

E-COMMERCE MARKETPLACES

FROM LOGISTICS TO THE PERFECT
DELIVERY EXPERIENCE



octopia



In order to better understand European consumers' expectations of e-commerce in terms of services and customer experience, Ipsos and Octopia conducted a 2022 study in several European countries, interviewing a representative panel of approximately 1000 online shoppers per country.

Which assets are key to going above and beyond online shoppers' expectations? Which bad experiences are most likely to break their trust in the long run? These results confirm the importance of the quality-price-delay triad on which Octopia is positioned.



THE COVID CRISIS ACTED AS AN ACCELERATOR OF CHANGE

Over the last two years, e-commerce growth has accelerated through the recruitment of new customers, who had until then been reluctant to shop online, but also through an increase of online purchases among existing users. This context generated new expectations, or even new “standards“, to which online retailers must adapt in order to stay in the game. Looking at what we learnt over the last two years, we know now that the strongest pain points aren’t linked to the online purchasing experience, but instead to logistics and delivery. This is especially true in a context of internationalization of e-commerce players.

International marketplaces have imposed new standards of faster, cheaper delivery which have increased e-buyers’ expectations. In several European countries, couriers have been able to adapt, and today’s “standard“ delivery is now as fast as yesterday’s express delivery.

Moreover, when delivery is paid for, vouchers and promotional codes are no longer enough to make people forget a bad delivery experience; it is therefore essential for an online retailer to guarantee operational excellence.





KEEPING PROMISES ON DELIVERY

When it comes to customer experience, on or offline, the top priority is to keep your promises. As Fiona Moss, Director of CX Analytics at Ipsos, showed in her article [Mind the Gap](#), the gap between promise and delivery has a considerable impact not only on satisfaction, but also on the long-term relationship with the brand. Today, brands need to align their values and promises with the actual experience of customers.

Applied to a dimension as essential as delivery, this becomes a critical point. Our study shows a convergence of European e-buyers on this point: **on delivery: no room for error!** A lack of quality will have an immediate impact on re-purchasing. **Indeed...**

85%

of e-buyers consider that a bad delivery experience would prevent them from ordering again on a given online retailer.

Expectations around delivery are very high; often perceived as a “debt” to the customer, online retailers have no room for mistakes. **Hence...**

59%

of e-buyers indicate that they write a negative review when the delivery does not meet their expectations.

This is particularly the case for Spanish Internet buyers,

71%

of whom would make their dissatisfaction public

BETTER, FASTER, FULFILLING EXPECTATIONS

The last two years have also given birth to new quick commerce players. Through their strong logistics capabilities, apps that offer to deliver groceries to urbanites in 15 minutes have created new expectations. They target a customer base that is less sensitive to price than to service.



Aside from food, the Ipsos-Octopia study shows that delivery time is the number one concern for all e-commerce players in European markets...

Delivery time is by far the most important factor for online shoppers, since ...

85%

of them consider it important, including 42% who say it is very important.

85%

of them say they always check it (**94% in Spain**).

A majority (**57%**) even consider it important to be able to choose same day or next day delivery.

This is especially true in Spain where this possibility is considered important by 3 out of 4 online shoppers!



Tips: how to ensure the best delivery times

Faced with these challenges, fulfilment allows online shoppers to delegate logistics to a specialized actor, who takes care of product preparation, packaging and delivery. In addition to being able to focus on their core business activities (product, sales, marketing), it allows them to deal with volume fluctuations (ramp-up of a start-up, seasonal peaks...).

OF THE MOST IMPORTANT CONVERSION LEVERS...

The price of delivery remains an essential element:

36%

of respondents cite the cost of delivery as a determining factor for their purchase among the 16 criteria listed.

It is even the most important criterion (**32% in Germany, 38% in France**).



Responding favorably to this criterion necessarily involves “automating tasks during the logistics process” says Benjamin Hamilton, Fulfilment Director at Octopia.

“Today, the challenge for online retailers is to simplify the entire logistics process through the automation of tasks via fulfilment. This type of service will allow, in addition to saving time and economies of scale, to benefit from negotiated rates and the experience of an expert “.

Using a fulfilment partner allows us to obtain better negotiated and more variable transport rates, and to make savings on all logistics operations (packaging, storage), which are essential for the price of delivery to the end consumer.

... BUT THE BEST PRICE IS NOT ALWAYS ENOUGH TO TRIGGER AN ORDER.

When we look at the conversion metric, we see that *only...*

39%

of online shoppers agree that they **always choose the cheapest delivery method** (in Germany, this figure even drops to **33%**); other factors indeed come into play.





IN FRANCE, FOR EXAMPLE:

when online shoppers are asked to indicate the most important criterion for them when ordering online, the **price of delivery only comes in third**, behind the **simplicity of placing an order** and the **trust** they place in the merchant site, which are more often cited as most important criterion.

In other markets, these same three options rank in the top three most cited criteria, followed closely by free returns (in fourth position overall).

**ONLINE SHOPPERS
INCREASINGLY EXPECT
SERVICE QUALITY AND
CUSTOMER-ORIENTED
SOLUTIONS (DELIVERY
METHODS, EASE OF USE,
TRACKING, TRANSPARENCY)**

84%

of these same online shoppers indicate that **ease of returning products and customer service** are important to them.

Once again, Spanish online shoppers have the highest expectations: **94%** of them consider it important, compared with a low of **76%** among their German counterparts.

68%

of online shoppers value the **variety of delivery methods**

 **75%** in France

 **82%** in Spain

70%

of them consider it important to be able to **choose a specific delivery time slot**, while...

51%

are interested in ordering a **product installation service (61% in Spain)**.

Here again, the need to set up a fulfilment service will be essential for online retailers, both to **reduce difficulties in order preparation and to broaden the delivery options and thus meet the individual requirements of each customer**: same day delivery, home delivery, relay point, green delivery, etc.

Offering customers the options they want will not only **increase online shopping cart conversion** (and potentially encourage them to buy more) but also build loyalty.

This is precisely what customer experience studies show today: *“in terms of experience, on or offline, offering simplicity, fluidity and increasingly personalized approaches is of utmost importance”* according to Julien Dupuy (Director of Customer Experience Business Development at Ipsos), which contributes as much to loyalty and recommendation as to business performance.

“This applies to all sectors, because we observe a real permeability of expectations: the consumer, who can follow the arrival of his Uber driver in real time or plan a precise appointment with his bank, expects, in terms of e-commerce, an efficient parcel tracking service and to be able to choose the time of his delivery: these are standards for him.»



+ ABOUT OCTOPIA:

Octopia is a French company that has developed a complete and modular marketplace solution. Thanks to its business experience as well as its marketplace know-how of more than ten years, and with its technological and logistic expertise, Octopia enables physical retailers and pure-players to accelerate their e-commerce activity. Octopia supports all trade players in Europe, Africa and the Middle East with adapted solutions allowing them to change scale.

The selection of transport partners and the fine-tuning of their quality of service allow Octopia to offer the best transport solutions in France and abroad for its customers. In addition to speed and cost, Octopia pays particular attention to the delivery experience for online shoppers:

pre-delivery notifications, choice of delivery time slots, package redirection, real-time tracking of the delivery person, re-delivery options in case of absence, etc., as well as simplification of the return process.

+ ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on

primary data from our surveys, social media monitoring, and qualitative or observational techniques. Our tagline «Game Changers» sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com



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Ipsos.Digital study of a representative sample of 1000 French respondents aged 16-75 surveyed online on February 4, 2022, 1000 Spanish respondents aged 18-65 surveyed online on February 8, 2022, and 1000 German respondents aged 16-75 surveyed online on February 4, 2022. Each country's sample is representative through quota sampling.

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