



Topic

# Delivering on Expectations

How to deliver on consumer expectations in an omnichannel environment.



**Presenter:** Greg Ahneman  
Head of Agency Partnerships

# Agenda



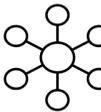
**About Greg**



**What are we seeing in Shipping and Logistics?**



**How to Deliver on Expectations**



**Omnichannel & Shipping**

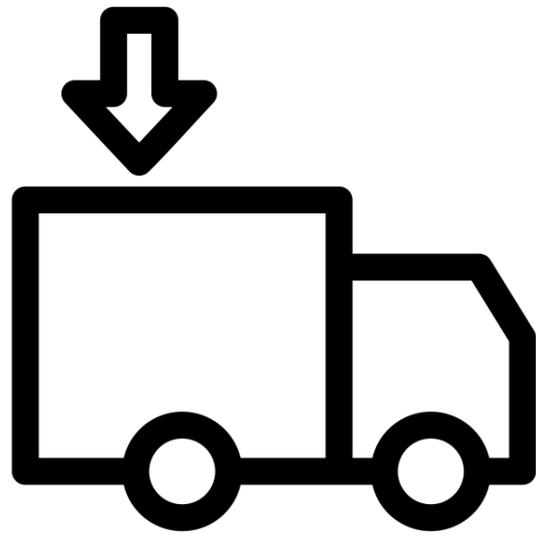


**Key Takeaways**

# About Greg



- **Strategic Partner Manager at Auctane, focused on Agency and select Technology partnerships across all Auctane brands.**



# What Are We Seeing in Shipping & Logistics?

# Delivering on Expectations



- **56%** of consumer expect **free shipping** indefinitely
- **54%** of consumers expect **free returns** indefinitely
- **77%** say they care more about real-time visibility into their **order status**
- **93%** expect full transparency into **shipping timelines and costs prior to purchasing**

# Delivering on Expectations

## Post-Purchase Expectations

01

**Delivery of their  
order - as promised**

02

**Clear, transparent,  
consistent & uniform  
communication**

03

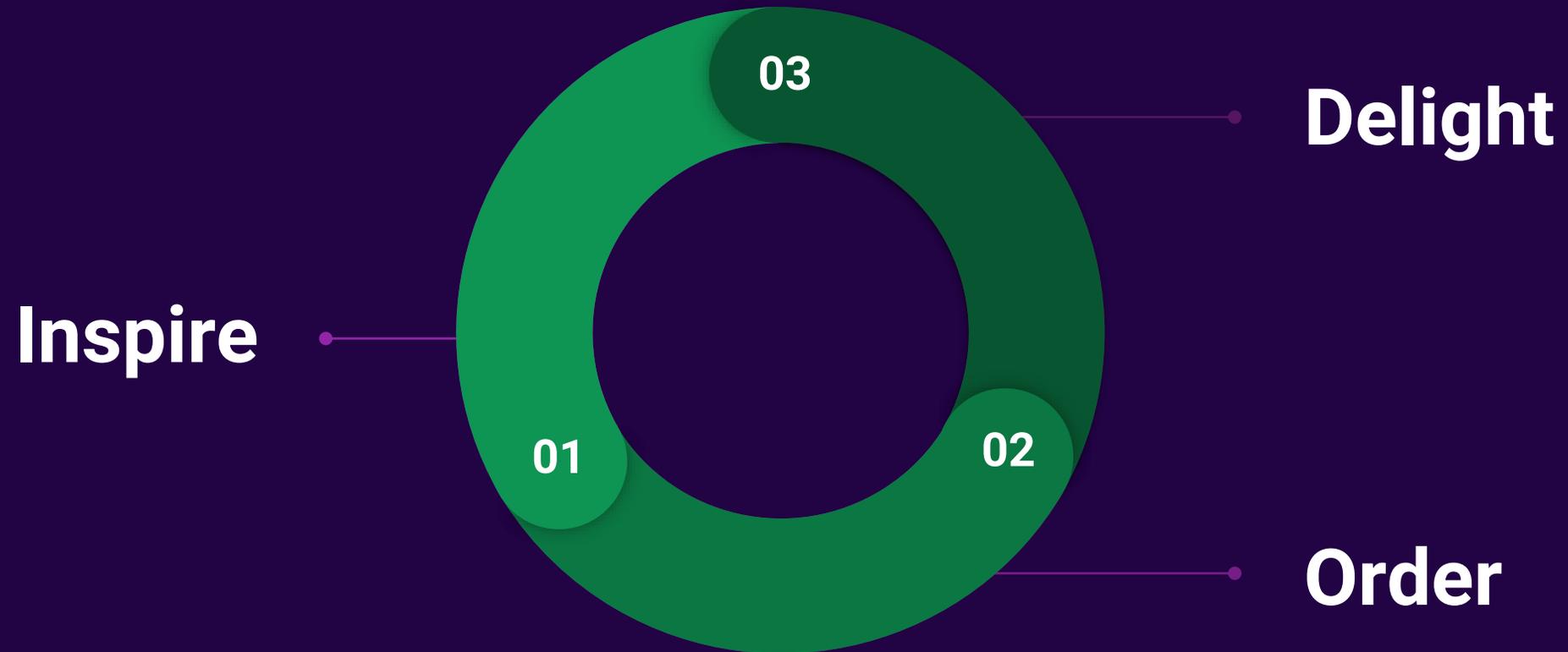
**Risk free purchase**





# How To Deliver On Expectations.

# A Three-Part Equation



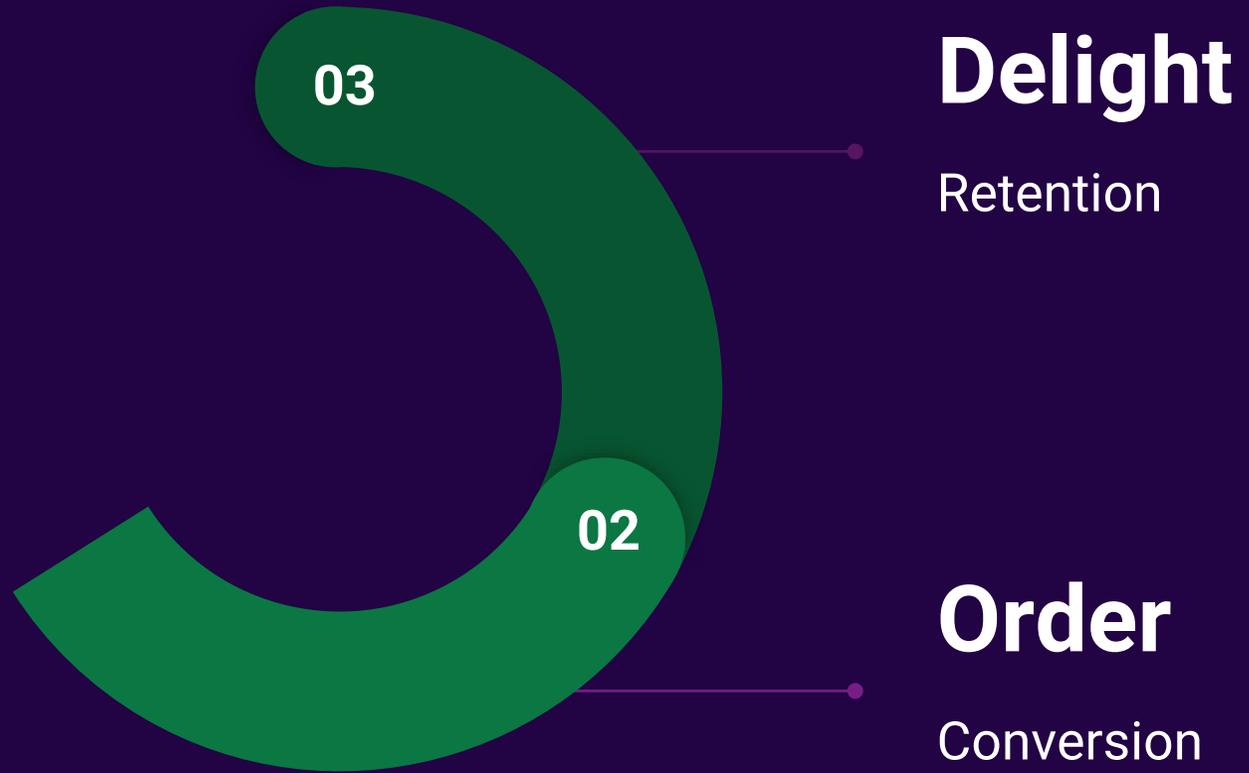
# A Three-Part Equation

**Inspire**  
• Acquisition



**Order**  
• Conversion

# A Three-Part Equation



# amazon



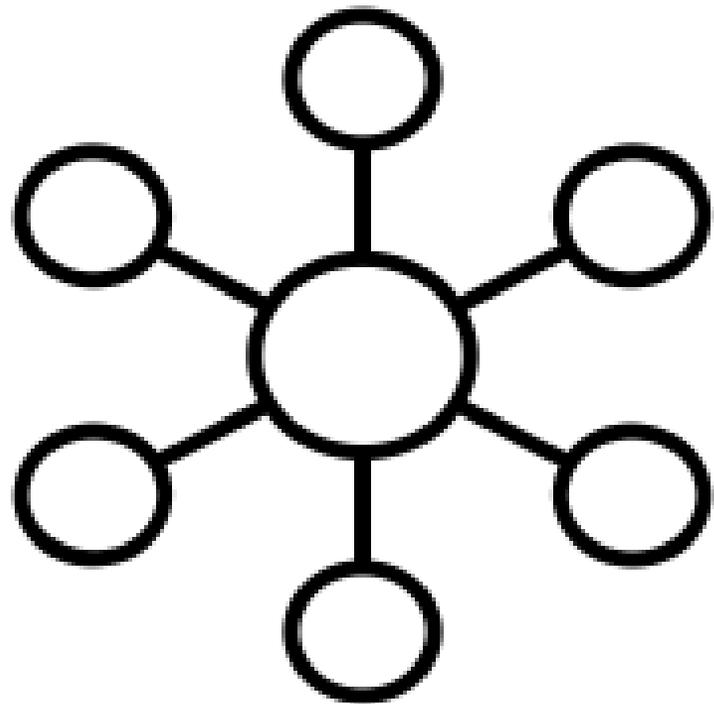
## Focused on “Order to Delight”

Shipping efficiency & speed

Free shipping

Consistent communication

Hassle free and charge free returns



# Omnichannel Shipping

# Omnichannel & Shipping

**Integration**

**Automation**

**Communication**

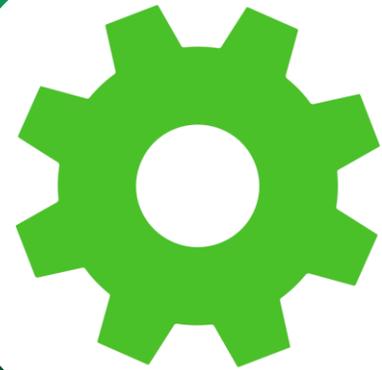
**BigC**  
Amazon  
Walmart  
Store Front

Order  
Confirmation

Order Status

Shipping  
Notification

USPS  
UPS  
FedEx  
DHL





# Key Takeaway

# Key Takeaways

## Pre-Purchase

Inventory

Shipping Rates &  
Timelines

Returns Policy

Transparent,  
Upfront &  
Consistent  
Communication

## Post-Purchase

Order Status  
Notifications

Branded  
Communication

Keep Customers In  
The Know

## Post-Delivery

Unboxing Experience

Free & Easy Returns

Pack Opportunities



QUESTIONS?

Greg Ahneman, Strategic Partner Manager  
Gregory.Ahneman@Auctane.com