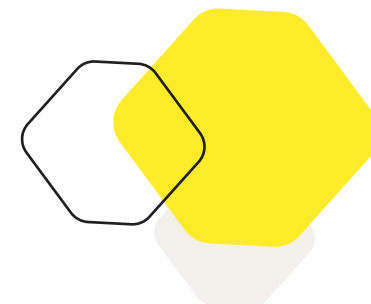




Norton Shopping Guarantee Ebook

# The Package Protection Playbook: 5 Things You Can Do To Safeguard Shipments



# Introduction

A mom stocks up on her kids' favorite organic fruit snacks, ordering online and having them delivered to her doorstep in just two days. A teenager orders several pairs of jeans, tries them on, and sends back the ones he doesn't like, using the included returns label. A retired couple purchases a new TV online because the electronics store is too far away from their home.

Online shopping has become a part of everyday life. People of all generations have dipped their toes into the world of ecommerce, whether they're getting a great deal from Amazon or buying from their favorite brands. In one survey, **90%** of respondents report that they receive a package at least once a month, while over half (55%) get one every week. It's no surprise that the ecommerce industry has boomed, with its annual revenue forecast to reach \$1.4 trillion by 2027.

The most successful ecommerce brands don't just churn out products. They curate a positive

experience from the time a customer visits the online store to the moment they receive their order. But what happens if that final step—order fulfillment—goes awry? In this ebook, you'll learn how to prevent and recover from shipping mishaps, doing your part to keep your customers' packages safe and secure.

We'll cover the following:

- » **Why Secure Shipping Matters:** The importance of facilitating a smooth delivery experience.
- » **What Can Go Wrong:** Some of the disasters that can befall packages while en route to customers.
- » **5 Ways to Help Keep Your Customers' Packages Safe:** Tried-and-true strategies for keeping packages secure.
- » **Avoiding Financial Loss With Shipping Insurance:** How shipping insurance can help when packages get lost, stolen, or damaged.





# Why Secure Shipping Matters

The most important thing you can do is design, market, and sell amazing products, right? Well, not quite. While it's true that great products attract customers, the buying experience plays a big part in customer satisfaction, loyalty, and retention. In fact, **88% of consumers** believe that the experience they have with a company is as important as the products it provides. After just one bad experience, **one-third of consumers** won't shop from a brand again—even if it's one they love.

Delivery plays a major role in overall customer experience. And like it or not, customers usually hold ecommerce businesses responsible for things that go wrong with their orders. Packages arriving damaged, or not at all, is **the top reason** that shoppers leave a bad review. Although only **26% of consumers** blame the seller when packages are late or lost, 48% would reach out to the seller's customer service team—not the carrier—to complain. And

**almost half (45%)** of Americans hold retailers responsible for package theft, believing that they should do more to prevent it.

Statistics aside, it makes sense for customers to value the delivery experience as much as (or more than) the products they buy. Put yourself in their shoes. Imagine you've ordered a brand-new phone. It's a top-of-the-line device with an amazing camera, tons of storage, and a sleek design. But when you open the box, you see a long crack stretching across the screen. Or, even worse, your package never turns up. It doesn't matter how many cutting-edge features the phone has if delivery doesn't live up to expectations.

# What Can Go Wrong?

Deliveries can go wrong in three main ways: the package gets lost in transit, stolen from the customer's doorstep after delivery, or damaged. All three situations are frustrating for customers and—if you're not prepared to handle them—disastrous for your company. Even one lost, damaged, or stolen package can cause consumers to lose trust in you. And when consumers lose trust in a business, a whopping **71% of them** report that they're unlikely to buy again.

## Lost Packages

Occasionally, packages simply disappear in transit, ending up in the wrong place with no way to be recovered. Most carriers have safeguards in place to prevent packages from getting lost, but it can still happen. Some of the most common causes include the following:

- » Incomplete or incorrect address
- » Damaged or detached shipping label
- » Weather or natural disasters
- » High volume periods leading to errors
- » Technical glitches

One survey found that within a two-year time frame, **27% of people** had packages delivered to the wrong address. When packages were lost, many consumers decided not to buy from the business again and even discouraged friends and family members from shopping there.

Check out the section “Verify Addresses and Choose the Right Routes” for a few ways to help packages stay on track.

## Package Theft (Porch Piracy)

Porch pirates are thieves who steal packages from people's doorsteps, front porches, or mailboxes. They can be very strategic, following delivery vehicles or even dressing up as delivery drivers for a chance to swipe packages.

Porch piracy has a huge impact on businesses and consumers alike. One study reports that in a single year, **49 million** Americans had at least one package stolen. Researchers calculated that the cost of the stolen goods totaled more than \$2.4 billion.

“Ok,” you might be thinking. “Porch piracy is a problem, but it's not my problem. Once I send out products, doesn't responsibility shift to the carrier and customer?” Unfortunately, no. While that argument makes sense logically, customers don't see it that way. They hold sellers responsible for package theft and expect them to make things right.

**71% of consumers**  
*won't buy again once they  
lose trust in a business.*

## Damage

Damage is the **second most popular reason** people have returned an item, coming closely after bad fit. While some damage is inevitable, you can take steps to minimize it (see the section “Optimize Packaging for Protection” below). This will decrease the strain on your reverse logistics, as you’ll have fewer people requesting replacements for broken items.

# 5 Ways To Help Keep Your Customers' Packages Safe

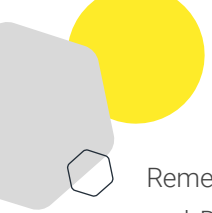
Between porch pirates, rough handling, and mysterious package disappearances, too many orders don’t make it to their intended destination in one piece. But you can take steps to increase the odds that they will. By following these best practices, you’ll deter porch pirates, protect against damage, and give consumers more visibility into their orders’ journeys.

## Choose Reliable Carriers

**Choosing reliable carriers** is vital—after all, they’re the ones responsible for getting packages to your customers. When deciding whether to add a carrier, research their track record and reputation. Do they get packages where they need to go? How many get lost? How many get damaged? While no carrier is perfect, you should work with carriers that usually produce good results and take responsibility when they don’t.








Remember, the big carriers (USPS, UPS, FedEx, and DHL) aren't the only reliable ones. **Regional carriers** can also be excellent shipping partners, saving you money and offering quick delivery to certain areas. For best results, partner with multiple carriers. This will ensure that if your order volume spikes, or if unforeseen circumstances arise, you'll still be able to ship out all your orders on time. Late deliveries aren't as problematic as lost, stolen, or damaged ones, but timeliness is still a key piece of the customer experience.

Many carriers use technology to provide accurate, real-time package tracking. This can include barcode scanning, GPS, RFID sensors, delivery alerts, and photo confirmation of delivery. Since package tracking is essential for safeguarding deliveries (more on that below), choose carriers that make it easy.

## Provide Real-Time Package Tracking




Do you give customers a way to track their orders in real time? If not, now's the time to start. Customers want—and use—this feature, with **91%** of them actively tracking packages, 39% checking tracking updates once a day, and 19% checking multiple times a day.

Package tracking can help you find orders that get lost due to wrong addresses or detached labels. It also helps prevent porch piracy by minimizing the time packages are left outside. If recipients know exactly when their package will arrive, they can make sure they're home or ask a neighbor to keep an eye out for it. Real-time delivery confirmation messages also serve as a helpful reminder to bring a package inside the moment it arrives.

## Optimize Packaging for Protection

Whether you pack products yourself or entrust a third-party logistics provider (3PL) to handle packing, using the right materials is essential. Start by selecting the appropriate outer packaging based on how fragile the product is. Anything breakable should be packaged with extra care, while soft or durable items don't need as much protection. For example, a T-shirt would be safe in a bubble mailer, while a lamp should be placed in a sturdy corrugated cardboard box.


Next, you need to choose the right dunnage. Dunnage is the material you use to fill the empty space in boxes; it cushions and protects products. You can use packing peanuts, bubble wrap, shredded paper, or even molded foam inserts.



After assembling packages, clearly label the outside of any boxes containing fragile goods. This signals to handlers that they shouldn't drop or throw them.

## Verify Addresses and Choose the Right Routes

These simple steps help get packages delivered on time, intact, and to the right location.

- » Attach shipping labels to packages securely so they don't fall off during transit. Make sure to choose high-quality adhesive labels with legible fonts.
  - » Use address verification software to make sure customers enter valid addresses. The software will improve delivery accuracy by automatically detecting typos or incorrect information.
  - » Use route verification software so your shipments don't have to pass through bad weather or natural disasters. By adjusting delivery routes in real time, route verification software minimizes the impact of unforeseen events.
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## Offer Secure Delivery Options

If someone isn't home to pick up their package when it arrives, they're out of luck. Or are they? Increasingly, businesses are offering more secure delivery options, such as pickup points or lockers. The concept is simple: carriers drop packages off at secure locations where the recipient can pick them up at their convenience. If you have a brick-and-mortar location and an omnichannel fulfillment strategy, you can allow for buy online, pickup in-store (BOPIS) or curbside pickup.

If you can't support designated pickup points, consider requiring signature confirmation of delivery, especially for more valuable orders. With this method, delivery drivers won't leave a package at the doorstep—instead, somebody has to sign for it. Some might find this inconvenient, but it's a surefire way to prevent theft.

**88% of consumers**

*believe that the experience they have with a company is as important as the products it provides.*

## Avoiding Financial Loss With Shipping Insurance

Despite all your precautions, packages will still run into trouble. If you don't have a plan in place, you'll be facing annoyed customers, refund requests, and replacement shipping costs. Enter shipping insurance.

*"Insurance is the perfect way to minimize the risks of online shopping for consumers and lessen the financial burden placed on businesses."*

### How Shipping Insurance Works

Shipping insurance helps cover the cost of lost, damaged, or stolen packages. You can think of it as the safety net that protects your brand and customers in case anything goes wrong during delivery.

This high-level overview shows how it works:

- » **Choose coverage.** The business selects shipping insurance based on a product's value, with coverage options up to a specified limit. Alternatively, they can give customers the option to choose coverage during checkout.
- » **Pay the premium.** The business or customer pays a small percentage of the product's value as the insurance premium.
- » **Collect evidence, file a claim, and get compensation.** If a package is lost, damaged, or stolen, the policyholder files a claim with the insurance provider. Once the claim is approved, they receive compensation to help cover the cost of lost or damaged items.

## Two Types of Shipping Insurance

The type of shipping insurance you choose depends on your business's needs.

**Seller insurance** is held by your business. You pay the premium and work with the insurance provider to handle the claims process. Choosing seller insurance gives you more control and provides an instant reputation boost. It also makes things easier on customers, because your business takes care of claims processes.

Many carriers offer basic package protection. **UPS**, **FedEx**, and **USPS** protect packages worth up to \$100 for no extra fee and may offer paid insurance for more valuable shipments. You can also add insurance through **shipping software** (often for lower rates).

The main downside to seller insurance is that it can get expensive, so you'll need to decide whether it's worth the investment.

**Buyer insurance** is optional package protection offered at checkout. Some customers will forego it and take their chances with delivery, but many will choose to add insurance to their purchases. One survey discovered that **65% of people** would be interested in the option to add buyer shipping insurance during checkout. And when asked to rank the most important factors when ordering things online, **47% of shoppers** said that guaranteed package arrival (or immediate replacement) was important. Package safety ranked above two-day shipping!

Because the customer pays the premium, buyer insurance doesn't cost you anything. It's a simple but powerful way to give customers confidence and peace of mind.



***65% of people would be interested in the option to add buyer shipping insurance during checkout.***





# Build Trust and Help Protect Packages With a Free Shopping Guarantee

When shopping online, consumers have a lot to worry about. What if the shoes I ordered never arrive? What if I spend lots of money on a laptop, and it gets stolen from my porch while I'm at work? What do I do if my new dinner plates arrive in pieces? You can help minimize these concerns by giving them the option to add shipping insurance to their purchases.

**The Norton Shopping Guarantee with Package Protection by EasyPost** seamlessly combines buyer shipping insurance with lowest-price and purchase protection guarantees. Free to Shopify merchants, customers can choose to purchase the Norton Shopping Guarantee with Package Protection for a small percentage of their purchase to tap into the following benefits:

- » **\$1,000 purchase guarantee.** Your shoppers receive a money-backed guarantee that their product will arrive as described.
- » **Lowest price guarantee.** If the product's price

decreases within 30 days, Norton Shopping Guarantee refunds buyers the difference.

- » **Optional shipping insurance.** Buyers have the option to add package protection at checkout.

Plus, whether or not buyers opt to purchase package protection, the Norton Shopping Guarantee trustmarks will sit on the bottom corner of every page on your website so your customers know immediately that you've been verified by a trusted third party.

Do your customers really want something like this? Our answer is a resounding yes. When Shopify merchants have offered the option to purchase Norton Shopping Guarantee with Package Protection to their customers, more than 50% have chosen to add it. You can build confidence with a name that **77% of consumers** recognize and consider **more trustworthy** than any of its competitors.



**More than 50% of shoppers**

*have chosen to add Norton Shopping Guarantee with Package Protection when offered by Shopify merchants.*

# Enhance the Customer Experience With Seamless Deliveries and a Solid Plan

When you combine amazing products with a seamless delivery experience, magic happens—and that's what keeps customers coming back. In this guide, we've covered one of the most important elements of delivery: package security. You've learned what can happen to packages, how to minimize the chances of mishaps, and how to protect your business before disaster strikes. If you take the proper precautions and have a package protection plan in place, people will be blown away by your online store.

What are you waiting for? Get started today to keep your shipments safe and secure, and ***happy shipping!***





Norton Shopping Guarantee is comprehensive consumer protection that helps ecommerce merchants build reputation and trust with their shoppers. Shoppers gain confidence in the brand the moment they enter the online store, while merchants see a significant increase in revenue, increased buyer satisfaction, and loyalty.

For more information visit [norton.buysafe.com](https://norton.buysafe.com) or email us at [sales@nortonshoppingguarantee.com](mailto:sales@nortonshoppingguarantee.com). **Book a meeting with one of our experts.**



EasyPost's best-in-class shipping APIs provide end-to-end flexibility and more control over parcel shipping and logistics processes for ecommerce retailers, fulfillment centers, marketplaces, and enterprises. Founded in 2012, EasyPost has 200 employees and is based in Lehi, Utah.

For more information, visit [EasyPost.com](https://EasyPost.com) or email us at [sales@easypost.com](mailto:sales@easypost.com).