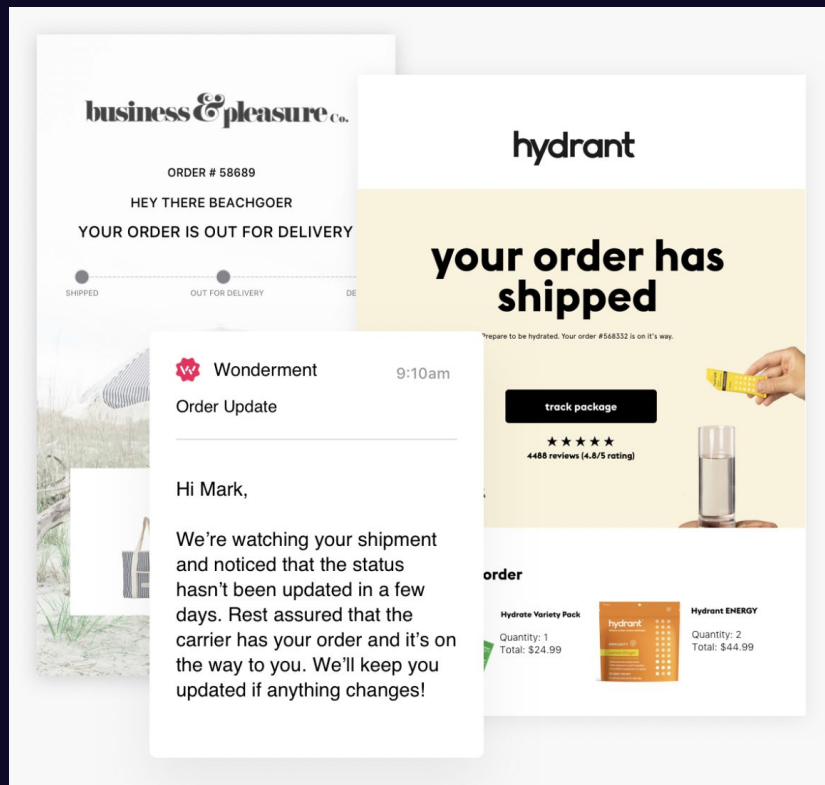




The Ultimate Guide to Delivery Delay Emails

What to say to turn a negative moment into a positive experience for your customers




Brought to you by



A transactional communications platform built for Shopify brands

 Founded by Ecommerce experts in 2020


 Team comprised of Klaviyo, Shopify, Attentive, Drizly, Hubspot and Wayfair alumni


 Backed by top investors





defy.

 Works with hundreds of leading brands to track millions of orders

 Featured Shopify App



AUTOBRUSH

CHOMPS

Kettle & Fire

RESIDENT

hydrant

JONES ROAD

QALO

the RIDGE



feastables

CALPAK

uqora

Wonderment transactional messages are
10x more effective at driving visitors back
to site than email marketing campaigns

IGLOO®

VITAL PROTEINS®

BABOON
TO THE
MOON

SAS New Orleans
Louisiana

KOPARI

latico®

Duradry ripple+

kinder
BEAUTY BOX

DOGGIE
LAWN™

PUBLIC
DESIRE®

the
Woobles

The Wonderment Method

Proven by Hundreds of Leading Brands

"With Wonderment, it's always about **performance** and here's how we can make it perform better. It's **the only way to practically focus on the post-purchase** shipping and delivery experience."



JONES ROAD

Eli Weiss, Sr Director CX & Retention

"It's also **the level of personalization** that I could get with Wonderment; personalization for the customer and for the external experience, as well as the internal experience."



feastables

Jess Cervellon, Head of CX

"We were having issues with packages getting delayed and customers thinking they were lost. Now we can **monitor shipments and avoid having to re-ship as many orders**. This has been the only app we've found that can do this."



luminAID
Makers of Brilliant Things.

Michael Parker, Director Sales & Marketing

"Customers want to either track their package or return something, but **a lot of ecommerce brands ignore the opportunity to build a relationship with that customer**. Having [Wonderment's] branded landing page to send customers to has helped.."



latico

Ben Schreiber, Head of Ecommerce

"The first goal of any eCommerce brand after an initial transaction is to eliminate buyers remorse and deliver an exceptional onboarding to the customer. Wonderment achieves both these goals, **building anticipation during the post-purchase experience that leaves customers in a euphoric state**, while reciprocating the goodwill that the consumer has given to the brand to build lifelong relationships."



Adam Kitchen, CEO

"Setting the right shipping expectations is critical for any eCommerce company. **This app solves a huge, huge need.**"



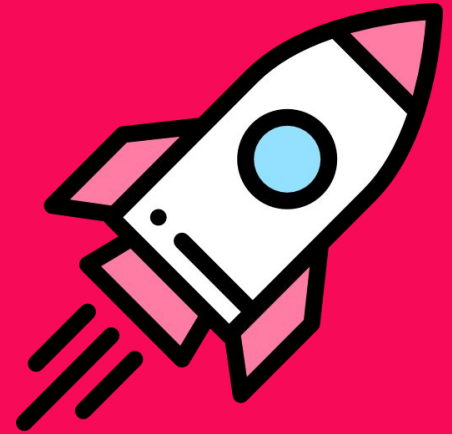
SQUAD LOCKER

Jeanne Hopkins, Chief Revenue Officer

Overview

- Why Delivery Delay Emails Are Crucial
- What To Say To Your Customers
- Examples From Top Brands
- How to Identify & Communicate Delivery Delays

Why delivery delay emails are crucial



Why delivery delay emails are crucial

Regardless of whose fault a delivery delay is, your customers gave you money in exchange for receiving your product, and they expect you to make things right if something goes wrong.

You can either wait for them to notice a delay and get angry, or you can proactively reach out to them and make them happy you have their back.

Why delivery delay emails are crucial

Angry customers = bad word of mouth.



This can translate to negative comments on your Facebook ads, low ratings on product reviews and higher customer acquisition costs.

Why delivery delay emails are crucial

Happy customers = more sales.

According to Gorgias, the #1 ecommerce helpdesk on Shopify, brands with a Customer Satisfaction Rating of 5 see a 43% increase in repeat purchase rate.

“How are brands getting to a 5 CSAT? They build automation and processes around trends in their negative ratings.”

- Jeremy Horowitz, Gorgias

Why delivery delay emails are crucial

And, believe it or not...

Delivery delay emails can drive revenue!



Jack Rubin

@JackRubin1



Wonderment stalled shipment flow is genius. A great customer experience and amazingly customers with delayed orders are ordering more product 😂

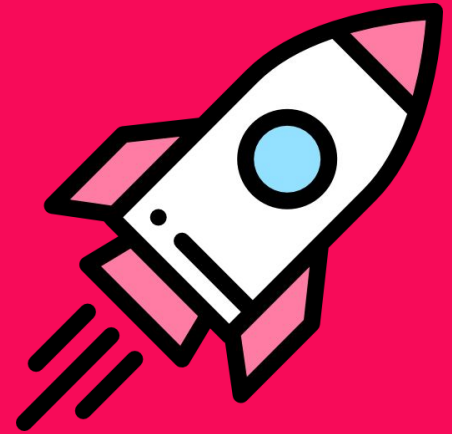
5:55 AM · Jul 7, 2022 · Twitter Web App

Why delivery delay emails are crucial

That's pretty awesome.



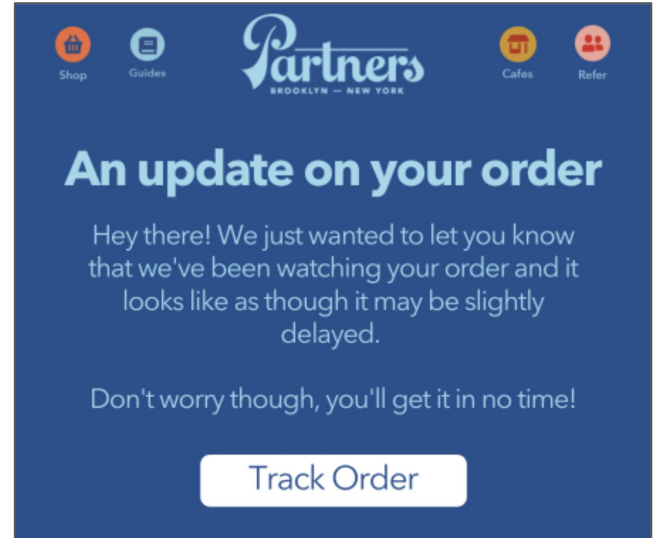
**What to say to your customers
when a delivery delay occurs**



What to say to your customers

No matter what you say, be open and be honest. Own up to the delay and reassure them that you'll make it right.

Customers want to feel like you care.



What to say to your customers

1. Acknowledge the issue

EXAMPLES:

“We wanted to send you an update on the recent order(s) you placed with us. We've just learned that there has been a carrier delay in your delivery area due to very high parcel volumes, and as a result some packages may arrive a few days later than the estimated date we gave you when we shipped your order. You may also find that tracking information is unclear, or isn't updated right away.”

“Due to the impact of COVID-19 on the workforce, we're experiencing extended processing and shipping times.”

“Typically boxes are shipped within 3 days of ordering, and our customer care team replies to inquiries within 1 day. But the overwhelming popularity of our Welcome Box created a far greater wait time than we had anticipated.”

2. Apologize

EXAMPLES:

"We're very sorry if you experience this delay, and we wanted to let you know as soon as we learned about it."

"We wanted to say thank you for your recent order -- and let you know that the extended shipping ETA you were provided isn't how we normally like things to work."

"If you have already been waiting for a few weeks for your Welcome Box we're so sorry."

"I'm so sorry for this—I know that there have already been many technical issues as a result of our sale and that this process has been incredibly frustrating. This is not the customer experience we promise."

3. Outline what steps you're taking to fix it

EXAMPLES:

"We are working directly with the carrier to minimize the impacts, but we don't want you to worry -- your order is still on its way!"

"Fast, easy shipping is something we pride ourselves on, and we're working hard to get your product(s) to you as soon as possible."

"We are doing everything we can to expedite things. We are also growing our customer care team quickly so that we can get back to emails more promptly -- and provide the best and most meaningful membership imaginable."

What to say to your customers

OPTIONAL: Provide a special offer

EXAMPLE:

“As a small token of our appreciation for your patience, we’ve added a credit to your account for use on your next order anytime in the next 12 months. To view or use your credit, simply log in to your account.”

OTHER IDEAS:

- *Reply to this email for expedited shipping*
- *Take 15% off your next order with promo code SORRY2022*
- *We’re throwing in a free gift with your replaced shipment*

What to say to your customers

4. Thank them for their continued support

EXAMPLES:

"We so deeply appreciate your patience as we navigate these challenges alongside you."

"Again, thank you for bearing with us, and please reach out if there's anything else we can help you with. We'll be here."

"Thank you for your understanding, we hope you get your chocolate soon!"

"Your order means a lot to us."

5. Wrap it up with contact information or next steps

EXAMPLES:

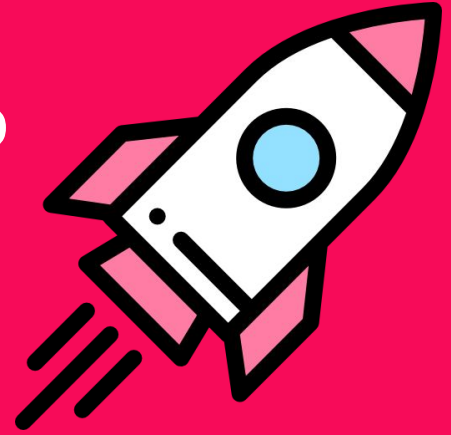
“If you wish to see the latest tracking of any of your orders with us, visit our order status page here at any time. Thank you for your patience during this time. If you have additional questions, please contact us at our Customer Service portal. We're here to help!”

“Please reach out if you're worried about receiving your order in time.”

“Here's your shipping info so you can access it: [tracking number]”

“Once your order(s) ship(s) from our warehouse, you'll receive a confirmation email and tracking information.”

Delivery delay examples from top brands



Delivery delay email examples

AWAY

Hi there,

Thank you so much for your recent order(s) with Away.

I wanted to reach out to let you know that due to high order volume from our sale, we have some delays at our warehouse and your order(s) will take longer than usual to ship out. Your order(s) is currently being processed and you can expect your order(s) to ship by 10/1/20.

I'm so sorry for this—I know that there have already been many technical issues as a result of our sale and that this process has been incredibly frustrating. This is not the customer experience we promise. Please know we're doing everything we can to get your order(s) out as soon as possible.

Once your order(s) ships from our warehouse, you'll receive a confirmation email and tracking information. If your order(s) will now arrive too late for any upcoming travels, please let us know and we're happy to process a full refund for the order(s).

Again, thank you for bearing with us, and please reach out if there's anything else we can help you with. We'll be here.

- Direct
- Honest
- Outlines next steps
- Gives reassurance
- Offers full refund

Delivery delay email examples

Your box is expected to begin shipping by
October 25

...

Typically boxes are shipped within 3 days of ordering, and our customer care team replies to inquiries within 1 day. But the overwhelming popularity of the original Fall Box caused the Welcome Box to go on sale earlier than expected — and it created a far greater wait time than we had anticipated.

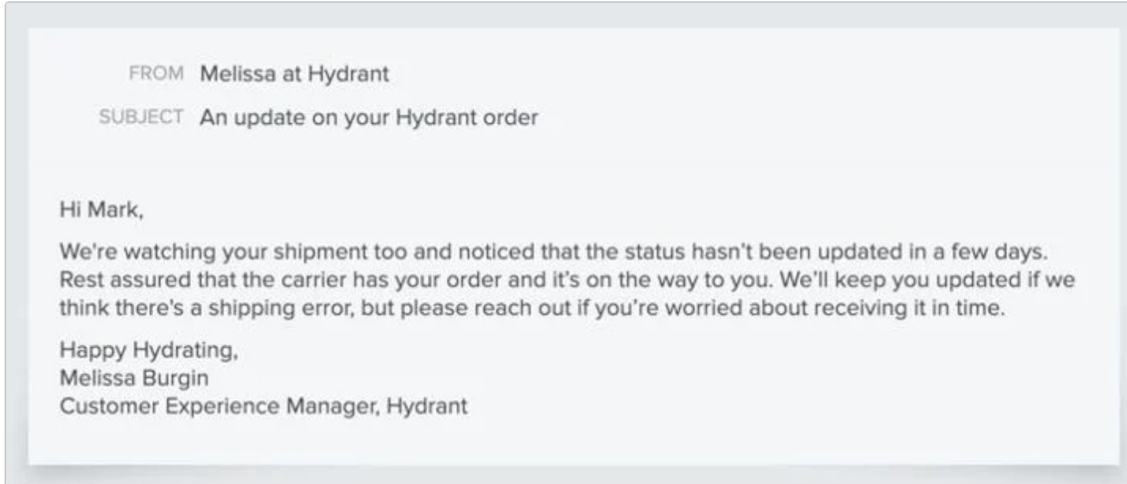
We are so grateful to have you in the CAUSEBOX Community — and if you have already been waiting for a few weeks for your Welcome Box we're so sorry — we are doing everything we can to expedite things, and this is not normal at all for us. We are also growing our customer care team quickly so that we can get back to emails more promptly — and provide the best and most meaningful membership imaginable.

We can't wait for you to receive your box — it is filled with details that we know you'll love!

With Gratitude,
CAUSEBOX Team

- Clearly outlines the issue
- Expresses gratitude
- Communicates steps they are taking
- Builds anticipation

Delivery delay email examples



- Short & sweet
- Shows the brand is aware
- Invites a reply

Delivery delay email examples

ARTICLE.

Hi Stephanie,

We wanted to say thank you for your recent order — and let you know that the extended shipping ETA you were provided isn't how we normally like things to work. Fast, easy shipping is something we pride ourselves on, and we're working hard to get your product(s) to you as soon as possible.

As a small token of our appreciation for your patience, we've added a credit to your account for use on your next order anytime in the next 12 months. To view or use your credit, simply log in to your Article account.

As always, feel free to reach out to us if you have any questions.

[VIEW YOUR CREDIT](#)

All the best,
Article

- Acknowledges the problem
- Offers some compensation
- Invites a response

Delivery delay email examples



It may be delayed, but it's coming!

Hi Pashmina,

I've just gotten word that your shipment for your order is behind schedule. I know you must be excited to receive (or gift) your package and am sorry for the delay! We're working to get this resolved asap.

Here's your shipping info so you can access it:

Tracking Number:

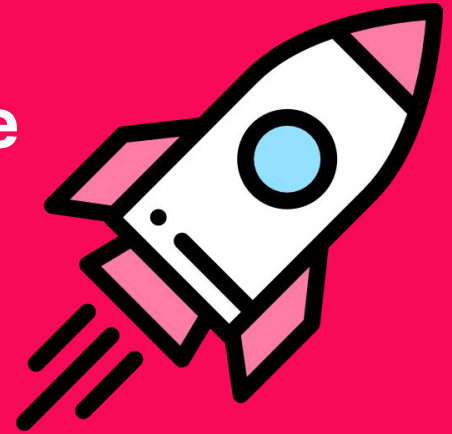
This has been a pretty common occurrence during COVID-19 and bouts of extreme weather shutting down many carrier shipping hubs. *(We wish we could hand deliver these with our own space machines.)*

Thank you for understanding, we hope you get your chocolate soon!

Bar & Cocoa

- Empathizes with customer
- Provides tracking info
- Expresses gratitude

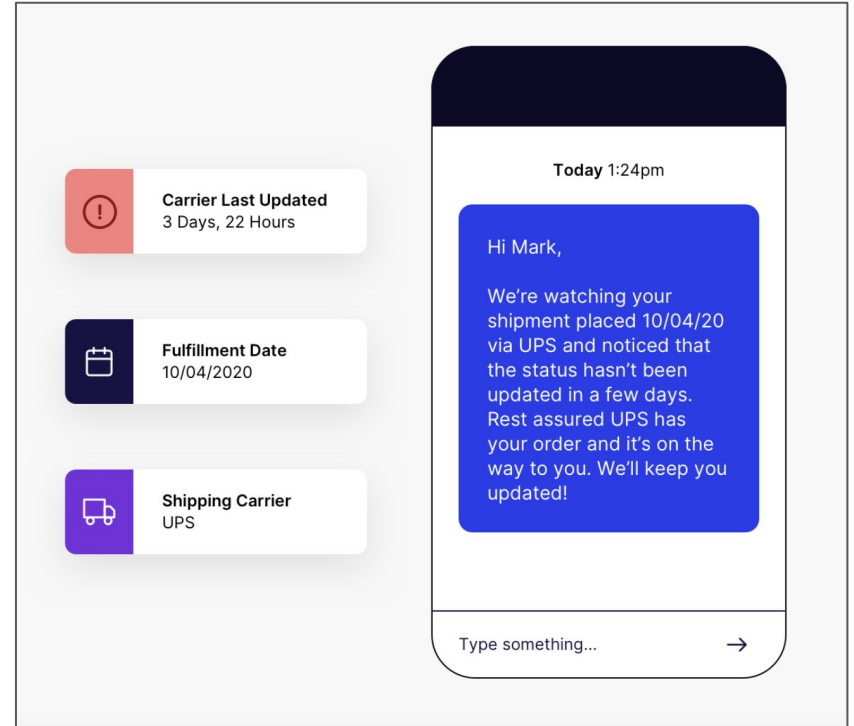
How to identify and communicate delivery delays



How to identify delivery delays

Whether your warehouse is slow to fulfill items, or weather delays are impacting particular regions, Wonderment lets you **automatically notify customers** about stalled shipments.

- Supports 60+ domestic and international carriers to give you up to the minute shipment reports
- Integrates with Klaviyo and Postscript to automate delivery delay notifications via email and SMS
- Customers have seen a **~40% Reduction** in “where is my order” support tickets



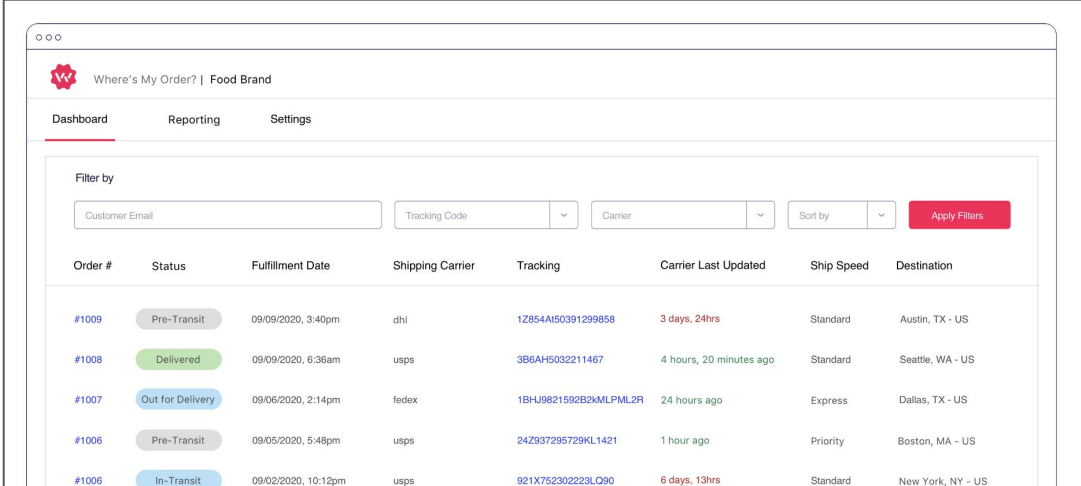
How to identify delivery delays

Give your ops team one central view for all your shipments without having to jump around to different carrier websites.

Identify daily and monthly shipping trends & make informed decisions on what carriers to work with.

Report on orders by their fulfillment status, carrier, region, and more.

Send data into spreadsheets or a data warehouse for extra slicing and dicing.



The screenshot shows a web dashboard titled "Where's My Order? | Food Brand". It has a navigation bar with "Dashboard", "Reporting", and "Settings". Below the navigation is a "Filter by" section with input fields for "Customer Email", "Tracking Code", "Carrier", and "Sort by", along with an "Apply Filters" button. The main content is a table with the following columns: Order #, Status, Fulfillment Date, Shipping Carrier, Tracking, Carrier Last Updated, Ship Speed, and Destination. The table contains six rows of data.

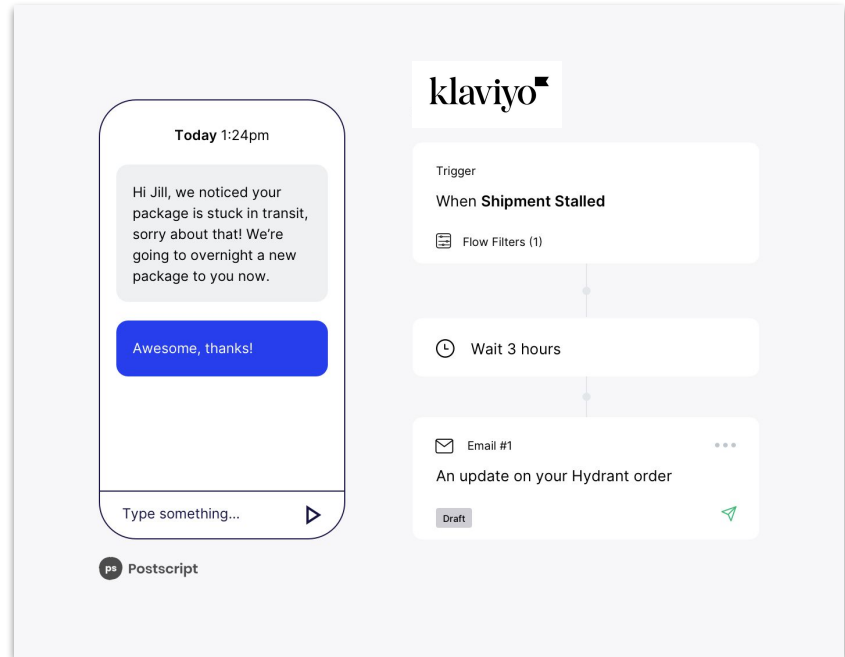
Order #	Status	Fulfillment Date	Shipping Carrier	Tracking	Carrier Last Updated	Ship Speed	Destination
#1009	Pre-Transit	09/09/2020, 3:40pm	dhl	1Z854A150391299858	3 days, 24hrs	Standard	Austin, TX - US
#1008	Delivered	09/09/2020, 6:36am	usps	3B6AH5032211467	4 hours, 20 minutes ago	Standard	Seattle, WA - US
#1007	Out for Delivery	09/06/2020, 2:14pm	fedex	1BHJ9821592B2kMLPML2R	24 hours ago	Express	Dallas, TX - US
#1006	Pre-Transit	09/05/2020, 5:48pm	usps	24Z937295729KL1421	1 hour ago	Priority	Boston, MA - US
#1006	In-Transit	09/02/2020, 10:12pm	usps	921X752302223LQ90	6 days, 13hrs	Standard	New York, NY - US

How to communicate delivery delays

When you combine robust shipping data with the power of Klaviyo email flows, your customers are always in the loop.

Wonderment sends over 30 line-items to Klaviyo that you can use to trigger notifications, including:

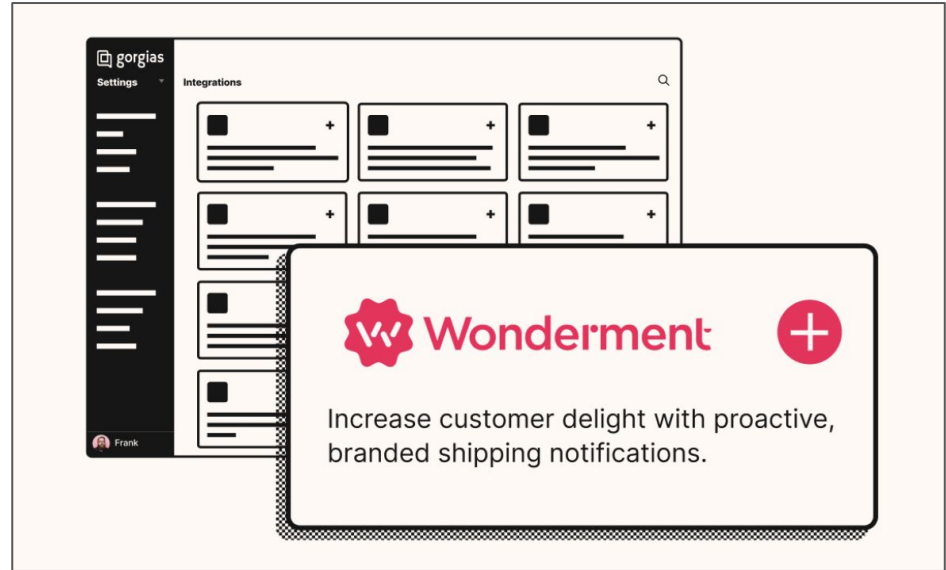
- In transit, Out for delivery, and Delivered events
- Delivery errors (return to sender or lost)
- Stalled shipments
- Product data (SKU, image, price)



How to communicate delivery delays

Spot problem shipments before the customer does and proactively notify your CX team through email, Slack, or Gorgias:

- Improve your post-purchase customer journey
- Increase in-transit and delivery transparency for customers
- Deflect "where is my order" (WISMO) tickets
- Respond to customers more quickly and confidently, armed with the latest delivery updates



Not Using Wonderment Yet but Want to Learn More?

Book some time with us to learn how we can turn your delivery delays into a positive experience for your customers (and revenue for you!).

 [BOOK A DEMO](#)