

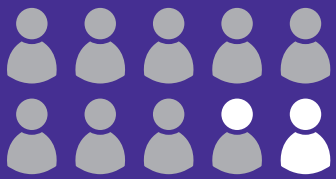
# REDIRECTED SHIPMENTS. INCREASED LOYALTY.

When plans change, your customers want the flexibility to control their shipments. Providing that flexibility can be the difference between return business and an empty cart.



## DOES DELIVERY CONTROL REALLY MATTER

YES



89%

of customers won't shop with a retailer again if shipping commitments aren't met.<sup>1</sup>

50%

of customers have abandoned a purchase due to unsatisfactory delivery options.<sup>2</sup>

48%

of customers today have higher delivery expectations than they did two years ago.<sup>3</sup>

68%

of customers have been discouraged in some way due to delivery options.<sup>3</sup>

74%

of customers would shop online more often if they had more control over deliveries.<sup>3</sup>

## CHANGING THE PLAN: REDIRECT TO HOLD

Our **Redirect to Hold** service gives your customers the flexibility to change the destination of their package right from your website. During transit, they can request their shipment be held at a FedEx location.



## HOW IT WORKS



Customer orders from your site, designating their home address for delivery.



Customer realizes they won't be home for delivery.



Customer goes back to your site and has their shipment redirected to us.



Customer picks up their shipment at a convenient FedEx location.

## WHY YOU'LL LOVE IT

- 1 Redirect to Hold gives your customers more control and a better customer experience
- 2 You get more traffic back to your site, giving you another chance at making a conversion
- 3 You receive fewer customer service calls regarding delivery
- 4 The service is easy to add to your website, and support is available to help

Start offering your customers the freedom to redirect their packages today with FedEx Web Services at [fedex.com/developer](https://fedex.com/developer).

<sup>1</sup>[http://multichannelmerchant.com/opsandfulfillment/exceeding-fulfillment-expectations-new-holiday-ecommerce-strategy-01102014/#\\_](http://multichannelmerchant.com/opsandfulfillment/exceeding-fulfillment-expectations-new-holiday-ecommerce-strategy-01102014/#_)

<sup>2</sup><https://econsultancy.com/blog/64214-online-retailers-offering-more-delivery-options-stats>

<sup>3</sup><https://www.clickz.com/what-do-customers-want-from-ecommerce-delivery/21484>