



The Post-Purchase Experience: The Most Underrated Growth Lever

Improving After-Sales Experience & Customer Support in Omnichannel Retail.



Customers Have Changed. After-Sales Hasn't.

Customer Expectations

Today's customers have been trained by global marketplaces and retail giants.

They expect:

- Real-time delivery visibility
- Reliable delivery promises
- Easy returns
- Fast support when something goes wrong

Post-purchase experience is now part of the product.

Reality in Many Retailers

However, in many companies the after-sales process is still unstructured and reactive.

There are often no clear:

- Delivery promises
- SLAs with couriers
- Operational KPIs
- Ownership of the post-purchase journey

As a result, after-sales operations are often left to chance.

The Cost of Poor Post-Purchase Experience

Operational inefficiencies quickly turn into customer experience problems.

20%

Revenue Loss

From delays, undelivered orders, and weak post-purchase engagement

30%

WISMO Rate

"Where is my order?" inquiries

65%

Customer Churn

Of shoppers never return after a bad delivery experience

20%

More Returns

When fulfillment exceeds 48 hours

1.5 days

Delivery Delay

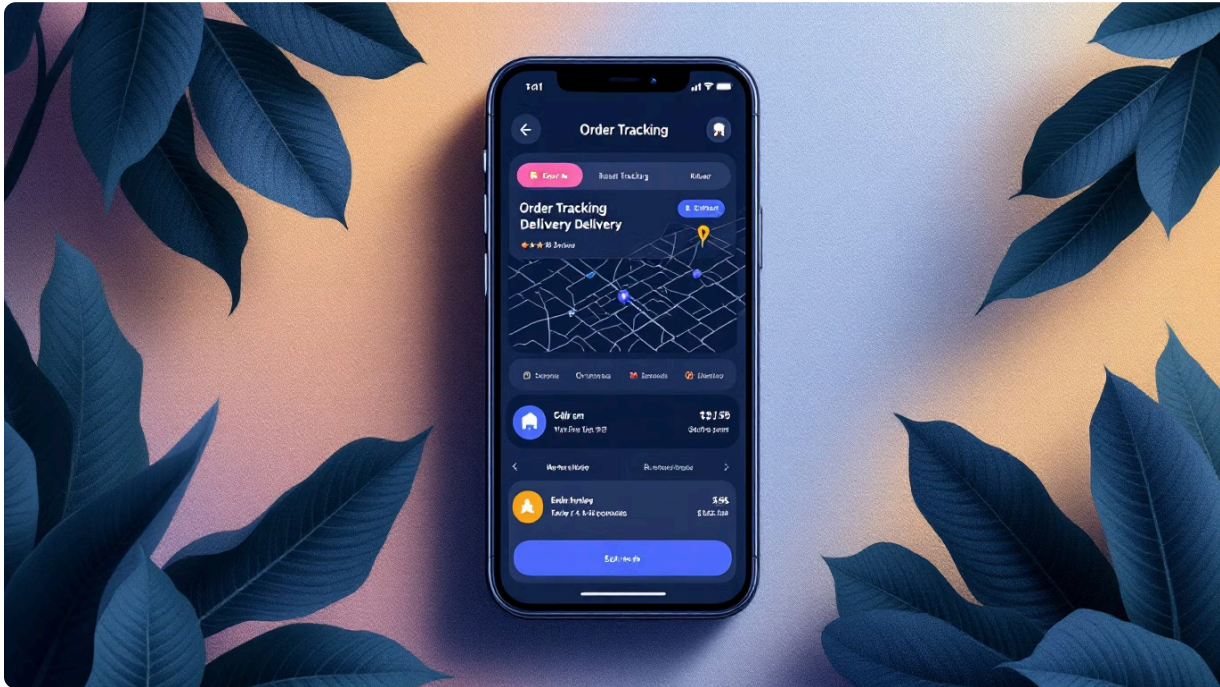
Days when the wrong courier is selected

15%

Higher Costs

Delivery costs due to logistics inefficiencies

Tip #1: Create Delivery Transparency



Customers demand visibility. When they are left in the dark, they flood your support tickets.

The Solution: Smart Tracking

- Branded, professional tracking pages
- Proactive automated notifications
- Smart updates to reduce anxiety

Impact: Dramatically lower ticket volume and significantly happier customers.

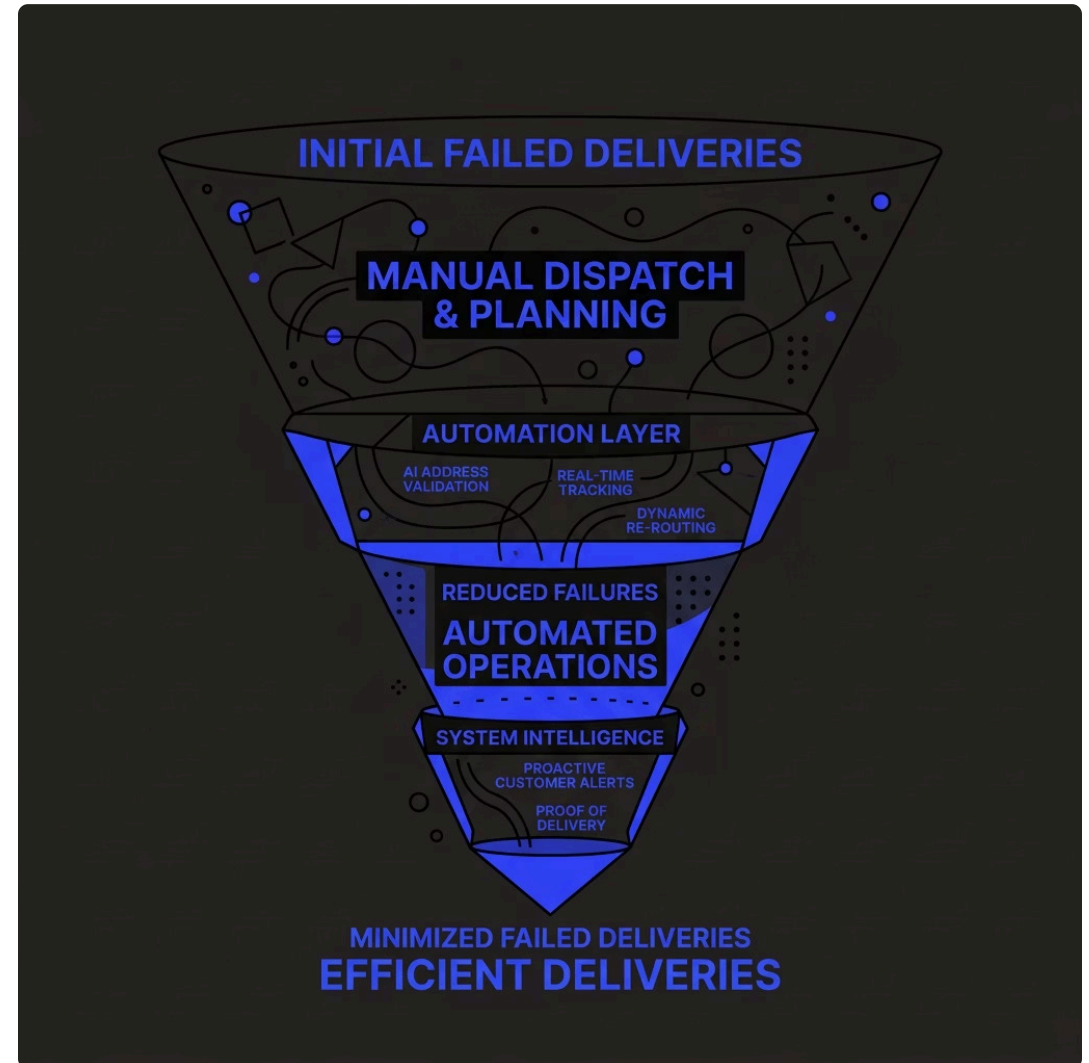
Tip #2: Reduce Failed Deliveries with Data

Undelivered packages are a drain on resources and customer trust. They are often caused by courier errors, missed windows, or address discrepancies.

Strategy:

- Intelligent courier selection algorithms
- Proactive delivery monitoring & failure alerts

Impact: Up to 50% reduction in undelivered shipments and optimized logistics spend.



Tip #3: Automate the Returns Experience



A manual, email-based returns process is a nightmare for customers and warehouse teams alike.

Returns Automation:

- Centralized, self-service return flows
- Automated voucher generation
- Total visibility from request to refund

Impact: Larger Carts, Faster processing, accelerated refunds, and a frictionless experience.

Tip #4: Preventing Delivery Fraud

Cash-on-Delivery (COD) abuse remains a silent killer for profit margins. Customers order items they have no intention of accepting.

Proactive Defense:

- AI-driven customer risk scoring
- Automated blacklisting of frequent no-shows
- Dynamic removal of high-risk payment methods

Impact: Improved cash flow and stabilized logistics costs.



Tip #5: Turning Delivery into Retention



Automated CX Surveys

Capture sentiment while the shopping memory is fresh.



AI Recommendations

Suggest products related to their delivery based on usage habits.



Loyalty Drivers

Turn the final delivery touchpoint into a gateway for repeat purchases.

DPAM Case Study – Key Results

50%
Faster Voucher Creation

9.31/10
Customer **Satisfaction**

Shipping costs increased
only 1% despite 8% shipment
growth

Key Takeaways

To win in the modern eCommerce landscape, you must look beyond the checkout button.



Post-purchase experience is the new competitive advantage

Customer loyalty is increasingly shaped by what happens after checkout.

Operational excellence drives customer experience

Visibility, automation and data reduce costs while improving service.

The brands that win optimize the entire customer journey

From order to delivery, returns and retention.