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★ 2024 State Of E-commerce Holiday Shipping In The U.S.

★ SEVENTH EDITION

A comprehensive report on **UPS** and **FedEx** on-time delivery performance trends and 2024 Holiday Season forecast for small parcels shipped by e-commerce merchants in the U.S.

FEATURED IN TOP RETAIL PUBLICATIONS WORLDWIDE



RETAIL DIVE



SUPPLYCHAIN DIVE

WWD

MULTICHANNEL
MERCHANT

The Washington Post



SOURCING
JOURNAL



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About This Report

The “**2024 State of E-commerce Holiday Shipping in the U.S.**” report focuses on understanding the impact of the surge in order volumes and supply chain disruptions on the on-time delivery performance of **UPS and FedEx** in the United States during the peak season.

DATA REPORTING AND ANALYSIS

In order to extract meaningful insights that can be used to better understand and forecast the on-time delivery performance of UPS and FedEx during the upcoming 2024 Holiday season, we analyzed shipment data during the following periods:

Holiday Period 2023
(Nov 26 - Dec 31, 2023)

Regular Operating Period 2024
(Jan 1 - Oct 31, 2024)

This report emerges from a trend analysis done on statistically relevant and verifiable shipment data collected from millions of e-commerce packages tracked and monitored by LateShipment.com during the above-mentioned period.

WHO CAN USE THIS REPORT

This report attempts to bring more transparency to the workings of the autonomous small parcel shipping industry.

Retail Analysts | Media Personnel | Retail & E-commerce Leaders | E-commerce Logistics & Supply Chain Leaders

Insights in this report enable retail leaders, publications, and analysts to focus on Holiday sales and e-commerce logistics with carrier performance metrics for package delays across **key states and cities, carrier service types, and retail categories**. Retail merchants can leverage this report to make data-backed decisions to optimize their supply chain during the critical Holiday season and beyond.

Holiday Sales 2024 by the Numbers

For 2024, U.S. holiday e-commerce growth is expected to remain robust, with the National Retail Federation (NRF) forecasting an increase of 8% to 9% year-over-year. This growth, though slightly lower than in previous years, reflects continued resilience among consumers despite inflation and economic uncertainty. This growth aligns with recent trends reflecting cautious but steady consumer confidence, buoyed by a healthy job market and stabilized inflation.

Notably, mobile commerce will play a substantial role, expected to comprise over 54% of all holiday e-commerce transactions, driven by increased Gen Z engagement. Furthermore, this year's holiday shopping season is compressed to just 26 days between Thanksgiving and Christmas, which may push consumers to make purchases earlier than usual, particularly during prominent sales events like Black Friday and Cyber Monday.

2024 HOLIDAY SALES HIGHLIGHTS

- ✓ The National Retail Federation (NRF) forecasts a **2.5% to 3.5%** increase in holiday sales for November and December, estimating between **\$979.5 billion and \$989 billion** in total spending.
- ✓ Deloitte projects that 2024 holiday e-commerce sales will rise between **7% and 9%**, reaching an estimated \$289 billion to \$294 billion in line with the National Retail Federation (NRF) forecasting an increase of **8% to 9%** year-over-year.
- ✓ According to Bain & Company, for the 2024 Black Friday and Cyber Monday (BFCM) weekend, U.S. retail sales are projected to reach a record **\$75 billion**, representing a **5%** year-over-year increase.

Overall, though moderated from prior years, the projected growth in 2024 Holiday sales underscores the continued shift to online shopping as consumers seek convenience and retailers offer attractive products and competitive promotions.

The Impact of Economic and Supply Chain Dynamics on 2024 Holiday Shipping

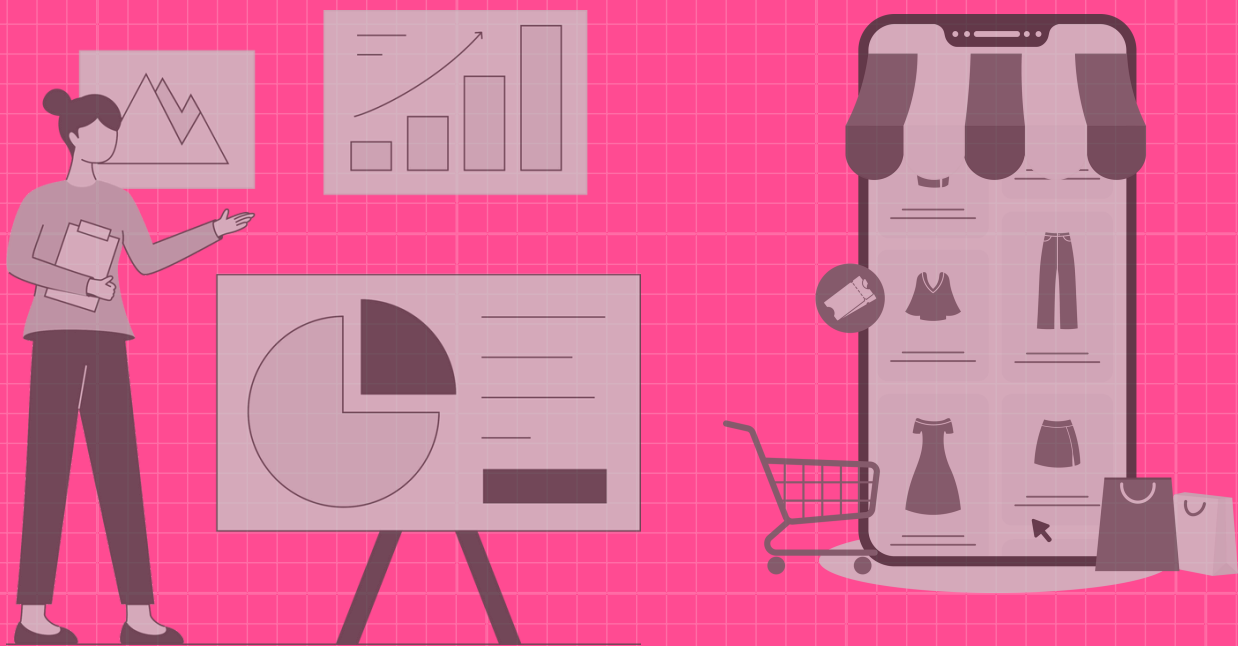
Major shipping carriers in the U.S., including FedEx and UPS, are navigating a complex 2024 holiday season influenced by economic pressures, operational challenges, and evolving consumer expectations. With steady consumer demand, yet increased costs from fuel prices, inflation, and labor shortages, carriers are implementing new strategies to maintain efficiency. To manage holiday shipping, both FedEx and UPS have announced adjusted peak season surcharges and expanded their seasonal workforce.

KEY UPDATES FROM UPS AND FEDEX FOR THE 2023 HOLIDAY SEASON

- ✓ **UPS** is increasing its seasonal workforce, hiring approximately 125,000 workers (up from 100,000 in 2023), aiming to enhance its on-time delivery performance during the busy shopping season.
- ✓ **FedEx** anticipates a balanced peak season with moderate demand, prioritizing hiring only in critical areas and optimizing capacity for high-demand periods.
- ✓ Carriers are expected to deliver an average of 85 million packages per day during the holiday season, reflecting slight adjustments from previous years to align with moderated consumer demand.

With a shorter holiday season and intense consumer demand, both carriers and retailers are navigating complex dynamics. By optimizing surcharges, expanding capacity, and closely managing resources, carriers strive to meet heightened expectations for timely deliveries during the year's busiest season.

However, with a shorter shopping window, carriers are under pressure to maintain on-time delivery performance amidst high volumes and consumer expectations for prompt, reliable service



UPS and FedEx : On-time Delivery Performance Analysis

The following section is the result of a trend analysis conducted on packages shipped between the **2023 Holiday Season (Nov 26 - Dec 31)** and **2024 Regular Operating Period (Jan 1 - Oct 31)**. You will find a detailed breakdown of package delays by **UPS and FedEx** across key *States, Cities, Service-types, and Retail Categories* in the United States.

ANALYSIS KEY HIGHLIGHTS

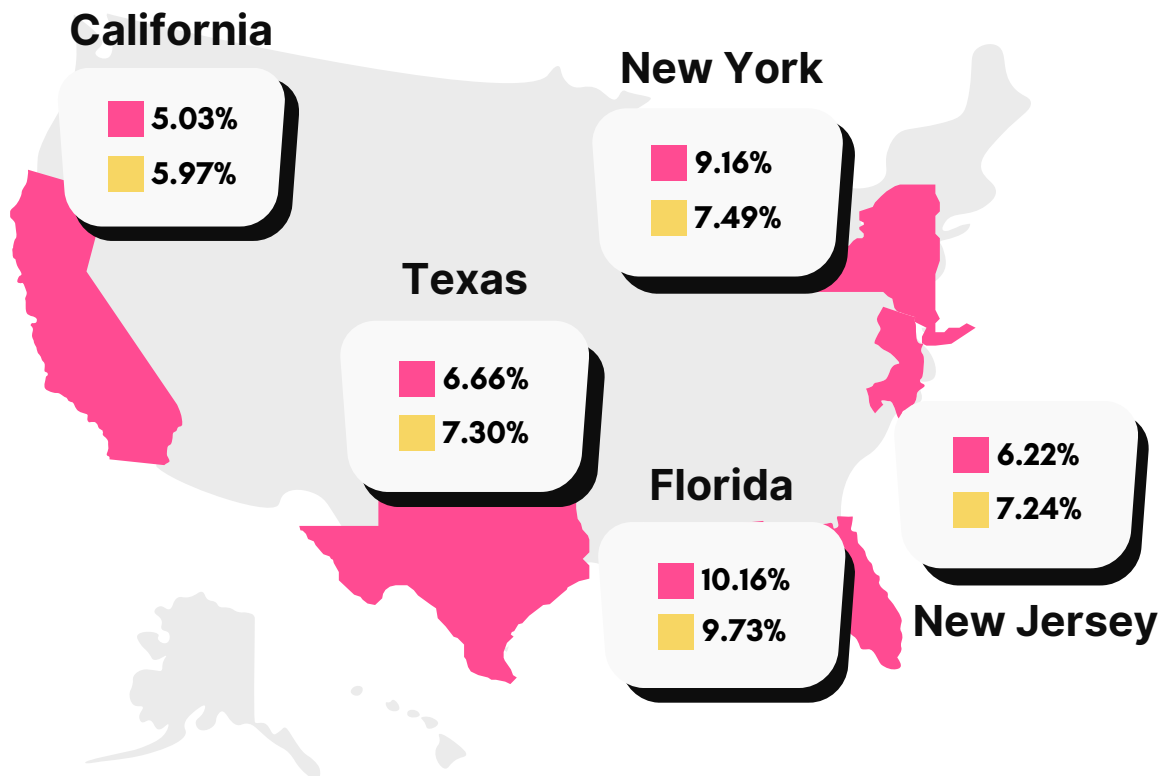
- ✓ **UPS Delays by State:** Florida experienced the highest UPS delay rate at **10.16%** during the 2023 holiday season, while California had the lowest at **5.03%**.
- ✓ **FedEx Delays by State:** New York's FedEx delays were highest at **8.76%** during the 2023 holiday season, which improved to **6.33%** in the 2024 regular period.
- ✓ **UPS Delays by City:** Miami led in UPS delay rates among U.S. cities, with **9.4%** of shipments delayed during the 2023 holiday season.
- ✓ **FedEx Delays by City:** FedEx delays were highest in Miami at **10.38%** during the 2023 holiday season, with only minor reductions in the 2024 regular period.
- ✓ **UPS Delays on West Coast:** Washington had the highest delays on the West Coast at **15.68%** in the 2023 holiday season, dropping to **12.64%** in 2024 regular period.
- ✓ **UPS Delays in Central Region:** Louisiana saw a 2023 holiday UPS delay rate of **11.34%**, which decreased to **6.65%** in the 2024 regular period.
- ✓ **UPS Delays on East Coast:** On the East Coast, Delaware had the highest UPS delay rate at **12.55%** in 2023, with a reduction to **8.16%** in 2024.
- ✓ **FedEx Delays on West Coast:** Oregon had the highest FedEx delay rate on the West Coast at **10.41%** during the 2023 holiday season, rising to **11.52%** in 2024.
- ✓ **FedEx Delays in Central Region:** Nebraska's FedEx delays peaked at **12.72%** in the Central region during the 2023 holiday season, reducing slightly to **11.1%** in 2024.
- ✓ **FedEx Delays on East Coast:** Maine experienced the highest East Coast FedEx delay rate at **11.39%** during the 2023 holiday season, dropping to **9.7%** in 2024.
- ✓ **UPS Ground Delays:** UPS Ground delays decreased from **6.04%** during the 2023 holiday season to **5.75%** in the 2024 regular period.
- ✓ **UPS Express Delays:** UPS Next Day Air delays were the highest at **9.07%** during the 2023 holiday season, with a slight change to **8.53%** in 2024 regular period.
- ✓ **UPS and FedEx Delays by Category:** Electronics and Apparel saw the highest UPS delay rates at **7.82%** and **7.5%**, respectively, in the 2023 holiday season. Jewelry experienced the highest FedEx delay rate among retail categories at **9.5%**.


Delivery Delays Across Key U.S. States


UPS PACKAGE DELAYS IN TOP STATES

In 2023, **Florida** saw the highest UPS package delay rate during the holiday season, with **10.16%** of shipments arriving late — a trend that continued in 2024, with delays at **9.73%** in the regular period. **California** maintained the lowest delay rate, at **5.03%** during the holiday season, rising slightly to **5.97%** in 2024.

New York's delay rate improved significantly, dropping from **9.16%** in the 2023 holiday season to **7.49%** during the 2024 regular period. Texas and New Jersey, experienced delays of **6.66% to 7.30%** and from **6.22% to 7.24%**, respectively, indicating ongoing regional challenges.



 **Holiday Period 2023**
(Nov 26 - Dec 31, 2023)

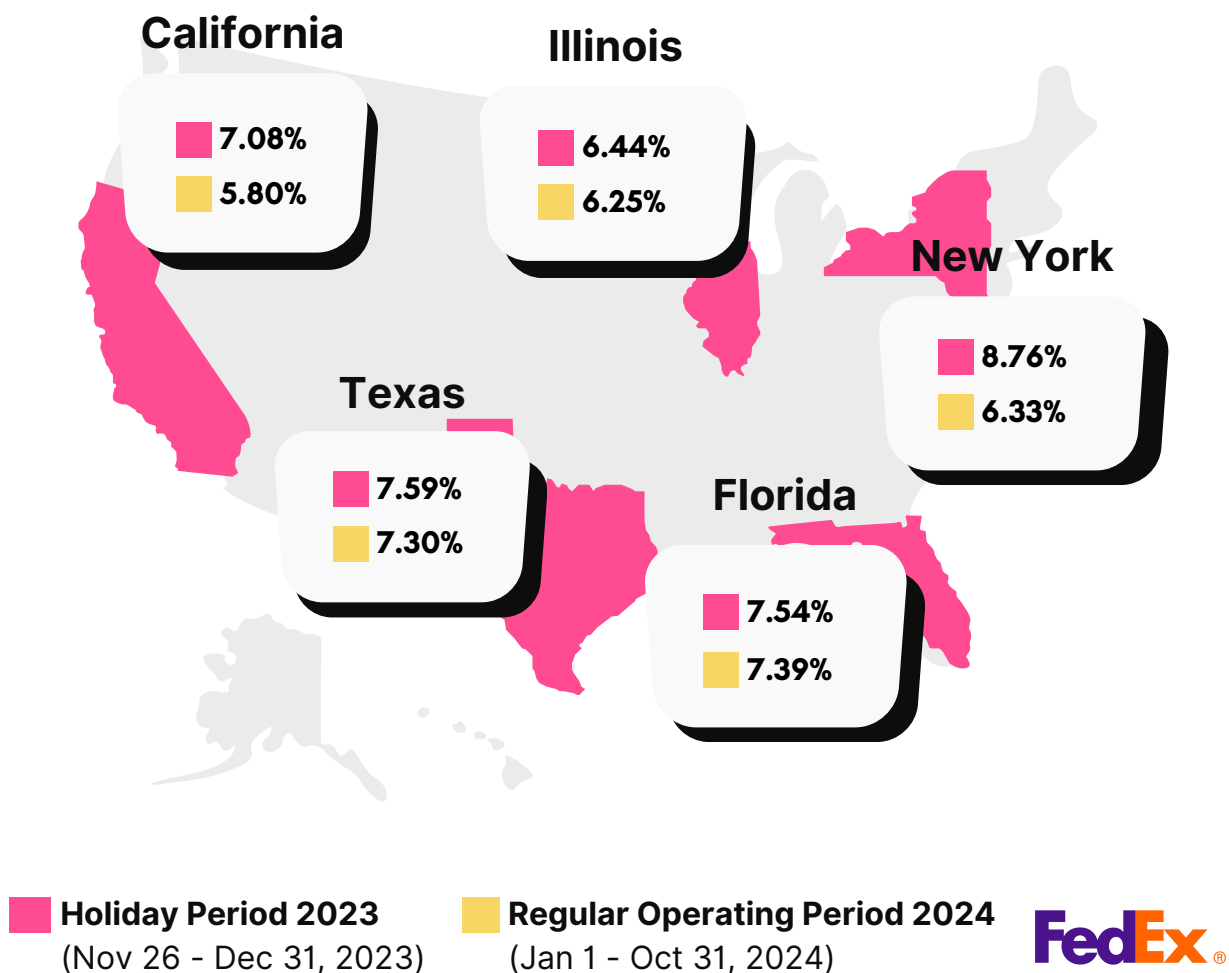
 **Regular Operating Period 2024**
(Jan 1 - Oct 31, 2024)



FEDEX PACKAGE DELAYS IN TOP STATES

In 2023, **New York** saw the highest FedEx package delay rate during the holiday season at **8.76%**, which improved to **6.33%** during the 2024 regular operating period. **Texas** had the lowest delays, with **7.59%** over the holidays, slightly decreasing to **7.30%** in the 2024 regular operating period.

Illinois and Florida faced steady delays, with Illinois at **6.44%** during the holiday season, dropping to **6.25%** in 2024. These variations reflect regional challenges for FedEx, influenced by urban density, and operational complexities.

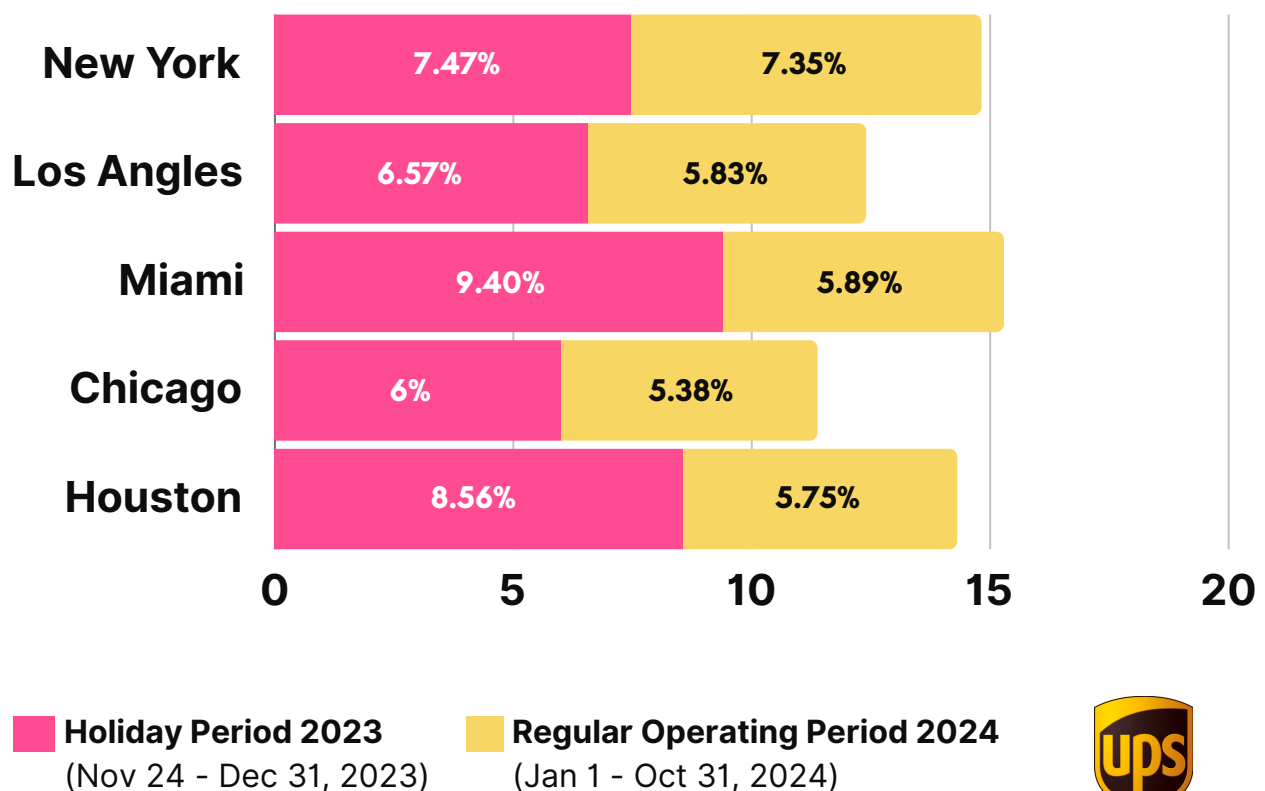


Delivery Delays Across Key U.S. Cities

UPS PACKAGE DELAYS IN TOP CITIES

During the 2023 holiday season, **Miami** saw the highest UPS package delay rate among major U.S. cities at **9.40%**, followed by **Houston** at **8.56%**. In comparison, **Chicago** had a lower delay rate of **6%**, reflecting relative efficiency in handling holiday parcel volumes.

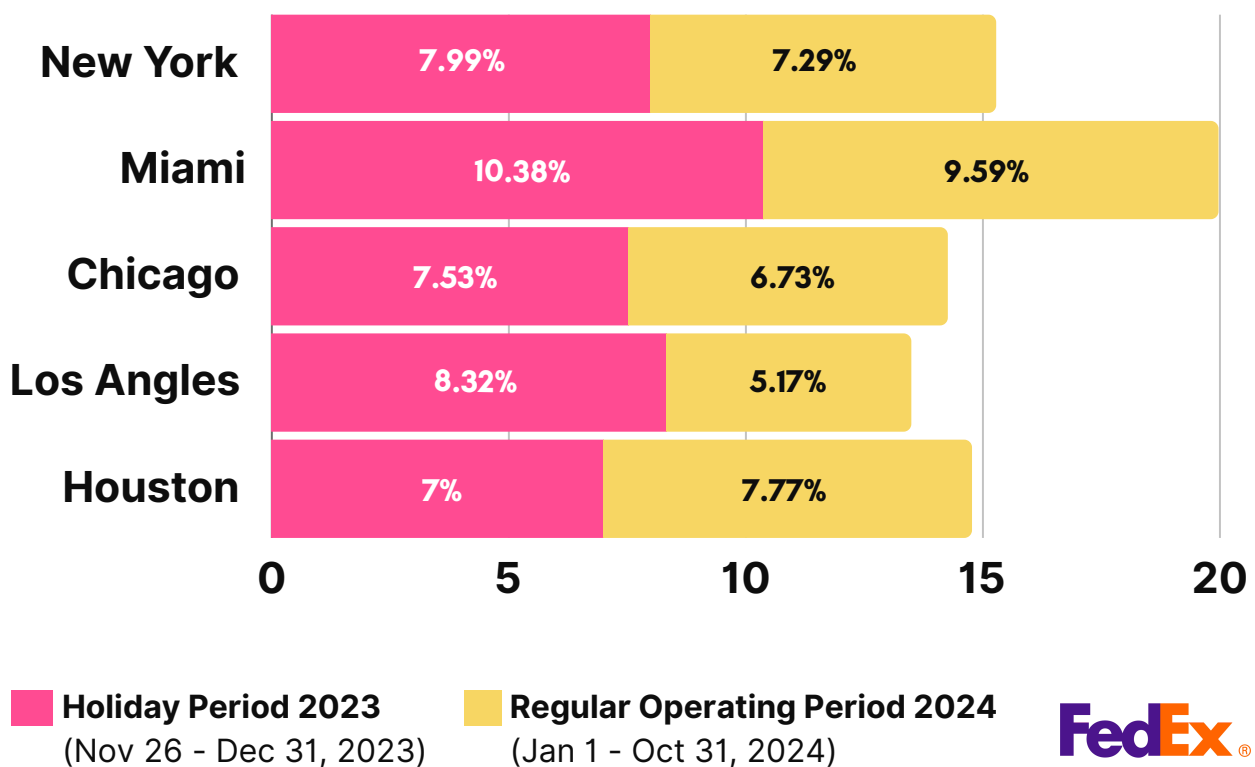
In the 2024 regular operating period, **New York** reported the highest delay rate at **7.35%**, while **Miami and Los Angeles** showed improvements with delay rates of **5.89%** and **5.83%**, respectively. These trends highlight ongoing regional delivery challenges, particularly in high-demand cities.



FEDEX PACKAGE DELAYS IN TOP CITIES

During the 2023 holiday season, **Miami** experienced the highest delay rate among FedEx shipments, with **10.38%** of packages arriving late. **New York** and **Los Angeles** also faced significant delays, at **7.99%** and **8.32%**, respectively. In contrast, **Houston** had a lower delay rate of **7%** during the holiday period.

In the 2024 regular operating period, **Miami** continued to experience high delays at **9.59%**, followed by Houston with **7.77%**. New York and Chicago saw slightly lower delays at **7.29%** and **6.73%**, while Los Angeles showed the most improvement, with delays dropping to **5.17%**

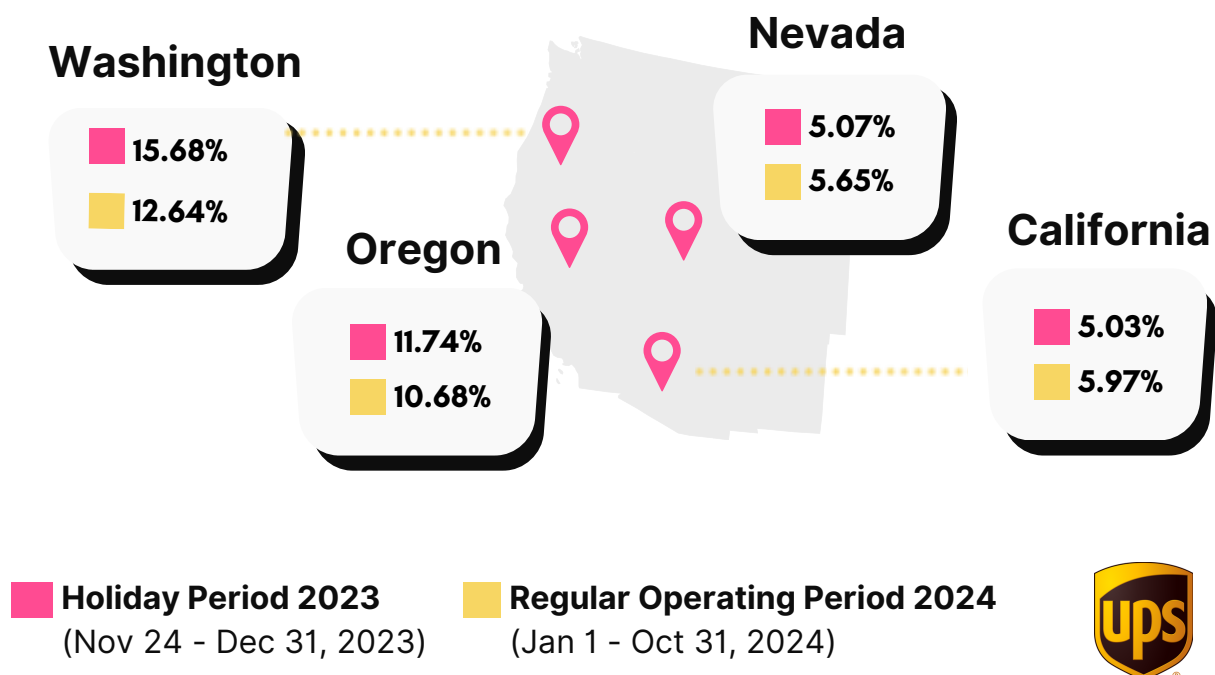


Delivery Delays Across West Coast, Central Region and East Coast

UPS PACKAGE DELAYS ON THE WEST COAST

In 2023, **Washington** experienced the highest UPS package delay rate on the West Coast during the holiday season at **15.68%**, which then decreased to **12.64%** in the 2024 regular operating period. **Oregon** also faced significant delays, with **11.74%** during the holiday season, slightly improving to **10.68%** in the 2024 regular operating period.

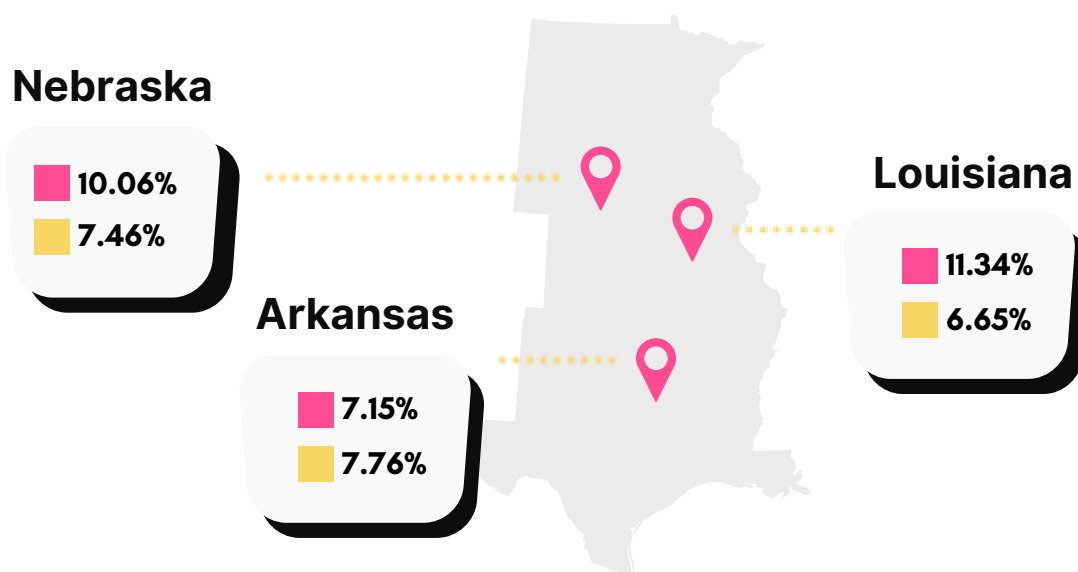
California and Nevada maintained relatively lower delay rates. **California** had delays of **5.03%** during the holiday season, increasing modestly to **5.97%** in the 2024 regular operating period, while **Nevada's** delay rate was **5.07%** during the holiday season to and **5.65%** in the 2024 regular operating period.



UPS PACKAGE DELAYS IN THE CENTRAL REGION

During the 2023 holiday season in the Central Region, **Louisiana** experienced the highest UPS delay rate at **11.34%**, which dropped to **6.65%** during the 2024 regular operating period. **Nebraska** had a holiday delay rate of **10.06%**, improving to **7.46%** in 2024, reflecting some relief in the regular period.

Arkansas saw a moderate delay rate of **7.15%** during the 2023 holiday season, which slightly increased to **7.76%** in the 2024 regular operating period, indicating persistent challenges.



Holiday Period 2023
(Nov 24 - Dec 31, 2023)

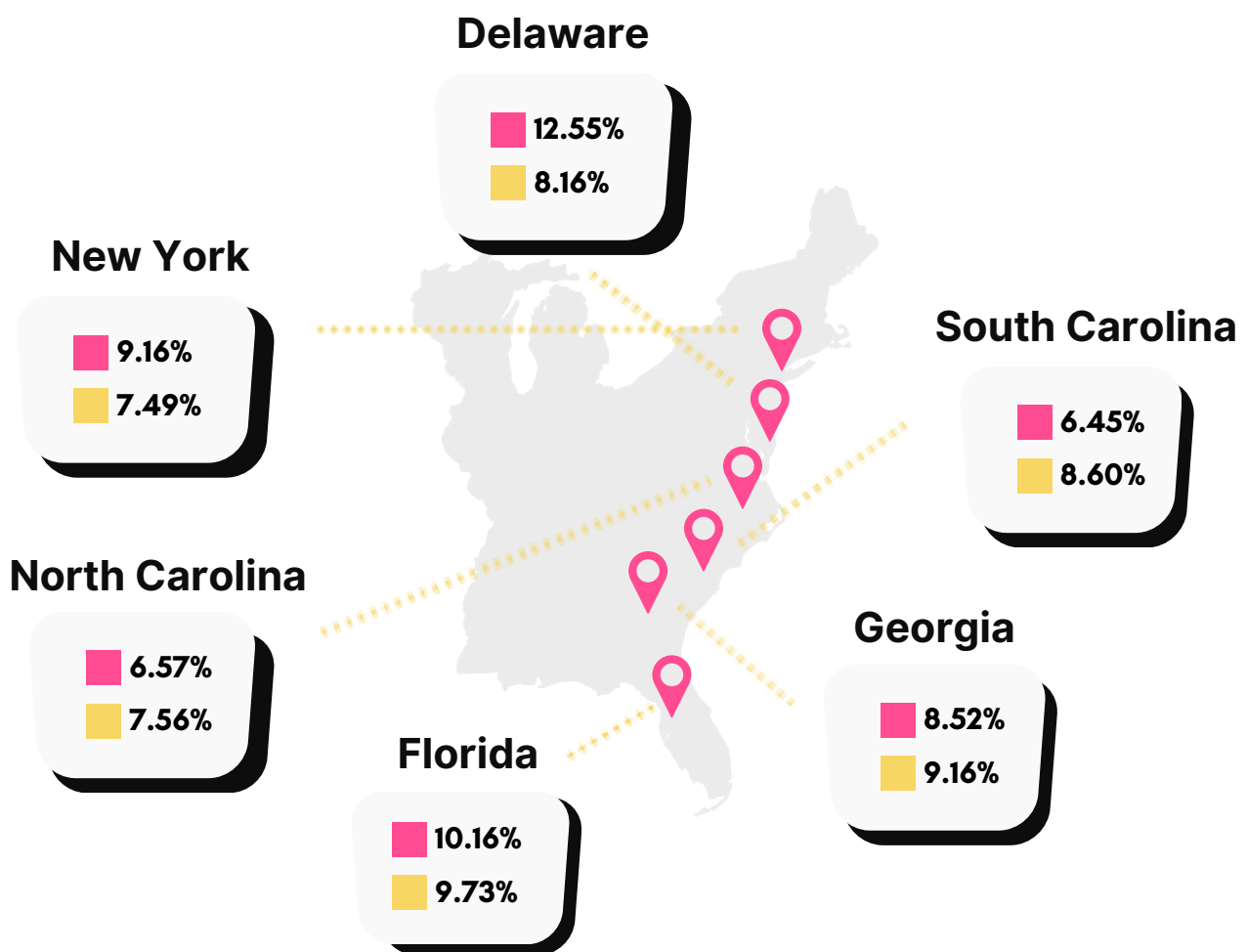
Regular Operating Period 2024
(Jan 1 - Oct 31, 2024)



UPS PACKAGE DELAYS ON THE EAST COAST

During the 2023 holiday season, **Florida and Delaware** experienced the highest UPS package delay rates on the East Coast, at **10.16% and 12.55%**, respectively. **New York** also had a significant delay rate at **9.16%**.

In the 2024 regular operating period, **Florida** continued to lead with a high delay rate of **9.73%**, while **Delaware and Georgia** reported delays of **8.16%** and **9.16%**, respectively. **South Carolina** saw an increase in delays, rising to **8.60%**.



■ **Holiday Period 2023**
(Nov 26 - Dec 31, 2023)

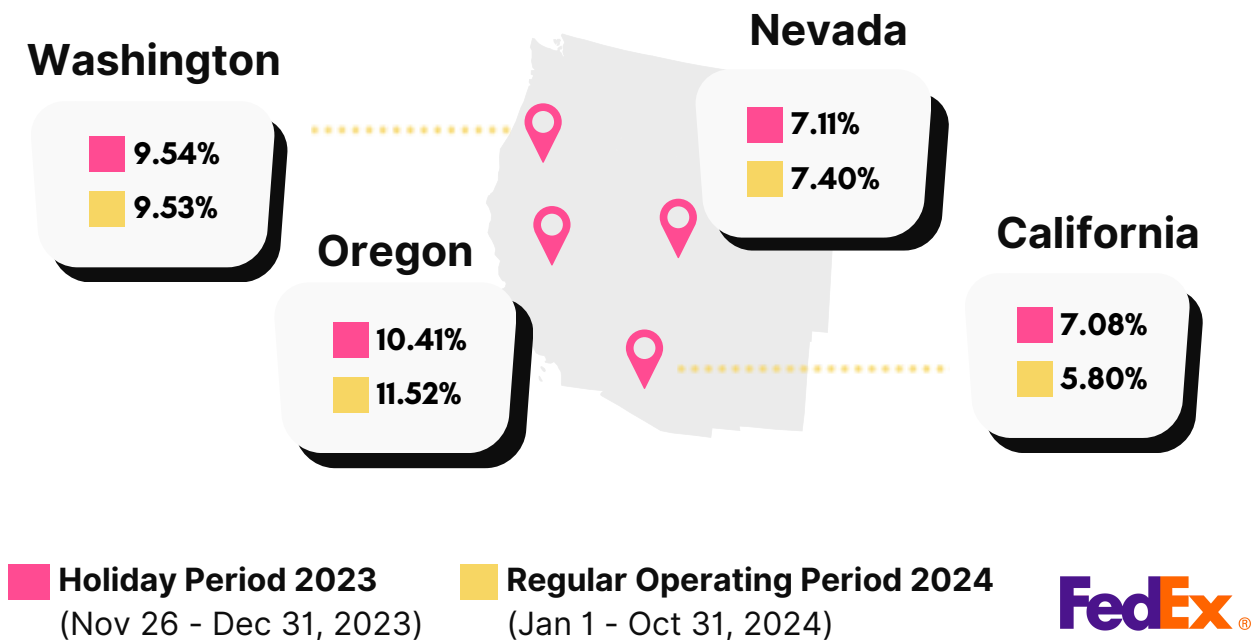
■ **Regular Operating Period 2024**
(Jan 1 - Oct 31, 2024)



FEDEX PACKAGE DELAYS ON THE WEST COAST

During the 2023 holiday season, **Oregon** had the highest FedEx package delay rate on the West Coast at **10.41%**, followed by **Washington** at **9.54%**. **California** and **Nevada** experienced lower delays, with **California** at 7.08% and **Nevada** at 7.11%.

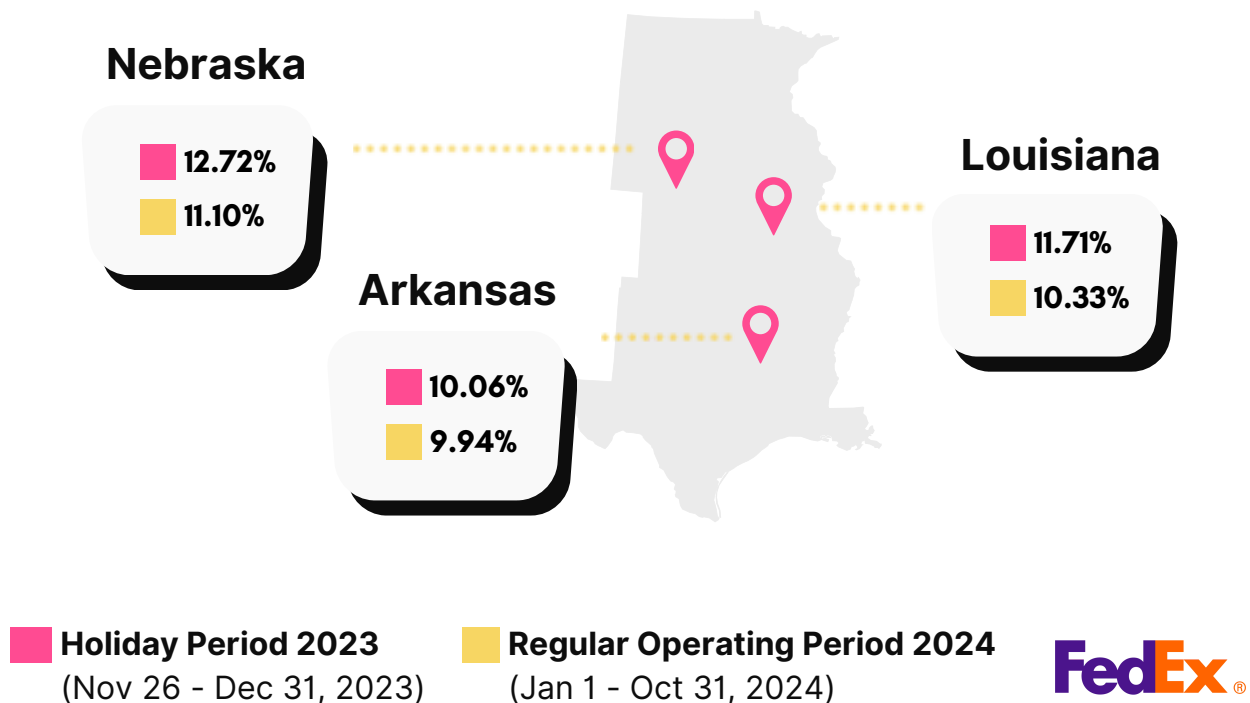
In the 2024 regular operating period, **Oregon** saw an increase in delays to **11.52%**, while **Washington** experienced a slight reduction, with delays at **9.53%**. **California** improved significantly to **5.80%**, while **Nevada** maintained a steady delay rate at **7.40%**.



FEDEX PACKAGE DELAYS IN THE CENTRAL REGION

During the 2023 holiday season, **Nebraska** faced the highest FedEx package delay rate in the Central Region, with delays at **12.72%**. **Louisiana and Arkansas** also saw significant delays, at **11.71%** and **10.06%**, respectively, reflecting challenges in maintaining delivery times in this region.

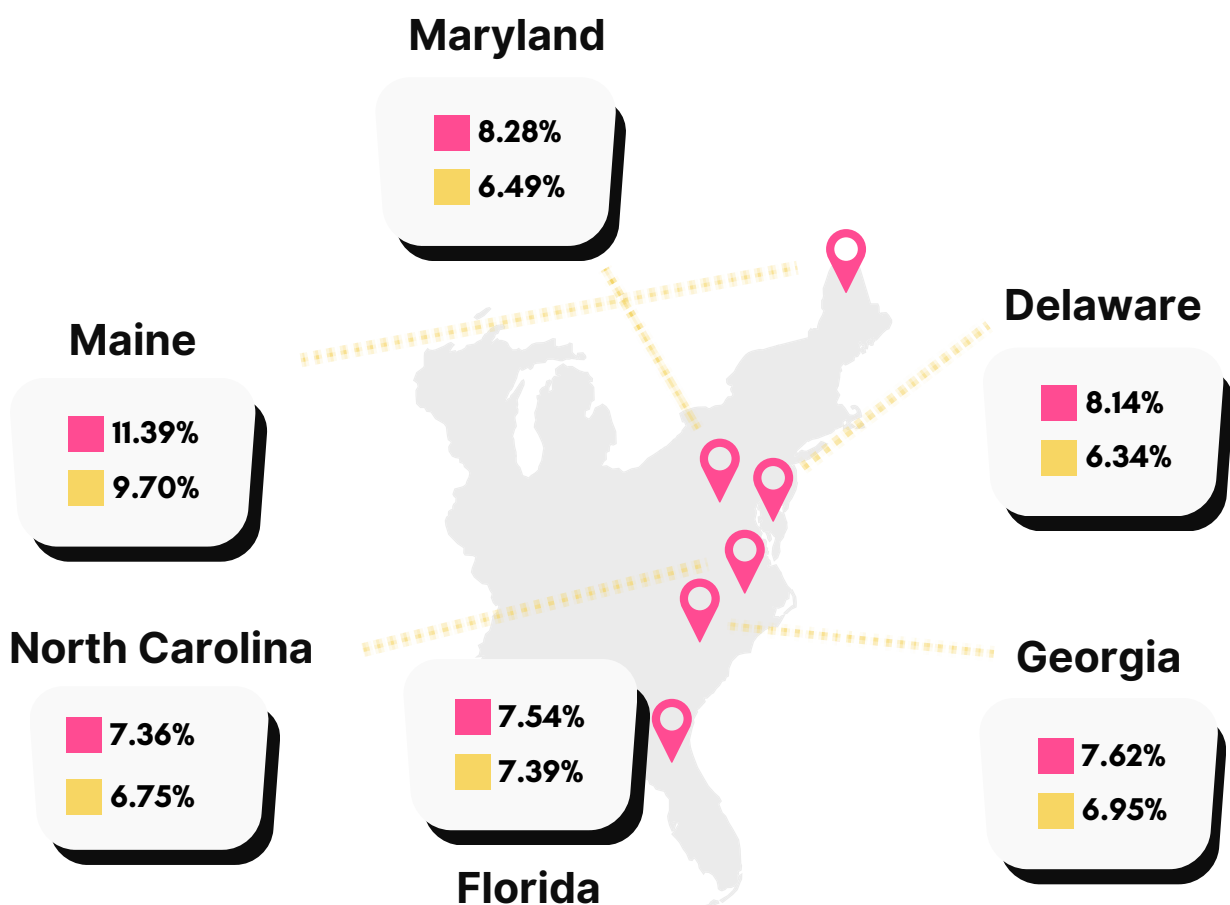
In the 2024 regular operating period, delays improved but remained elevated, with **Nebraska** at **11.10%** and **Louisiana** at **10.33%**. **Arkansas** saw a slight improvement, with delays decreasing to **9.94%**.



FEDEX PACKAGE DELAYS ON THE EAST COAST

During the 2023 holiday season on the East Coast, **Maine** experienced the highest FedEx delay rate at **11.39%**, followed by **Georgia** at **7.62%**. **Maryland and Delaware** also saw delays of **8.28%** and **8.14%**, respectively, reflecting notable seasonal challenges in these states.

In the 2024 regular operating period, delays improved across most states, with **Maine** still high at **9.70%** and Georgia at **6.95%**. **Florida and North Carolina** had lower delay rates, at **7.39%** and **6.75%** respectively.



■ **Holiday Period 2023**
(Nov 26 - Dec 31, 2023)

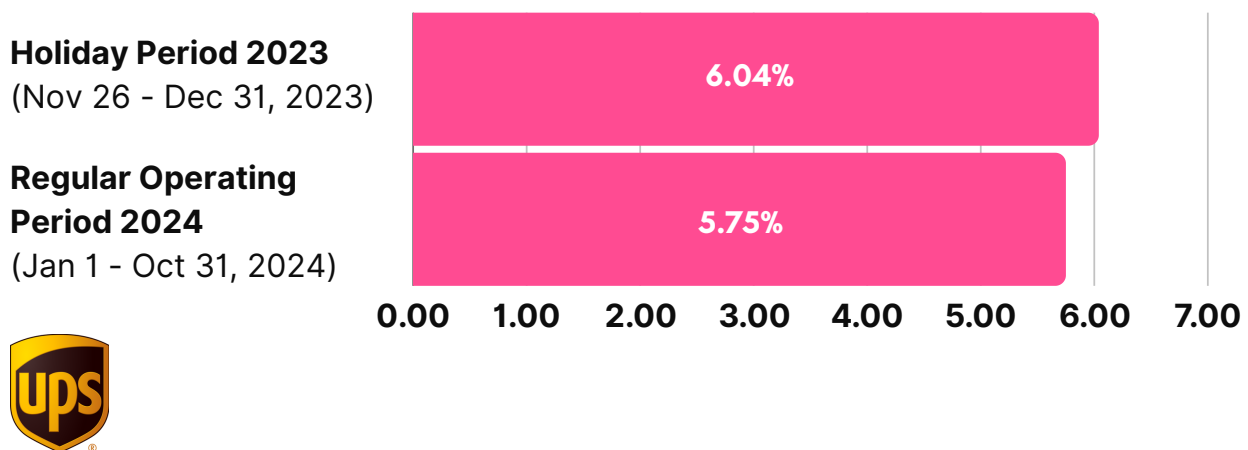
■ **Regular Operating Period 2024**
(Jan 1 - Oct 31, 2024)



Delivery Delays Across Key Carrier Service Types

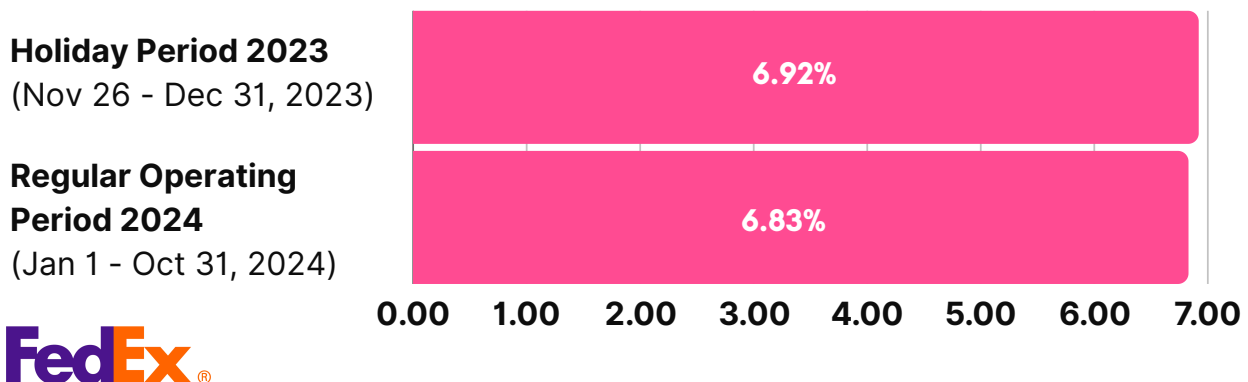
UPS GROUND SERVICE PACKAGE DELAYS

During the 2023 holiday season, **UPS Ground services** experienced a delay rate of **6.04%**, reflecting the impact of the surge in shipments on UPS's network. In the 2024 regular operating period, this delay rate decreased slightly to **5.75%**, suggesting some improvement in network efficiency under normal conditions.



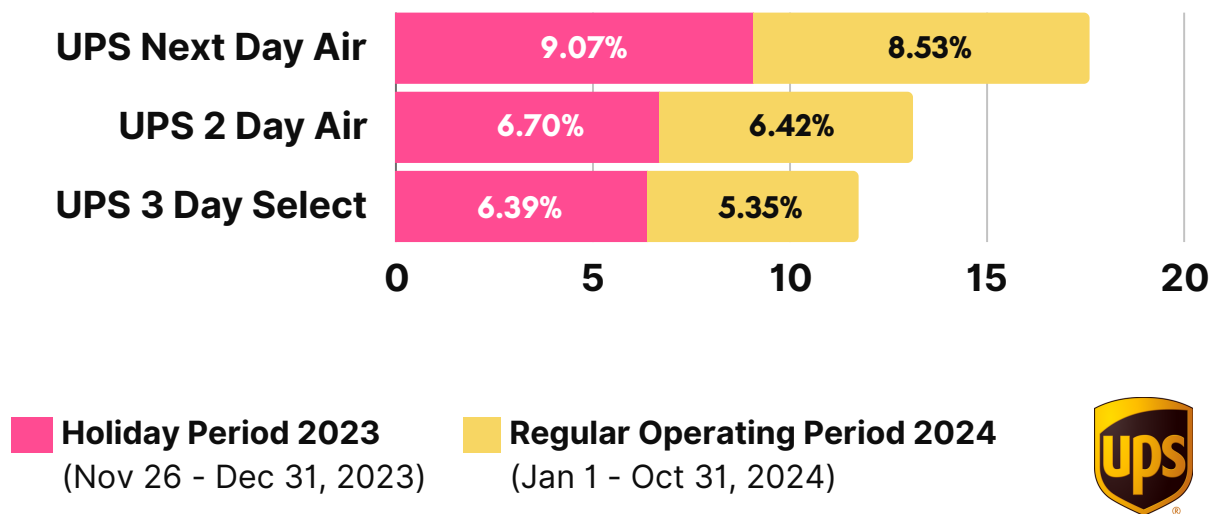
FEDEX GROUND SERVICE PACKAGE DELAYS

During the 2023 holiday season, **FedEx Ground services** recorded a delay rate of **6.92%**, indicating the impact of peak demand on its network. This rate showed minimal improvement during the 2024 regular operating period, with delays only slightly reduced to **6.83%**. These figures suggest that while FedEx Ground services managed to marginally improve outside of peak times.



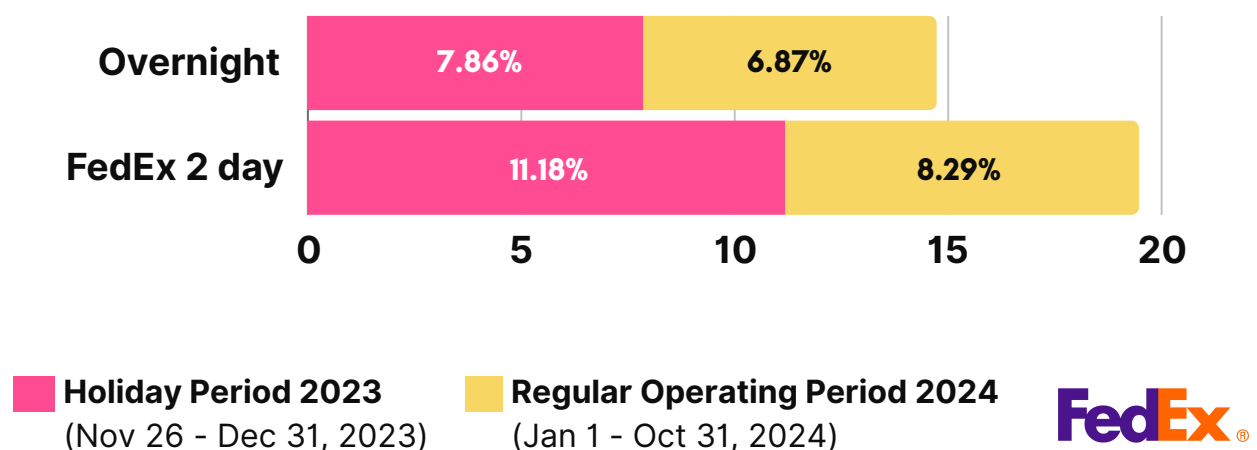
UPS EXPRESS SERVICE PACKAGE DELAYS

In the 2023 holiday season, **UPS Next Day Air** saw the highest delay rate among express services at **9.07%**, while **UPS 2 Day Air** and **UPS 3 Day Select** had delays of **6.70%** and **6.39%** respectively. During the 2024 regular operating period, delays decreased across all services; **Next Day Air** improved to **8.53%**, **2 Day Air** to **6.42%**, and **3 Day Select** to **5.35%**. These figures indicate that UPS's express services experience delays outside of peak times, but still face significant holiday disruptions, particularly for **Next Day Air** shipments.



FEDEX EXPRESS SERVICE PACKAGE DELAYS

During the 2023 holiday season, **FedEx Overnight** service recorded a delay rate of **7.86%**, while **FedEx 2 Day** experienced a higher delay rate at **11.18%**, reflecting strain on express services. In the 2024 regular operating period, delays for both services improved slightly, with **Overnight** at **6.87%** and **2 Day** at **8.29%**.

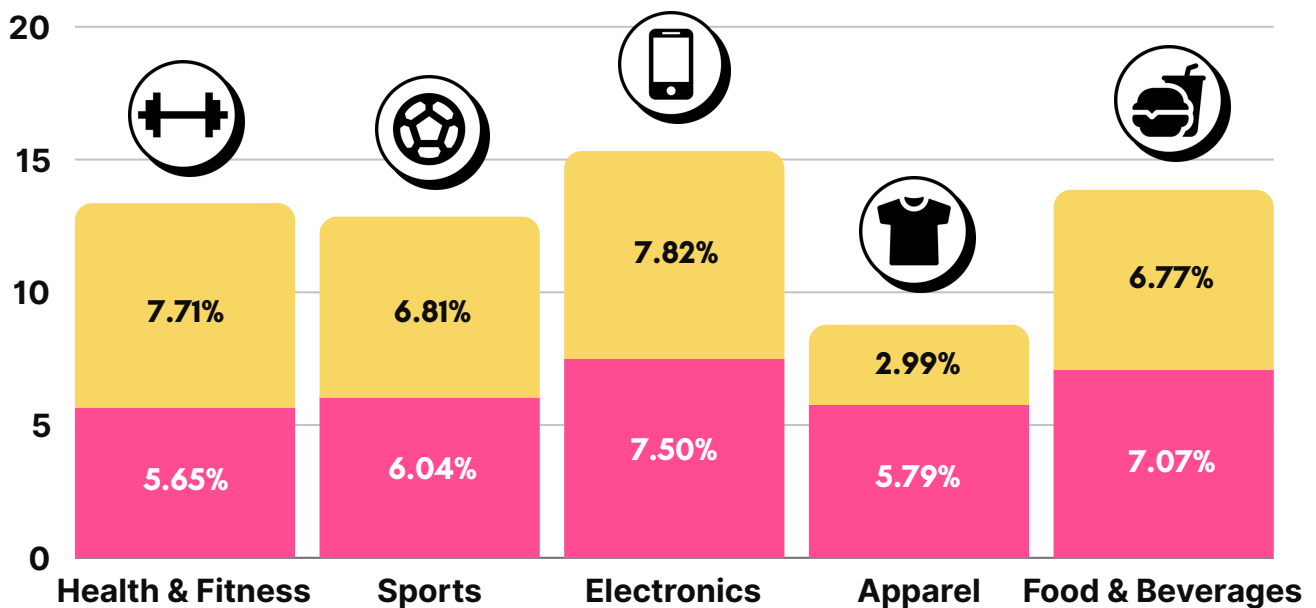


Delivery Delays Across Key Retail Categories

UPS PACKAGE DELAYS ACROSS RETAIL CATEGORIES

During the 2023 holiday season, **Electronics and Apparel** categories saw the highest UPS delay rates at **7.82% and 7.50%**, respectively, due to high seasonal demand. **Food & Beverages** also faced delays at **7.07%**, indicating logistical challenges for perishable goods.

In the 2024 regular operating period, delays improved across categories, with **Apparel** showing the lowest delay rate at **2.99%**. However, **Health & Fitness** and **Sports** items continued to experience delays, at **7.71% and 6.81%**, underscoring ongoing delivery challenges for these products.



Holiday Period 2023
(Nov 26 - Dec 31, 2023)

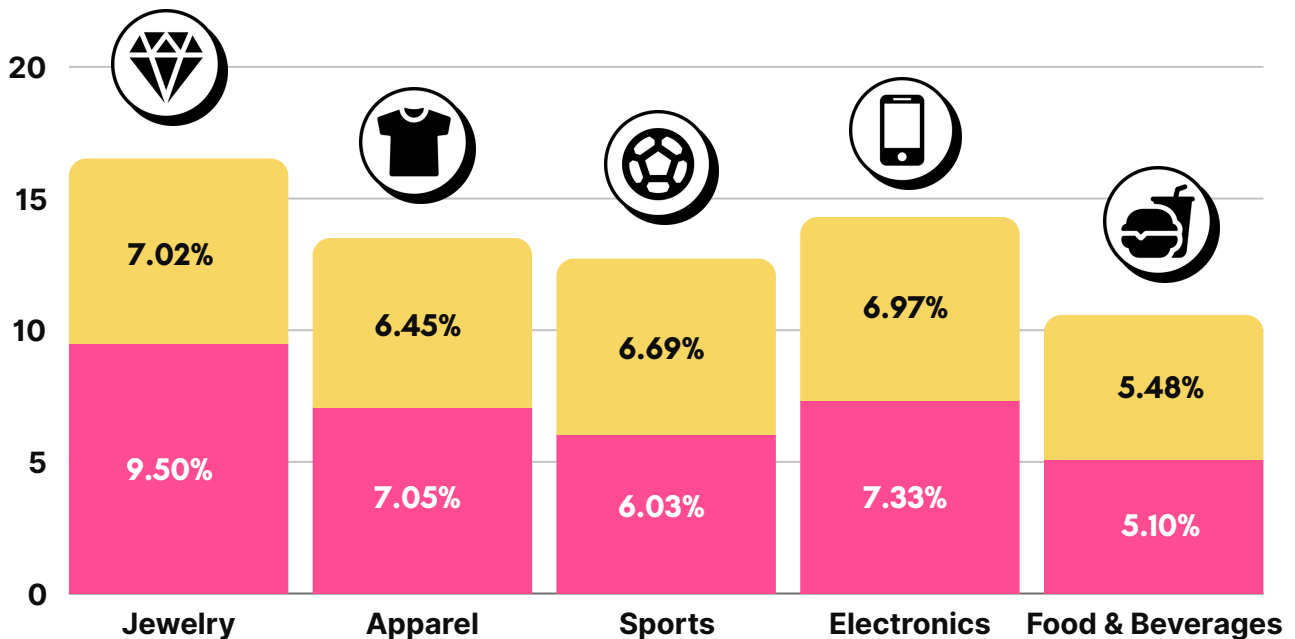
Regular Operating Period 2024
(Jan 1 - Oct 31, 2024)





FEDEX PACKAGE DELAYS ACROSS RETAIL CATEGORIES

During the 2023 holiday season, **Jewelry and Electronics** items experienced the highest FedEx delay rates at **9.50% and 7.33%**, respectively, reflecting the challenges of managing high-demand items. **Apparel and Sports** categories also saw significant delays at **7.05% and 6.03%**.

In the 2024 regular operating period, delay rates improved for most categories. **Jewelry** had a relatively high delay rate at **7.02%**, while **Electronics** faced a delay rate of **6.97%**. These figures highlight that while delays decreased outside of peak periods, categories like Jewelry and Electronics continue to experience delays during high-demand seasons.



 **Holiday Period 2023**
(Nov 26 - Dec 31, 2023)

 **Regular Operating Period 2024**
(Jan 1 - Oct 31, 2024)





Holiday Shipping 2024 : Forecasting On-time Delivery Performance

The 2024 holiday season's e-commerce sales are projected to rise by 8-9%, potentially generating \$295.1 to \$297.9 billion. This growth is fueled by increased online shopping volumes and an emphasis on mobile and social commerce.

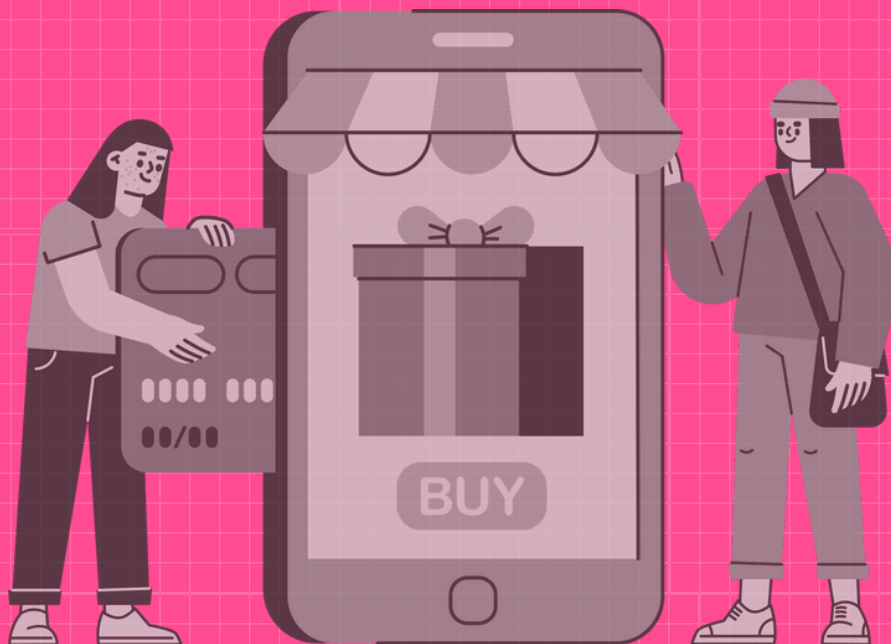
However, with Thanksgiving falling late, U.S. carriers will face unique challenges due to the condensed peak shipping period. The shortened season, spanning just 26 days between Thanksgiving and Christmas, combined with ongoing supply chain constraints, is expected to test shipping networks and strain carriers' ability to meet on-time delivery demands.

UPS, FedEx, and USPS are increasing peak surcharges to manage costs associated with seasonal demand. Shipping deadlines have been adjusted, with final dates set between December 19 and December 23 for expedited options, recommending early shopping to ensure timely delivery. Retailers are encouraged to leverage omnichannel solutions like BOPIS (Buy Online, Pick Up In Store) to reduce fulfillment pressures and enhance post-purchase customer convenience with proactive order tracking and frictionless returns.

Holiday Shipping 2024 Predictions, Trends & Insights

The 2024 holiday season is expected to be challenging for U.S. carriers, with demand surging alongside inflation pressures and a compressed shopping window due to a late Thanksgiving. Total holiday retail sales are forecasted to grow modestly by 2.5%-3.5%, reaching up to \$989 billion, while e-commerce sales are projected to increase by 8-9%, adding pressure on logistics networks.

- ✓ **Shorter Holiday Shopping Window:** With Thanksgiving falling late on November 28, 2024, the holiday shopping window is tighter, pushing retailers and carriers to maximize sales and delivery efficiency.
- ✓ **Consumer Caution and Inflation:** Inflation is impacting spending, however shopper optimism during the holiday season will prompt retailers to incentivize purchases through early discounts and flexible payment options.
- ✓ **Heavy Discounting:** Retailers are expected to heavily discount inventory as the season progresses, especially as peak sales approach, catering to budget-conscious consumers.
- ✓ **Shipping Costs:** UPS has responded by introducing peak season surcharges starting September 29 to cover costs for added staff, leased planes, and vehicles. FedEx is expected to follow with similar fees.
- ✓ **On-time Delivery:** UPS is projected to outperform FedEx in delivery reliability, with expected delay rates **1.5x-2x** above normal during peak season due to high demand and workforce constraints.
- ✓ **Shipping Speed:** Both FedEx and UPS's Ground and Express services will likely face significant strain, leading to delays.
- ✓ **Seasonal Hires:** UPS is hiring around 125,000 seasonal workers, up from last year, to meet demand. FedEx has yet to announce similar efforts, potentially affecting its holiday efficiency.
- ✓ **Cross-Border Shipping:** International shipping is expected to increase, but however, customs regulations and on-going geopolitical issues may lead to delays and increased costs.
- ✓ **Returns:** Higher return volumes are expected, driven by 8-9% increase in online shopping and holiday gifting trends.



The Post-purchase Customer Experience Mandate

E-commerce post-purchase issues are nothing out of the ordinary, even during times like the Holiday Season. The impact they have is catastrophic — wrecking customer experience, straining customer support teams, and ultimately threatening the profit margins.

The friction points that hurt customer experience and loyalty occur mostly after orders have been shipped. Knowing what's coming and staying ahead of delivery and return-related issues is key to perfecting post-purchase. Regardless of who the shipping partner is, a leading carrier or a 3PL, some hard truths that you deal with are:



Up to
20%

of shipments face ISSUES such as late delivery, attempted-failed delivery, lost or damaged in transit



Up to
40%

of customer inquiries are WISMO (Where Is My Order), Lost/Damaged shipment or Return related



Up to
35%

of all products purchased online are RETURNED.

In this section, we'll cover everything you need to know about creating an e-commerce post-purchase strategy that will **improve customer experience, boost customer retention, and reduce shipping costs** this Holiday Season and beyond.

The Big Post-purchase Customer Experience Gap

In today's retail market, there are hundreds of shipping carriers worldwide that specialize in e-commerce deliveries.

However, regardless of who your shipping partner is, the truth is that:



~10% of all parcels shipped are either delayed, lost or damaged



Customers blame and penalize the brand they shop from and **NOT** the shipping carriers for delivery failures



1-in-3 consumers will switch to a competitor after just **ONE** bad post-purchase experience with a brand

>40%

of all customer support tickets created are either Shipping, Delivery or Returns related.

All of these lead to a **big post-purchase CX gap** that has a negative impact on customer satisfaction and ultimately affects your profits.

The BIG post-purchase CX gap in online retail



9 Strategies To Ensure Post-purchase CX Success

Taking measures to close the post-purchase CX gap and provide customers with a frictionless delivery experience can cement you as their preferred brand to shop from. Adopting the following ways to improve your post-purchase CX will ensure a positive impact on both your customers' lifetime value and the retention rate of your business.



INCREASE CONVERSIONS ON PDP AND CHECKOUT PAGES WITH ACCURATE DELIVERY DATES

Motivate shoppers with a countdown timer displaying precise delivery dates on product pages. Utilize ML for accurate predictions based on shipping history, carrier performance, and weather, boosting conversions effectively.



PROTECT YOUR BUSINESS FROM FINANCIAL LOSSES DUE TO PACKAGE LOSS AND DAMAGE

E-commerce businesses face an estimated \$8B in annual losses from packages getting lost or damaged during transit. By opting for a third-party shipping insurance provider and automatically insuring your packages (and products) from loss or damage, you can save substantial money when compared to any carrier-provided insurance.



ENGAGE WITH ANXIOUS CUSTOMERS TO REDUCE DELIVERY RELATED SUPPORT TICKETS

Over 30% of customer support tickets created are shipping-related, with most tickets being WISMO (Where Is My Order) inquiries. Addressing such tickets can be both time-consuming and expensive. Make order tracking self-service, send proactive, real-time shipping updates to reduce WISMO calls by 70%



PREVENT NEGATIVE REVIEWS WITH PROACTIVE DELIVERY EXCEPTION ALERTS

Keep your customers informed of their orders with automated delivery exception alerts. Double it down by giving them credits or discount coupons based on severity and turn negative reviews into opportunities for positive CSAT scores



KEEP YOUR CUSTOMER SERVICE AGENTS AHEAD AND IN CONTROL OF CRITICAL DELIVERY ISSUES

Give your agents the visibility they need to take proactive action via real-time order status info, pre-built responses, and coupon codes from inside your helpdesk



DELIGHT CUSTOMERS BY MAKING ORDER TRACKING A CONVENIENT, SEAMLESS EXTENSION OF YOUR BRAND

To ensure seamless brand experiences, every customer interaction should be owned by the brand. Default order tracking pages provided by shipping carriers are dull and off-brand. Providing brand-consistent order tracking pages on your store drives customer delight and increases brand loyalty.



GROW YOUR BUSINESS BY LEVERAGING ORDER TRACKING MOMENTS TO INCREASE SALES AND REDUCE RETURNS

On average, customers track their orders 6 to 8 times before order delivery, that's 6-8 additional marketing touchpoints with customers post-checkout. Boost repeat sales with product recommendations on order tracking pages, besides providing relevant product usage information to reduce returns.



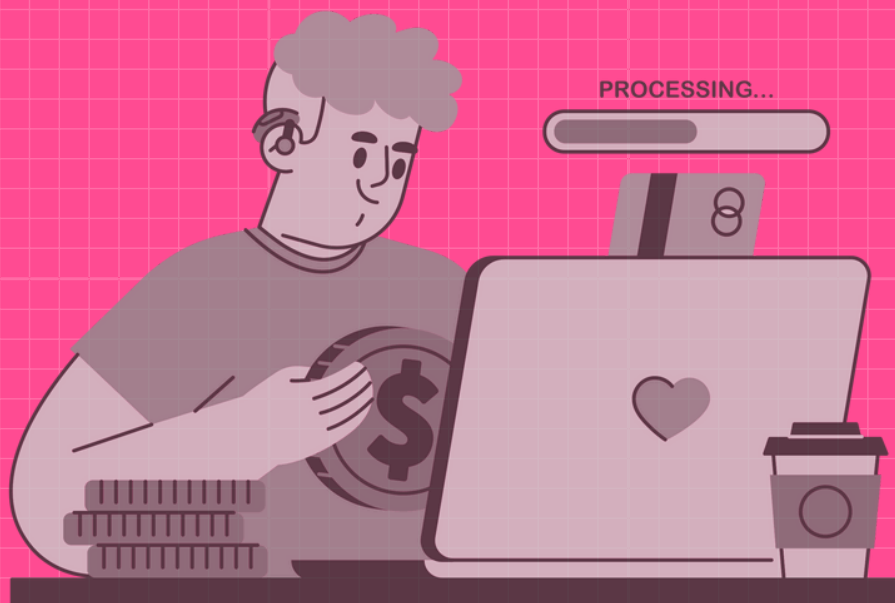
RETAIN MAXIMUM REVENUE WITH SELF-SERVE, AUTOMATED RETURN AND EXCHANGE FLOWS

Be transparent and establish trust with a clear returns policy. Make product returns effortless for your customers, while providing return methods that encourage exchanges and store credit options to ensure revenue retention.



OPTIMIZE YOUR POST-PURCHASE PROCESS WITH ACTIONABLE INSIGHTS

Gain valuable insights into customer feedback and fulfillment optimization to make precise cost reductions and other informed decisions to improve post-purchase CX and operations.



Parcel Audit and Shipping Refunds for Cost Saving

How can your business save up to 20% on shipping costs?

Did you know your business might be overpaying shipping bills by up to **20%** by not claiming refunds from shipping carriers for service failures and billing errors?

The **Money Back Guarantee** policy of shipping carriers promises **100% refunds** on shipping charges if a parcel is delayed even by 60 seconds. You can claim refunds for **50+ service failures and billing errors** that include late deliveries, incorrect surcharges, lost or damaged packages and more.



**Audit invoice for
50+ service failures
& billing errors**



**Recover refunds
and save up to 20%
on shipping costs**



**Get better service
quality from
shipping carriers**

However, claiming refunds from carriers can be both exhaustive and expensive, making it extremely challenging to recover refunds for valid claims before their eligibility window expires. Auditing your shipping invoice regularly can help you receive better service quality, and save you up to 20% on shipping expenses.

About LateShipment.com

At LateShipment.com, we are driven by an overarching mission to bring more transparency to the world of shipping. Our retail logistics solutions include cloud tools for small parcel shippers with a focus on post-purchase delivery experience and shipping cost optimization.

Trusted by 4500+ companies worldwide, at LateShipment.com we have tracked over **150 million packages** shipped through **80+ shipping carriers** globally. With our unique industry position, we're able to leverage our global shipping data and expertise in fulfillment logistics to publish unbiased carrier performance reports aimed at empowering readers with insights about the workings of the parcel shipping industry.

OUR SOLUTIONS

LateShipment.com is the ultimate all-in-one post-purchase success platform for e-commerce retailers, D2C brands, 3PLs, and businesses shipping small parcels, no matter their size or shipping volume.

- Our **Delivery Experience Management** platform helps improve shipment visibility and drive customer delight post-purchase.
- Our **Returns Management** platform makes returns and exchanges effortless and efficient — all while retaining revenue.
- Our **Automated Shipping Refunds** solution brings performance accountability to carrier services and saves up to 20% on shipping spends.
- Our **Automated Shipping Insurance** solution protects merchants from financial losses due to lost and damaged package incidents during transit.

LateShipment.com seamlessly integrates with 1200+ Shipping Carriers and Business Tools, including E-commerce platforms, Order Management Systems, Helpdesks, and Marketing Automation tools, to help you drive post-purchase experiences and shipping cost savings, at scale.

Visit www.lateshipment.com to find out more.

Disclaimer

The data and information in this report have been solely drawn from shipments tracked by LateShipment.com on behalf of its customers. While particular care has been taken to ensure that all data sets analyzed are accurate and statistically relevant across the small parcel shipping industry, LateShipment.com is not responsible for any errors or omissions whatsoever.

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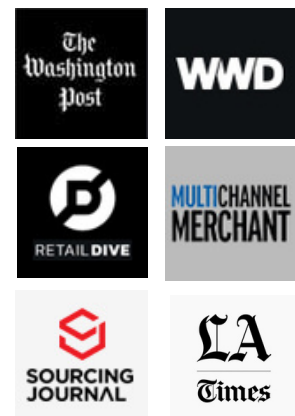
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4855 LB McLeod Road,
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+1 (888) 930-5934



support@lateshipment.com



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