset for all merchants. Trust and convenience backed into an incredibly simple customer service UI for all merchants, in a single platform

# Thousands of brands trust Route

 BlenderBottle.

 cotopaxi  
DEAR FOR GOOD

*chubbies*

 ZINUS

florence  
by mills

  
MAKEUP  
GEEK

 solo stove

 dailysteals

**chirp.**

böhme

HEMPER

MONDAY  
SWIMWEAR

*Loorin Bros*

 SHEFIT

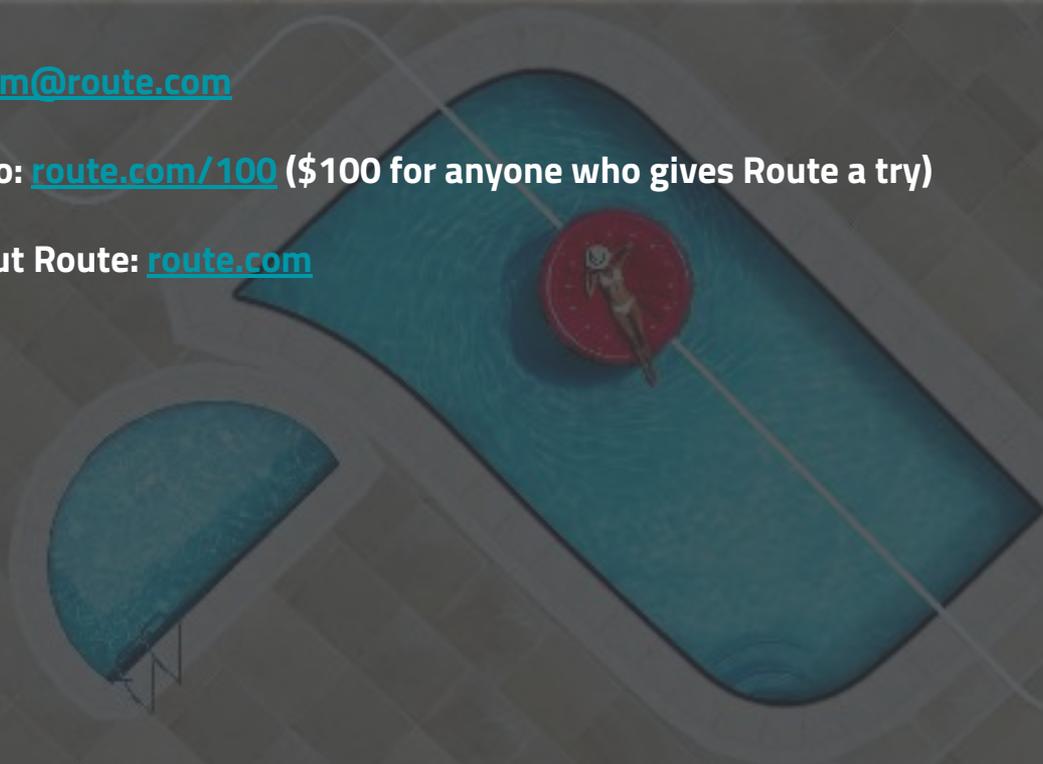
ROOLEE

Contact me: [adam@route.com](mailto:adam@route.com)

Schedule a demo: [route.com/100](https://route.com/100) (\$100 for anyone who gives Route a try)

Learn more about Route: [route.com](https://route.com)

Thanks!



# Questions?

