
Paazl Delivery Experience Score

How do fashion brands deliver?

26 online fashion stores rated on their delivery experience



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Introduction

Buying fashion should feel like a treat. A moment to indulge. This comes as nothing new to fashion retailers, who have long spent a great deal of money and effort on creating beautiful stores. But then e-commerce came along, changing the face of luxury shopping. Gone are the welcoming clerks. Enter anonymous delivery drivers getting the goods to consumers.

How do you maintain a premium brand experience without this in-store interaction? How can you translate your offline service to the online world – especially when it comes to delivery? To find out we analyzed the delivery services offered by 26 fashion brands and retailers active in the Benelux area, summarized by the Paazl Delivery Experience Score. The score summarizes to what extent a store embraces the delivery options available today, and where there are still chances to improve.

The results offer a surprising, but inspiring look at the state of delivery in one of the most mature e-commerce markets in the world. We have included best practices plus examples of missed opportunities so you are ready to start working on your delivery score tomorrow!

Brands & retailers analyzed



Bellerose.

BRUNOTTI

CAVALLARO
NAPOLI

CHASIN'



ESSENTIEL
ANTWERP

FILLING PIECES

Floris van Bommel®

G-STAR RAW



H&M

hunkemöller

JOSH V

kleertjes.com



marlies|dekkers

Miss Etam
- mooi jezelf zijn -

NIKKIE

PAUW

SUITSUPPLY

SUPERTRASH



VANILIA



For the analysis we picked a mix of fashion brands
and retailers active in the Benelux area.



Delivery information before checkout

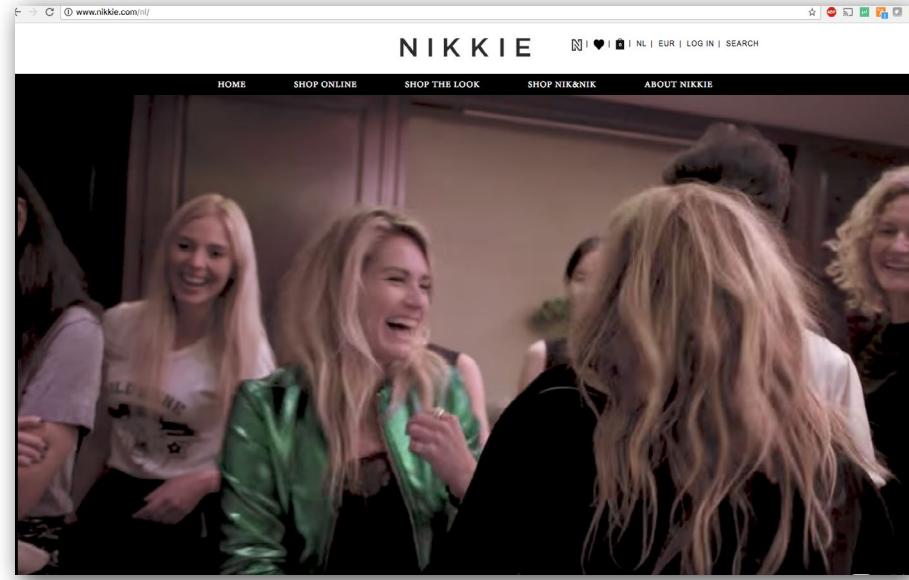
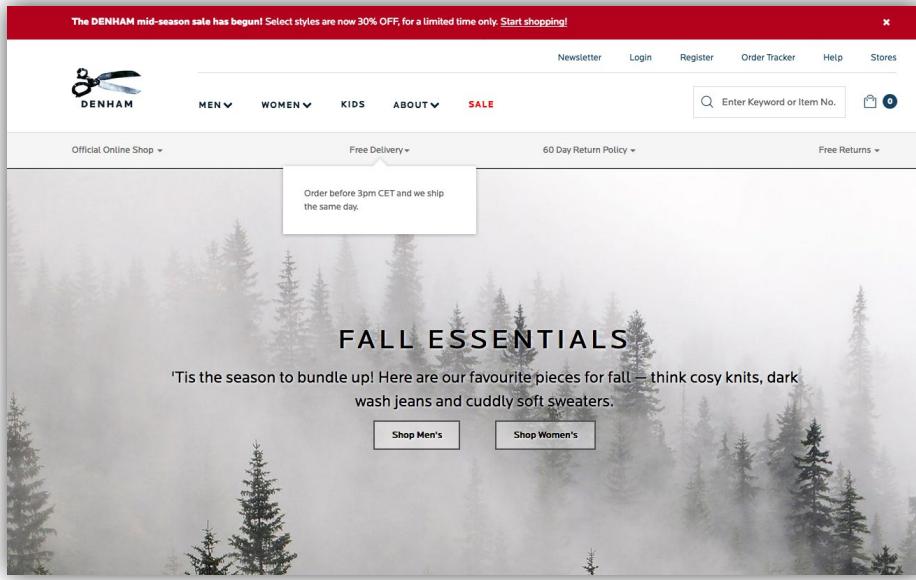
5

Increasing conversion is all about eliminating uncertainties and delivery might just be the area of where most questions arise. According to some studies, the extra costs of shipping top the list of reasons to abandon a shopping cart at check-out, as mentioned by 61% of consumers (Baynard, 2016). A study by FuturePay (2017) puts this number even higher at 86%. An even more incredible 91% of consumers look for the available delivery options before reaching the check-out (Honeywell, 2015). Bottom line: shipping is a key consideration for online shoppers and burying this information in your footer, on your FAQ page, or late in the check-out process is a wasted opportunity.

Start communicating early: homepage & category pages

The moment and cost of delivery are amongst the top information needs of shoppers navigating an online store. Answering these needs as soon as possible is therefore advised. If applicable, be sure to include at least these logistical selling points on your home- and category pages:

- Your (free) delivery pricing policy
- Your return (pricing) policy
- The cut-off time for the next available delivery date (“order before XX:XX to get your order tomorrow”)
- Special delivery options, such as Click & Collect, same-day or pickup points



Best practice

6

Denham strikes a nice balance between providing enough information while maintaining a minimalist design. Key delivery USPs are highlighted with extra information hidden in a tooltip.

50%

provide delivery cost information on their homepage

46%

provide delivery cost information on category pages

Room for improvement

Getting information on the costs or duration of shipping on the Nikkie shop is not made easy as the information is hidden until landing in the check-out. This is a missed opportunity, because the free shipping policy deserves more attention!

27%

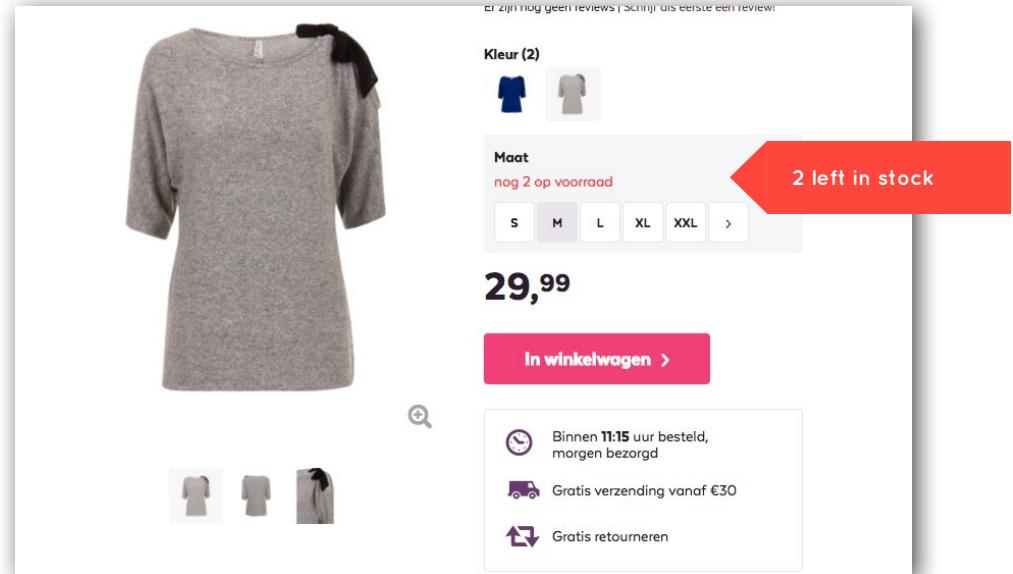
provide delivery time information on their homepage

19%

provide delivery time information on category pages

Get detailed on your product page

The product page is the place where you can get more detailed with delivery information, taking into account product dimensions and stock status. Research suggests that hidden delivery charges are amongst the top reasons for visitors not to convert, so be sure to include the pricing at all times. You might also disclose a breakdown of available delivery options for a particular item, determined by requesting the visitor's postal code. When offering Click & Collect or carriers' pick-up points you could also highlight the nearest pick-up locations on the product page. A final pre check-out item you can include is a real-time estimate of the nearest delivery date.



Best practice

Miss Etam re-emphasizes their logistical USPs on their product page, including shipping costs, their free returns policy, real-time stock status and a dynamic countdown to the cut-off time. These are all relevant in the journey of an online shopper.

77% | provide delivery cost information on product pages

46% | provide delivery cost information in their mini-basket

27% | provide delivery time information on product pages

19% | provide delivery time information in their mini-basket

Count down to the closest cut-off time

Order now, get it tomorrow! Creating a sense of urgency can be a real powerful weapon in getting your customers to convert. One way this can be done is by counting down to the upcoming cut-off time –the deadline for getting your order shipped today. Do note that this time may differ, depending on the day of the week, meaning you will have to change or hide the counter.

The screenshot shows a shopping cart page from the Miss Etam website. At the top right, there's a search bar, a price of 34,99, and a shopping cart icon with a '1' and a lock symbol. Below the header, a navigation bar includes links for HOME, NIEUW BINNEN, COLLECTIE, OUTFITS, TRENDS, and SALE. A red arrow-shaped callout box in the center of the page says "Ordered within 05:10, delivered tomorrow". Above this box, the text "Binnen 05:10 uur besteld, morgen bezorgd" is visible. The main content area shows a product in the cart: "Tuniek print grijs" (Article number), size "Maat L" (Size), quantity "1" (Quantity), price "34,99" (Price), and total "34,99" (Total). Below the cart, there's a section for entering a coupon code with fields for "Subtotaal" (Subtotal), "Verzendkosten" (Shipping costs), "Betaalkosten" (Payment costs), and "Gratis verzending" (Free shipping). The final total is listed as "Totaal" (Total) with the value "34,99".

8

22:00

is the most common cut-off time
for fashion retailers

Best practice

Miss Etam uses the power of urgency in their check-out process by counting down to the closest cut-off time.





Delivery options in the check-out

9

Auto-fill address information

Auto-filling the address details based on the postal code has not one, but two benefits. Not only does it make the check-out process faster and easier for your consumer, it also eliminates manual typing mistakes that might cause failed deliveries. Rubbish in, is rubbish out. One of the best auto-fill tools uses the Google Maps API, offering users instantly global coverage. Note that auto-filling address details require you to change the order in which data fields are filled out – Street and City will follow Postal Code and House Number. Tip: always include a manual override.

65%

of fashion retailers auto-fill the address information

The screenshot shows a checkout form with several input fields. At the top, there are fields for 'First name' (john) and 'Last name' (doe). Below these is a field for 'Company (optional)'. The next section is for 'Address', where the user has typed 'Stationsplein 2'. A dropdown menu titled 'SUGGESTIONS' appears, listing five locations: 'Stationsplein 2, Amsterdam, Netherlands', 'Stationsplein 2, Duivendrecht, Netherlands', 'Stationsplein 2, Rotterdam, Netherlands', 'Stationsplein 22, Haarlem, Netherlands', and 'Stationsplein 2, Leiden, Netherlands'. At the bottom of the suggestions list, it says 'powered by Google'. To the right of the suggestions, there is a blue button labeled 'Continue to shipping method'.

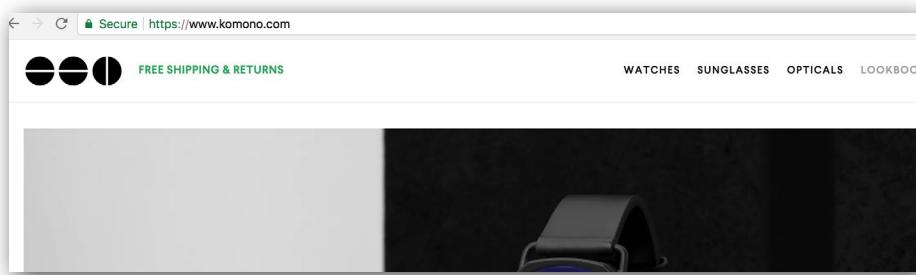
Best practice

Belgian brand Bellerose uses Google-powered auto-fill on addresses in their check-out, allowing customers to fill out all address details via one simple search. Great!

Free delivery

All studies on delivery preferences come to the same sobering conclusion: above all, shoppers want free delivery. Premium delivery options, pick-up points or easy returns are all well and good, but if you really want to impact conversion start by offering some form of free delivery.

In general, there are two ways retailers offer it: 1). Permanently free delivery or 2). Free delivery above a certain threshold value.



The screenshot shows the Komono website's header with a secure connection icon and the URL https://www.komono.com. Below the header, there's a navigation bar with categories: WATCHES, SUNGLASSES, OPTICALS, and LOOKBOOK. A prominent green banner at the top left says "FREE SHIPPING & RETURNS". On the right side of the page, there's a large image of a watch. At the bottom right, there's a snippet of a delivery confirmation email:

Thuisbezorgen door DHL
Op werkdagen voor 20.00 besteld volgende dag geleverd
Kies hier de eerste bezorgpoging
Vrijdag 27-10-2017 tussen 14:00 en 18:00 uur
Alvar Piepers
Veembroederhof 93 52
Veembroederhof 93
6708 MS, Amsterdam
Bezorgadres wijzigen
Ophalen bij UPS Access Point

Delivery costs: EUR 4.90 (highlighted in red with an arrow) and EUR 3.90.

Home delivery EUR 4,90

1 artikel(en)	Subtotaal	EUR 34.99
	Bezorgkosten	EUR 4.90
	Totaal	EUR 39.89
Inhoud winkelmandje wijzigen		

10

Best practice

Komono puts their strong shipping policy - free delivery and returns - in the spotlight by mentioning it right next to their logo in the main navigation. Loud and clear!

Room for improvement

Hunkemöller is amongst the few online retailers offering no form of free home-delivery. To avoid this, paying customers are instead asked to pick-up items in-store.

7%

offer of fashion retailers offer no form of free delivery

51-100

The most common threshold is between 51 and 100 euros

58%

offer free delivery over a certain order value threshold

35%

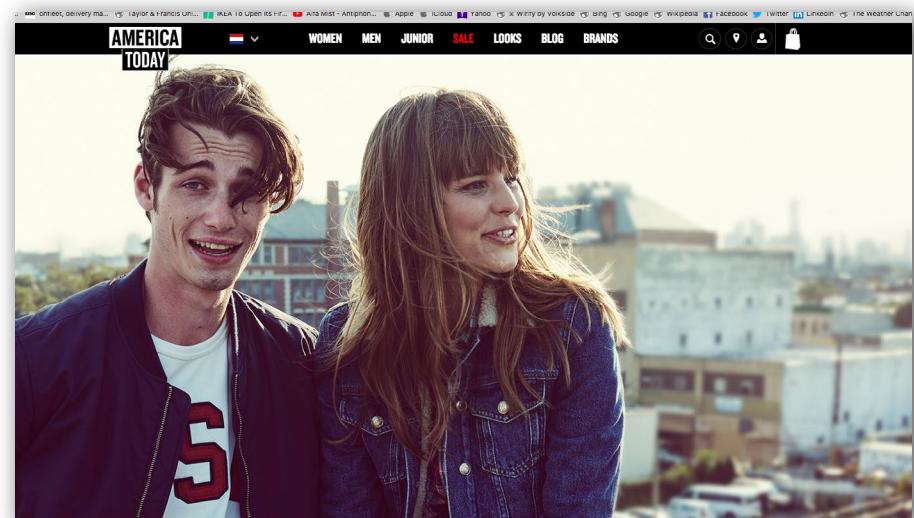
offer unlimited free delivery on all orders

Delivery subscription

Another form of free delivery we see more and more is the so-called delivery subscription. This trend was started by Amazon, who offer loyal customers unlimited (fast) free delivery (and more benefits) in return for their annual Prime subscription fee. Various studies suggest that Prime-members spend more, and more often, at the online American retailer, leading other companies to follow their example. Brands and retailers that have introduced this subscription model include ASOS, De Bijenkorf and Bol.com. This model is most suited for retailers with a high percentage of loyal customers, who order multiple times per year. Pricing for the subscriptions vary, starting as low as €9.99 annually at De Bijenkorf (offering return on subscription cost after three purchases already). Typically, the subscriptions include extra perks such as premium delivery options.

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The screenshot shows a portion of the Kleertjes.com website. At the top, there's a search bar with placeholder text 'Bijvoorbeeld 'Vingino'' and a red 'zoek' button. To the right of the search bar is a dropdown menu labeled 'kies je categorie'. Below the search bar, the text 'Shipping costs buy-off' is displayed in green. Underneath, a paragraph explains the offer: 'Benefit for a whole year with FREE shipping for all your orders on www.kleertjes.com by buying an entire year delivery subscription for just €5.95!' It then lists the benefit for the customer: 'The benefit for you:' followed by a bulleted list: '- No minimum order amount - It doesn't matter how often you place orders - Items returnable free of charge by PostNL and UPS'.



Best practice

Kleertjes.com encourages moms and dads to repeat purchases by offering an annual delivery subscription for €5.95.

Room for improvement

America Today could take a page from ASOS' book as they have a similar audience, price range and inventory. ASOS offers a delivery subscription fee of £9.95 annually, which include unlimited premium delivery options such as next-day or nominated-day delivery. Surely, something to consider!

Time-frame or delivery date indication

An increasing number of carriers offer estimates of delivery time-frames. Customers can choose in which time-frame the carrier will deliver on a nominated day, in a certain postal code area. This allows you to narrow down the infamous ‘nine-to-five’ time-frames to a more reasonable ‘between ‘09:00 and 13:00’. What if your carrier does not offer this service? Then you can always provide a real-time estimate of the delivery day by considering the order date, delivery throughput time and whether or not the cut-off time has passed. Do not forget holidays and weekends, as these will most likely delay the delivery date. We found that this is easier said than done: only 19% of the shops we analyzed show dynamic, real-time information on the actual delivery date.

Sign me up for DENHAM's newsletter. (See our [Privacy Policy](#) for details.)

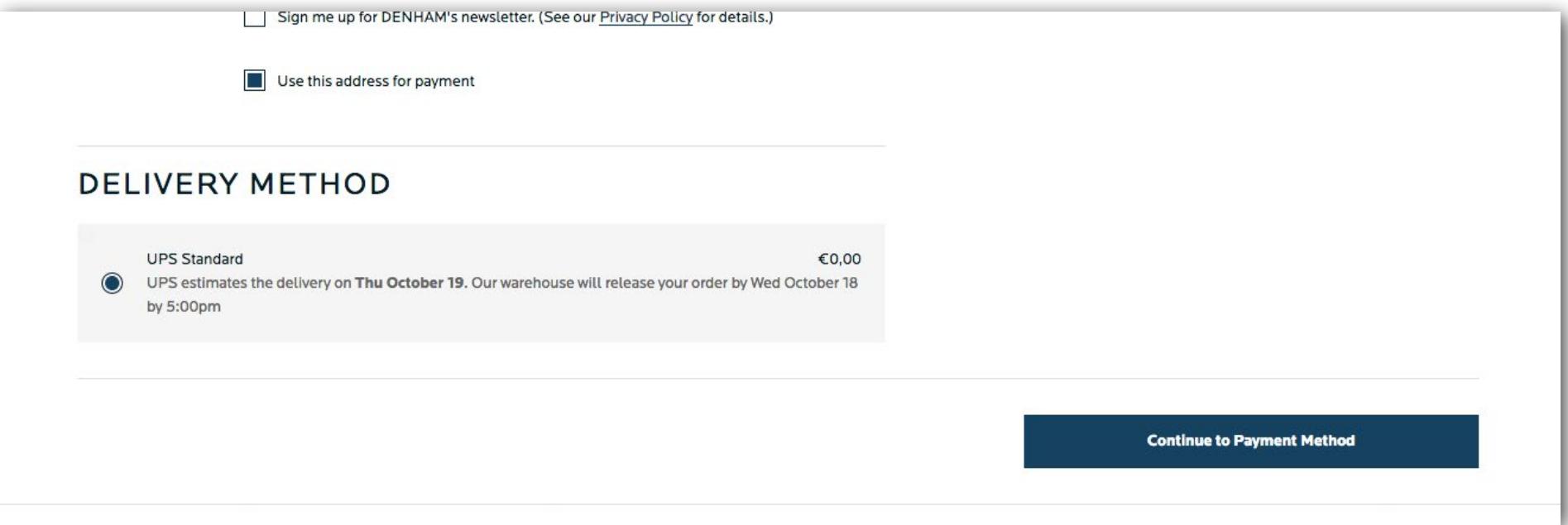
Use this address for payment

DELIVERY METHOD

12

UPS Standard	€0,00
● UPS estimates the delivery on Thu October 19 . Our warehouse will release your order by Wed October 18 by 5:00pm	

[Continue to Payment Method](#)



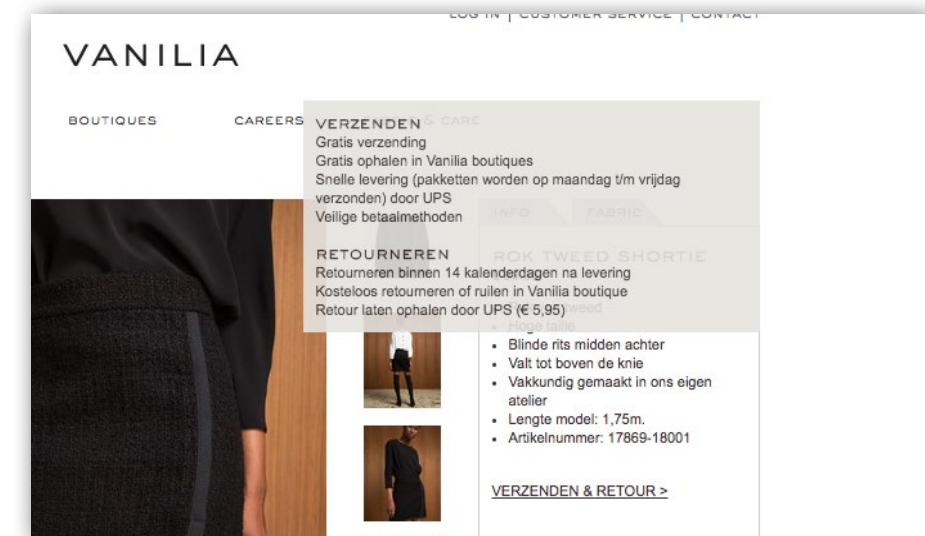
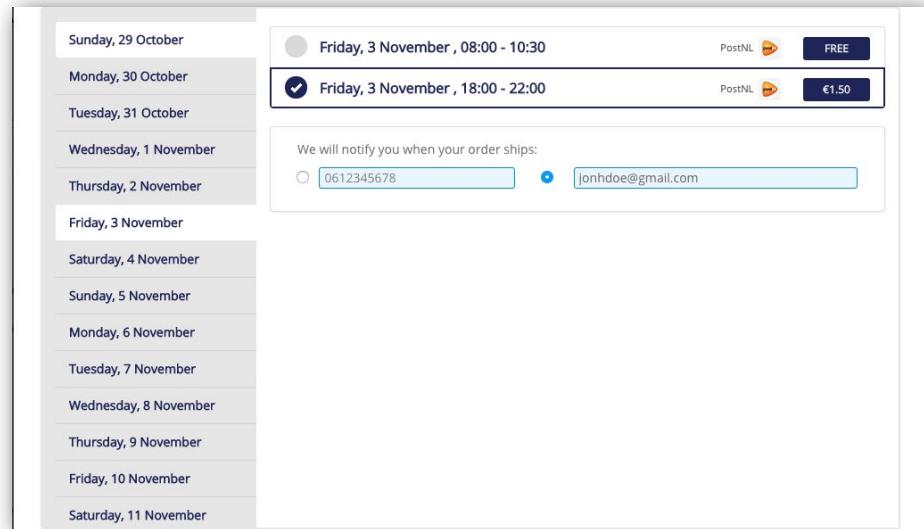
Best practice

Denham takes much mental arithmetic out of ordering online by providing a real-time, dynamic estimate of the delivery date based on location, date and time. A great addition to any check-out, especially when addressing an international audience.

Delivery outside office hours

Evening delivery is amongst the fastest growing delivery services in e-commerce. Adapting to the high number of failed first time deliveries during the day, carriers are adapting their workflow to delivery outside of office hours. Customers understandably embrace this trend and increasingly favor evening delivery over standard daytime delivery services. Getting items ‘after dark’ is especially popular in Spain, the Netherlands and the UK. The French, Scandinavians and Italians prefer different delivery methods instead (PostNord, 2016). It is worth mentioning that evening delivery typically comes at a higher cost, meaning it might affect margins when offered for free. In our sample of analyzed stores, the service was found at a slightly underwhelming 15% – plenty room for improvement!

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Best practice

For an extra €1.50 customers at Van den Assem enjoy the benefits of evening delivery, available on all business days. Combine this with the possibility of picking your own delivery date, scheduling your delivery is made extremely easy. A true premium delivery service!

Room for improvement

Vanilia is among the many retailers offering delivery on business days. A missed opportunity, as Saturday is a great moment to get things delivered for those working full-time. On the upside: the brands offer pick-up points as an alternative.

Nominated day delivery

What is the point of next-day delivery if your next day off is the day after tomorrow? It is this logic that gave rise to the so-called nominated day delivery, allowing customers to pick their own delivery date. But be aware: this seemingly simple service comes with some complexity behind the screens (in addition to the rules mentioned under delivery day information):

- Carriers generally do not reserve parcels for delivery on a later date
- This means that the retailer is tasked with delaying dispatch of orders until after a certain number of days before the desired delivery date.
- Example: when using next-day delivery, you will have to ship the order one day before the delivery date chosen by the customer

Looking at these challenges it is easy to see why only 15% of the stores we have analyzed offer this option. But do consider it: looking at our data at Paazl we see that 22% of shoppers select a ‘delayed’ delivery date when given the opportunity.

14

4,95
0,00
-4,95
49,99

Stationsplein 2
1012AB
Amsterdam
Nederland

Op een ander adres bezorgen

Bezorgmoment

do	26	vr	27	za	28	oktober	di	31	wo	01	november
----	----	----	----	----	----	---------	----	----	----	----	----------

Delivery moment

Bezorg 's avonds tussen 18:00 - 21:30 uur (dinsdag tot en met vrijdagavond)
 Bezorg niet bij de buren

Evening delivery (Thu > Fri)
Do not deliver at neighbours

LEVERINGSWIJZE KIEZEN		
<input type="radio"/> Standaardlevering	2-3 werkdagen	€ 4,99
<input checked="" type="radio"/> Levering Volgende Dag	1 dag	€ 6,99
<input type="radio"/> Ophaalpunt	Ophaallocatie 2-3 werkdagen(en)	€ 3,99
<input type="radio"/> Ophaalpunt - Levering Volgende Dag	1 dag	€ 6,99

BESTELGEGEVENS BEKIJKEN

KLANTENSERVICE

Heb je hulp nodig? Check onze Klantenservicepagina's of neem contact met ons op.

STANDAARDLEVERING (€ 4,99):

Wij leveren je bestelling binnen 3-6 dagen nadat je je orderbevestiging hebt ontvangen. Wij leveren van dinsdag t/m vrijdag aan te worden geleverd. Wij leveren op maandag t/m zaterdag, met uitzondering van feestdagen.

Sorry, your order will not be delivered tomorrow but 3 days later

WOONADRES

Jane Doe, Stationsplein 2, 1012 AB Amsterdam, Nederland

*Verplicht telefoonnummer:

+31

LEVERING VOLGENDE DAG (€ 6,99):

We bieden Levering Volgende Dag aan voor € 6,99. Plaats je bestelling voor 19:30 uur en ontvang je pakket de volgende dag. We leveren van maandag t/m zaterdag, behalve op feestdagen. Bestellingen die na 19:30 uur worden geplaatst, worden binnen 2 dagen geleverd.

Tijdens piekperiodes en de Sale kan de levering iets langer

Best practice

Miss Etam makes the life of their customers a lot easier by offering a choice between multiple delivery days – including Saturday. This is the way forward!

Room for improvement

H&M offers a choice between regular, slower delivery or a next-day option. Great! But when selecting the next-day option, things get a bit confusing: in the fine printed letters you will read that the order cannot be delivered tomorrow, but will instead arrive three days later.

Why would you even show this option?

Monday delivery

Traditionally, online orders placed during the weekend were only delivered earliest on Tuesday. With most warehouses closed during weekends, the first opportunity to pick, pack and ship orders is on Monday. This means that there is a gap of three days between order and delivery. This started to change when retailers were continuing operations on the weekends, and carriers adding weekend pick-ups at warehouses. Today, Monday delivery is still a relatively uncommon, but the popularity is growing fast. Note that extra costs may apply.

The screenshot shows a delivery service interface. At the top, two options are listed: "Ophalen in een Hunkemöller winkel" (Gratis) and "Thuisbezorgen door DHL" (EUR 4.90). Below this, a dropdown menu is set to "Maandag 30-10-2017 tussen 14:00 en 18:00 uur". There are links for "Adres wijzigen" and "Annuleren". The form fields for address information are: Naam * (Jane, de, Doe), Postcode * (1012 AB), huisnummer en toevoeging (2, Veembroederhof 93), and Straat *.

15

12%

offer the option to get products
delivered on Monday

Best practice

Customers at Hunkemöller have six delivery days per week to choose from, including the Monday. How convenient!





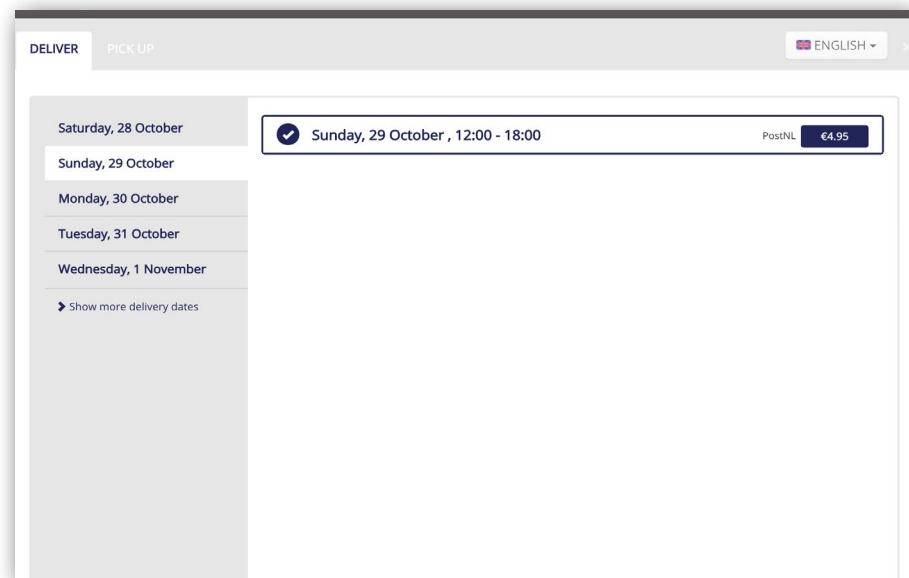
16

Sunday delivery

With Monday delivery slowly becoming more common in e-commerce, it was of course only a matter of time before we would see the arrival of Sunday delivery. Due to the high costs, the service is mostly reserved for premium brands. It is likely that it is only a matter of time before seven day delivery is as common as stores being open all days of the week and online shoppers buying 24/7.

8%

offer the option to get products delivered on Sunday



Best practice

Van Den Assem puts the '7' in 24/7 by including the Sunday as a delivery option for an extra €4.95.

Same-day delivery

We all have been in situations in which waiting for next-day delivery is not an option. Traditionally, this meant getting in your car and driving down to the brick-and-mortar store for some old-school shopping. This all changed with the arrival of same-day delivery, allowing customers to get their order just in time for tonight's party. The demand for this premium service varies strongly between product categories, with an 'urgent' product naturally scoring higher. While logistics and e-commerce professionals were initially skeptical towards same-day delivery, an increasing amount of studies now suggest that the service has real impact on conversion and customer satisfaction. In the 2017 stakeholder report, Zalando suggests that shoppers who had their order delivered same-day take an average of 41%(!) less time to order again. Moreover, with the increasing popularity of the service, prices are dropping to a level that might soon fall below 'regular' delivery costs. Still, the service is a rarity among the shops we have analyzed – only seen in 16% of our samples.

17

The screenshot shows a shopping cart interface. On the left, under 'SHIPPING METHODS', three options are listed: 'Standard Delivery €0,00' (Delivered within 2/3 business days), 'Special Delivery €12,00' (Delivered within 3 hours (It's possible to change the delivery time)), and 'Deluxe Delivery €20,00'. The 'Deluxe Delivery' option is selected, indicated by a blue dot. To the right, a red callout box highlights the benefits of Deluxe Delivery: 'Delivered within 3 hours', 'Try on at home', 'Courier brings multiple sizes', 'Couriers waits 20 minutes', and 'Returns can be handed in immediately'. On the right side of the interface, there is a product summary for a 'BIANCA Top' in 'Dusty Pink' size 'M'. The summary includes the product name, price (€99,99), quantity (1), subtotal (€99,99), and a breakdown of the total cost: Subtotal (€99,99), Shipping & Handling (Deluxe Delivery) (€20,00), and Total (€119,99). There is also a link 'Item? [Edit Your Cart](#)'.

Best practice

Josh V is really pushing the envelope with their Premium Delivery in the greater Amsterdam area. Order before 15:00 and you will get your items delivered within hours by a fully suited up(!) courier.



Pick-up as an alternative

Carrier pick-up points

18 A strong majority of online consumers prefer home-delivery to anything else. Obviously, as this is perhaps the greatest benefit of online shopping over visiting the physical store. Yet in practice, getting things delivered to a home address turns out to be a serious challenge. It could happen that a customer is not at home when the courier rings the doorbell. Maybe the customer does not want to pay for a delivery at a specific time-slot. This is where pick-up points come to save the day. Today all major parcel carriers employ a network of pick-up locations, to which customers can directly send their parcels – or pick it up themselves when they missed the courier.

35%

of fashion stores offer pick-up points by a carrier

The option is seen at over a third of the stores analyzed in the study. A great start, but with plenty of room for improvement. For some who do already offer the option, such as Vanilia and Chasin, there is also room for improvement from a usability point of view. A best practice is to include both a list and a map view so it is easy to find nearby pick-up locations – especially in urban areas. Using a carriers' own pick-up point interface is not always the best solution for brands that are trying to create a unified experience, especially when the UX leaves much to be desired.

67%

of those offering pick-up points do this via a map interface

TOTAAL €74,99

PostNL servicepunt [Wijzigen](#)

Factuuradres [Wijzigen](#)

Mevr. John Doe
Stationplein 2
1012AB
Amsterdam

Bezorgadres

Singel 250 SOUS
1016AB
Amsterdam
020-3081310

PostNL Postkantoor
Singel 250 SOUS
1016AB Amsterdam

Dag	Uur
Maandag	08:00-18:30
Dinsdag	08:00-18:30
Woensdag	08:00-18:30
Donderdag	08:00-18:30
Vrijdag	08:00-18:30
Zaterdag	09:00-17:00

UPS Access Point™ in de buurt van: [Bewerken](#)

1012

Selecteer een optie

1 UPS Access Point™
LOCK
2811 UVE NIEUWESTRAAT
AMSTERDAM, 1012NH
[Details bekijken](#) [Locatie selecteren](#)

2 UPS Access Point™
DROP AND GO
68 PRINCE HENDRIKKADE
AMSTERDAM, 1012AE
[Details bekijken](#) [Locatie selecteren](#)

[« Vorige](#) [1-10 van 100](#) [Volgende »](#)

Filtreropties voor locatie:

- Betalingen aanvaarden
- Vroege afhaling beschikbaar
- Aanvaardt artikelen waarvoor beperkingen gelden
- UPS Access Point™ leveren

Opmerking: Locaties, openingsuren en afhaaltijden halen in een UPS retaillocatie, hebt u een officieel

Aanleveringstijden [Uren](#) [Services](#)

Deadline voor aanlevering	Express	Standard	Internationaal
Ma - Vri	1:30PM	1:30PM	1:30PM

19

Best practice

WE Fashion has both a list-view and a map view available for those looking for a nearby pick-up points. It looks great and is easy to use!

Room for improvement

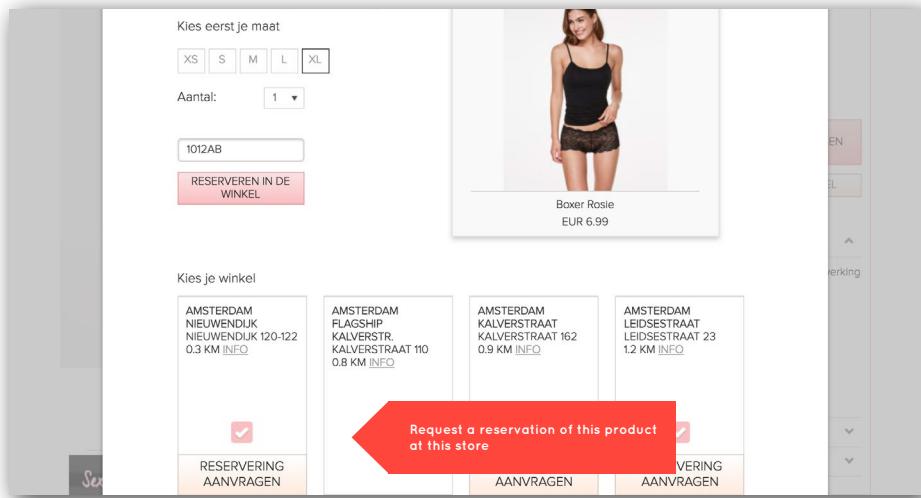
Even though Vanilia is amongst the few stores offering pick-up points, its execution leaves something to be desired. The standard UPS pickup point locator is not very easy to use or mobile friendly, plus it is not in line with Vanilia's aesthetic branding.



Pick-up in store

Skipping the line. No uncertainty over availability. Instantly returning merchandise. For customers there are plenty of benefits to shopping online, and picking up their order in a local retail location. From a retailers' perspective it is great to welcome customers in your own stores, where you have full control over the experience and can possibly sell additional items. A no-brainer then?

20

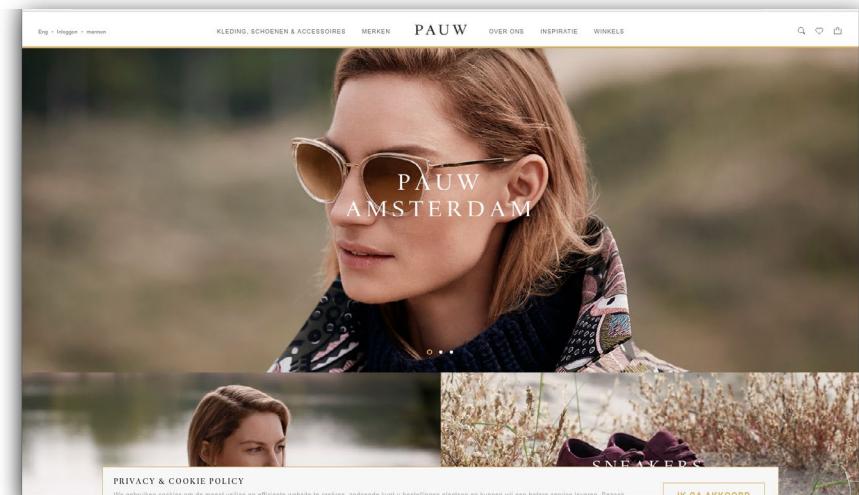


Best practice

Hunkemöller shows its true omnichannel power with the ‘Reserve in-store’ option, which is linked to the local stock information.

Well apparently not, as only 38% of brands (with stores) analyzed offer the option to pick-up in-store. Especially for those brands with a strong offline footprint, such as PAUW or Cavallaro Napoli, this would be a great addition to the check-out.

38% offer of fashion retailers offer collect in-store



Room for improvement

With well over 20 retail locations, PAUW has a strong physical footprint in the Benelux. A pick-up in-store option would therefore be a great addition to their online channel.



Returns

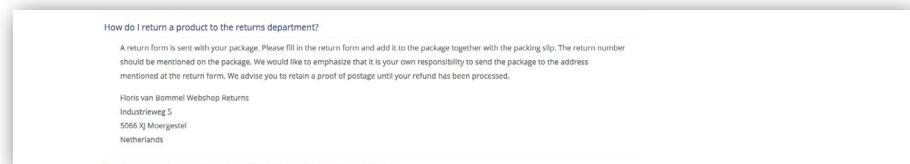
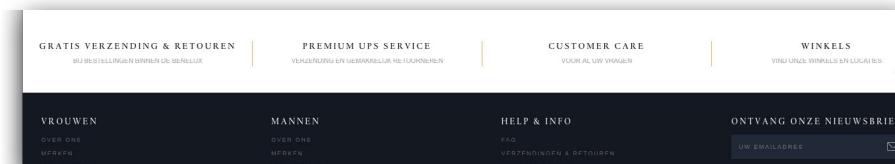
Return costs

21

What do customers want when it comes to returns? We are guessing it is the same as their shipping needs – free services. Return costs are therefore an important driver of customer satisfaction and retention. 58% of brands analyzed see this potential and offer to pay for return shipping.

58%

offer of fashion retailers offer
free returns



Best practice

Retailer PAUW knows how to translate their luxury in-store experience to their e-commerce platform: unlimited free shipping and free returns set them apart.

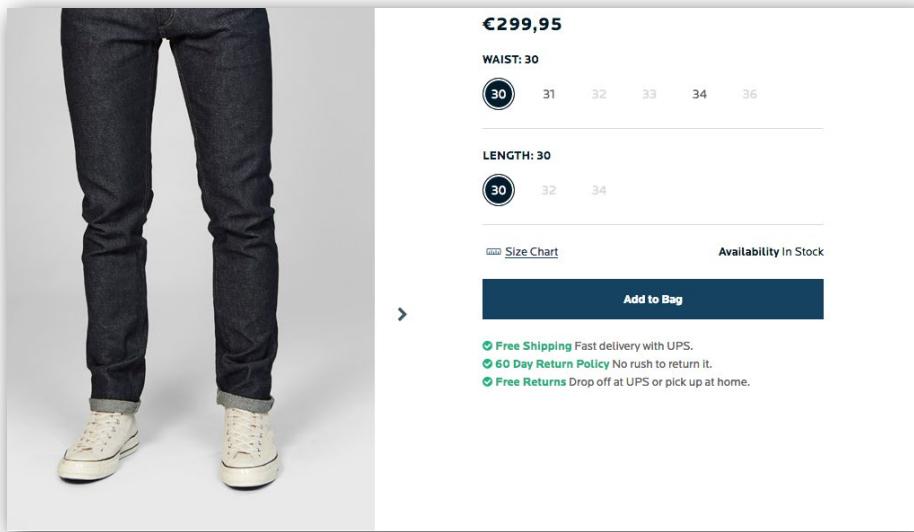
Room for improvement

Floris van Bommel is amongst the higher-end brands analyzed, with most items costing well over €150. A free returns policy would really confirm their position in the top-tier of shoe brands.

Returns period

The returns period has long been a topic of debate, both from a legal and commercial perspective. Much of this debate ended with the introduction of pan-European rules on returns, stating that webshops should give consumers at least 14 business days to return an item. This is now the most common time-period used, followed by 27% of shops doubling the period to 30 days and 12% even offer a return period of 60 days. But is shorter always better from a commercial point of view? Is this the solution to reduce return rates? New studies (Minnema, 2016) suggest that a longer period to return items might well increase sales and decrease the amount of returned items. Reason for this counterintuitive findings is our psychological tendency to get emotionally attached to items we own. A feeling that gets stronger as time progresses. Time to reconsider your returns strategy?

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7. What are the return conditions?

Our return policy entitles you to return the product for any reason within 14 working days counting from the day you received the shoes. You can open the package and check the contents. However, the shoes can only be returned when they are completely unused and sent in the original packaging, double boxed.

Return costs are for the customer, unless otherwise indicated by Filling Pieces' customer services

KBOOK

FILLING PIECES

Returns

Our returns guarantee entitles you to return the product for any reason within 30 days of having received it. You have the right to open the package and check the contents but the product must be returned unused. All original packaging, price labels etc. shall be returned with the product.

Best practice

Denham, as an example, offers a returns period of 60 days, giving customers plenty of time to reconsider.

Room for improvement

Filling Pieces is not clear on their returns policy, mentioning a 14-day window on their FAQ page, but 30 days on their Returns information page.

Label in the box

A pre-printed returns label included with the order is amongst the most mentioned parts of a ‘perfect returns experience’ according to online buyers (Comscore, 2016). It comes as no surprise then, that a majority of fashion brands (62%) include a ready-made return labels with each order in an effort to please their loyal customers. But there is another key benefit to taking this extra step: visibility. When you allow customers to ship back items any way they please, your warehouse or customer service have zero insight into the returning merchandise. A true black box, which in the worst-case scenarios can lead to heated arguments with customers claiming they have sent back their purchased items already. So take action! By including your own labels in the box you will get notified as soon as a Track & Trace status is changing, allowing you to better track orders, plan our warehouse capacity and predict your stocked items. What are you waiting for?

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RETOURNEREN VIA POSTNL OF UPS ACCESS POINT

**Return via PostNL or
UPS Access Points**

Je kunt artikelen eenvoudig retourneren door de volgende stappen te volgen:

1. Vul het retourformulier (in je pakket) in en geef door middel van de code aan waarom je het artikel retour stuurt.
2. Stop het retourformulier en de artikelen in een geschikte zak of doos, bijv. de zak of doos waarin je je artikelen hebt ontvangen.
3. Plak het retouretiket (deze vind je op het retourformulier) op je pakket.
4. Breng je pakket naar het postkantoor, PostNL pakketpunt of een UPS Access Point. Vergeet niet om een verzendbewijs te vragen. Als je in de buurt van Tilburg woont, kun je je retourpakket ook afgeven bij de receptie van ons warehouse: XPO Logistics, Letostraat 35 in Tilburg; openingstijden maandag t/m vrijdag van 8:00-17:00 uur. Bij

How do I return a product to the returns department?

You can return a product at your own expense within 30 days, for which a return form is sent with your package. Please do note that this is not a pre-paid return label. Please fill in the return form and add it to the package together with the copy of the invoice. We would like to emphasize that it is your own responsibility to send the package to the address mentioned at the return form. We advise you to retain a proof of postage until your refund has been processed. Orders can be returned to the following address:

MARLIES DEKKERS WEBSHOP RETURNS
Schelmaatstraat 1
7575BC Oldenzaal
the Netherlands

Can I also return my order in one of the marlies|dekkers stores?

At this moment it is not yet possible to return your order in one of our marlies|dekkers stores.

Best practice

H&M includes not one, but two different prepaid labels with each order. With a choice between PostNL and UPS returns locations, plus their own retail network of physical stores, H&M makes returning a breeze.

Room for improvement

Marlies Dekkers “would like to emphasize that it is your own responsibility to send the package to the address mentioned”. Not only a hassle for the customers – it also creates a black box for the warehouse.

Pick-up at the consumer

Want to offer your customers the ultimate convenience when it comes to returns? Duplicate the ease of home-delivery with 'home-returns', allowing customers to arrange a carrier to pick up their unwanted items. This option is not cheap, but is a real bonus – especially when you ship bulky or breakable goods. The service is not very common amongst the shops analyzed, as it is seen in 35% of the shops. But things might change following Zalando's recent introduction of Return-on-Demand, which might take this service mainstream.

SUITSUPPLY

RETURNS

If your Suitsupply purchase does not meet your expectations or if you change your mind, you may return unaltered and unworn product(s) within 30 days from the date of delivery for a full refund or exchange.

- Go to www.suitsupply.com/return and use your order details to log in. Select the products that you wish to return, and indicate whether you want a refund or an exchange. You can choose whether you would like to schedule a (free) carrier pick-up service, or drop the product(s) off yourself at one of our stores or a drop-off point. When shipping your returns back, you can use the prepaid return label that was included in the original shipment.
- If you take your returns to one of our **stores**, our staff will process your refund or exchange.

REFUND OR EXCHANGE

After we have correctly received your goods, we will refund the amount of the returned goods to the payment method used to place your original order within 5-7 business days. Exchanges will be re-shipped within 1-2 business days after we have received your return. Feel free to contact Suitsupply Customer Service for any questions concerning your return, refund or exchange.

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WANNEER JE MAAR WILT

ZALANDO HAALT OP tussen 8-12 uur of tussen 15-21 uur van maandag tot en met vrijdag. Je kunt kiezen uit tijdvakken van twee uur.



Pick-up between 8-12 or 15-21 in time-frames of two hours

WIJ DOEN DE REST



Na een bevestigingsmail komen wij bij je langs. Vergeet niet je retoursticker op het pakket te plakken en je pakket klaar te leggen. Alvast bedankt!

BOEK NU

WOON JE IN AMSTERDAM OF ROTTERDAM?

Dan kunnen we nog sneller bij je langskomen! Boek je ZALANDO HAALT OP-date tussen 8-21 uur en als je dat wilt staan we binnen het uur voor je deur. Je kunt kiezen uit tijdvakken van één uur.

Amsterdam & Rotterdam: pick-up between 8 and 21 in one-hour time-frames (even an hour from now)

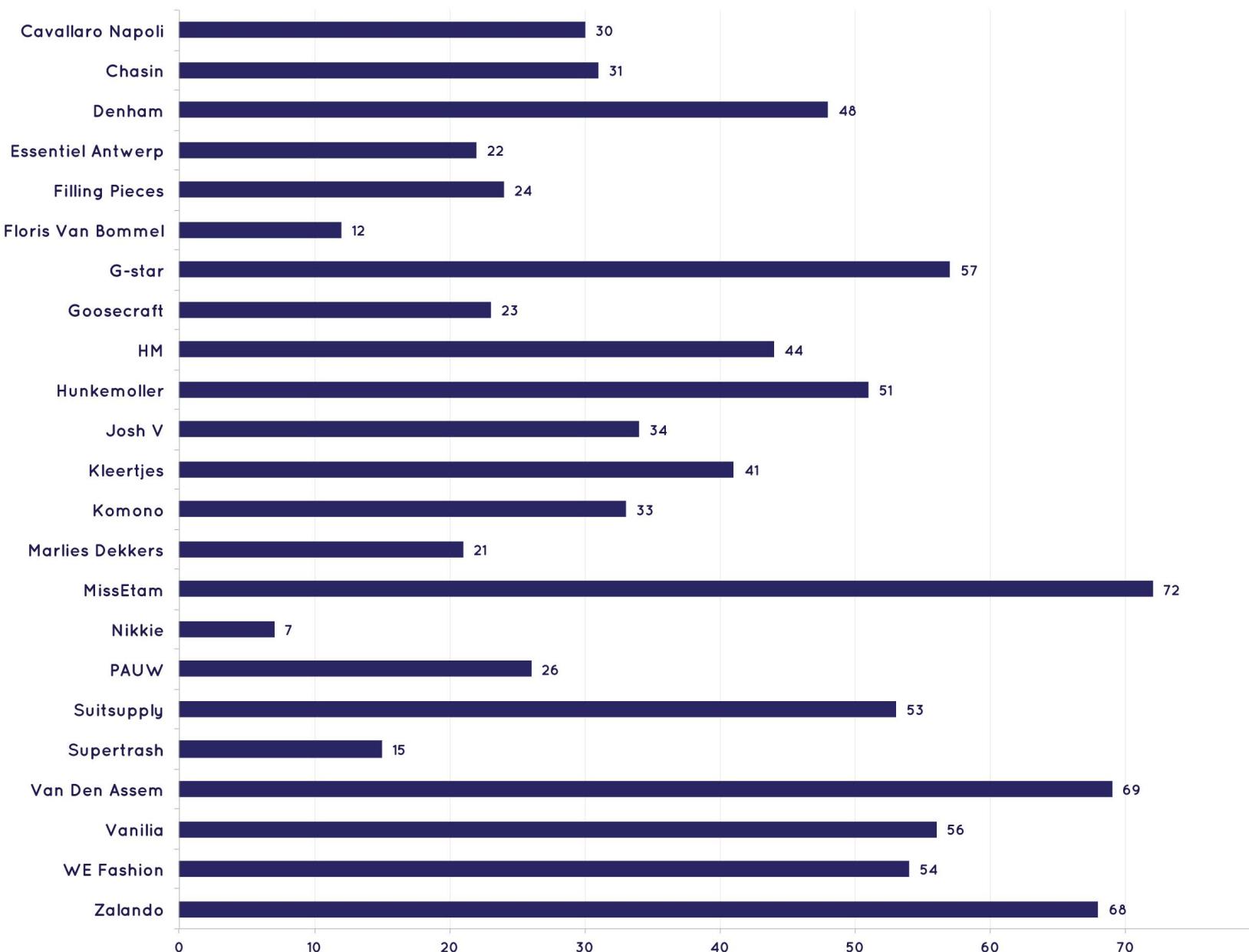
Best practice

Suits are not the most practical items to carry around. Suitsupply takes the hassle out of returning their valuable items by offering free pick-up of returns at the customer's home.

Best practice

Zalando is taking returns to a new level with Returns-On-Demand, allowing customers to select a window and location for pick-up. Those who live in Amsterdam or Rotterdam are even serviced within one hour!

Scores on the Paazl Delivery Experience Index (max 100)



Brand / Retailer	Score	Comments
America Today	32 / 100	America Today scores well on communicating the cut-off time for next day delivery, 30 day return policy and the low purchase value threshold for free shipping. All can be found in the top bar, which shows up on every page.
Bellerose	8 / 100	To learn anything about Bellerose's delivery and returns policy you will need to visit the dedicated Shipping & Returns page. They do show the purchase value threshold for free shipping. We think there is plenty of room to feed more information regarding delivery to the customer in order to have a smooth online buyer experience.
Brunotti	40 / 100	The Brunotti webshop looks great! However, it could definitely do with showing information on delivery. It was a little bit difficult to find. It is especially worth mentioning that returning products in the Netherlands is free!
Cavallaro Napoli	30 / 100	Cavallaro Napoli is scoring most of its points its easy return policy. Excellent! To score more points on the Paazi Delivery Index, the webshop could offer more delivery options such as weekend delivery or picking it up in one of their brick-and-mortar stores.
Chasin'	31 / 100	The Chasin webshop has a pleasant layout and it is easy to navigate. Where Chasin could score points on the Paazi Delivery Index is if they would offer their delivery information throughout the website, instead of just in the FAQ.
Denham	53 / 100	Free delivery and free returns up to 60 days? Denham The Jeanmaker knows these options play an important role in the online buying process. Denham could benefit more if they can combine their offline and online efforts: Click and Collect. Also we are missing the non-standard delivery options such as weekend delivery and nominated day delivery.
Essentiel Antwerp	22 / 100	Like many other online shops, Essentiel Antwerp focuses on its products and does not include shipping information until shoppers arrive on the product page. Room for improvement. A big plus is that they offer free returns!
Filling Pieces	18 / 100	What we feel is great about Filling Pieces' online shop is that shipping is free and they have a cut-off time of 22:00 h. to get your shoes the next day. However, to get to this information you will need to visit their FAQ - a great chance to improve. Also, more premium delivery options would align with the high-end position of the brand.
Floris Van Bommel	12 / 100	It is clear that the webshop put most focus on its high-end products. Of course you do not want to distract your shoppers when they are browsing through the shop. However, it would be beneficial if delivery information is shown to the customers as part of the shopping journey. The brand would also benefit from adding extra delivery options.
G-Star RAW	57 / 100	G-Star really confirms their status of an A-list brand when it comes to delivery. Options are plentiful and information is provided throughout the buying process.
Goosecraft	23 / 100	The majority of the scored points come from Goosecraft's free shipping policy. This is communicated throughout the shop. If you want to know more about its delivery policy you will have to visit the FAQ, costing points. The premium pricing also warrants some premium delivery options.
H&M	44 / 100	H&M embraces the power of delivery options, offering multiple delivery speeds. Execution leaves some things to be desired nonetheless: finding out your order will <u>not</u> be delivered next-day was hidden in fine print.
Hunkemöller	51 / 100	Hunkemöller is scoring many points on its delivery options. A higher score is easily attainable if they would provide their delivery options throughout the customer's journey. Another nice-to-have option for customers is to choose that the intimate products will not be delivered to the neighbors.

Brand / Retailer	Score	Comments
JoshV	34 / 100	Josh V is all about living the luxury life. This really translates into their delivery offering, where we find the truly unique Deluxe Delivery – a courier bringing multiple sizes and waiting outside for you to try items on. Inspiring!
Kleertjes	41 / 100	Kleertjes.com score points with pick-up points, a low threshold for free delivery and including a returns label in the box. Bonus points are added to the availability of a Delivery Subscription – still a relatively rare sight.
Komono	33 / 100	Free shipping and free returns and a nice looking website! What else can an online customer ask for? Consider adding an estimated delivery date so the customer knows when to expect their parcel from Komono or the option to pick-up a parcel.
Marlies Dekkers	21 / 100	The Marlies Dekkers webshop can easily score more points by showing their delivery options more prominently on their pages. Now it is buried in the footer and on its product pages. A nice option would be to offer nominated delivery dates or time-frames to help buyers plan their romantic night. Another plus would be the choice to not have your intimates delivered to neighbors.
Miss Etam	72 / 100	This makes us happy! According to the Paazl Delivery Index Miss Etam is scoring full marks when it comes to informing its shoppers about delivery time and costs. They make sure there are no surprises regarding shipping throughout the customer journey. If we may point to one improvement; to make use of a map interface for pickup points.
Nikkie	7 / 100	The Nikkie website is a real attention grabber as it starts out immediately with a large video. The shop focuses on its vast assortment of product offerings. Unfortunately, the brand is leaving points on the table by hiding the delivery information and options. The free shipping is certainly worth mentioning to its shoppers!
PAUW	21 / 100	Most of PAUW's points come from its free shipping and returns policy, which is communicated clearly throughout the website. What would boost PAUW's performance is if they can offer collect in-store and at pick-up points. Having more delivery options also would not hurt.
Suitsupply	53 / 100	With high-end products customers expect high-end service. Suitsupply is really answering to these demands. Free shipping on all orders, a late cut-off time 23.00 and excellent returns conditions make this a great buying experience.
Supertrash	15 / 100	When going through the Supertrash webshop it is clear that want to focus mainly on the products. Fair enough. The customers, however, do not find out about the delivery policy until they visit the product page.. Supertrash can also ramp up their score by adding more delivery options.
Van Den Assem	69 / 100	Van den Assem is a true premium player, both offline and in their e-commerce proposition. Customers are welcomed with a unrivaled array of delivery options – all 7 days of the week, including evenings. Click & Collect plus pick-up points are the cherry on their omnichannel pie.
Vanilia	56 / 100	Well done, Vanilia! They are offering free shipping and returns and you can ship your purchased goods to your desired pick-up point. However, you will not find this information until you arrive on the product page. The pick-up point locator in the check-out also deserves better UX.
WEFashion	54 / 100	WEFashion's webshop looks crisp, which we really like. They have a strong omnichannel presence and offer in-store pickup as well as other pickup points. Not to forget, WE is offering free returns – adding up tot a score well above average.
Zalando	68 / 100	Of course this e-commerce behemoth is scoring high on the Paazl Delivery Index. Zalando is a true delight for shoppers with its free delivery on a huge product assortment.

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