FOUR SHIPPING MYTHS
For The Modern eCommerce Business

Presented By
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71lbs
We’ll cover:

- Four common shipping myths in eCommerce
- Resources available to help make better shipping decisions (incl. 71lbs!)
- Q+A: We’re here to help!
MYTH #1

“Sure, shipping refunds apply to overnight shipments, but not ground.”
TRUTH: Refunds Go Beyond Overnight

- Guaranteed refunds apply across multiple shipping types: overnight, ground, even international
- Overnight: 8.00 am, 10.30 am, 3.30 pm
- Ground: Day definite
Shipping agreement waivers are worth the extra discounts.
• Discounts can be obtained without a waiver

• What’s required?
  ○ Proper coaching
  ○ Benchmarking data
  ○ The willingness to ask!

TRUTH: You Can Have Your 🍰 (and eat it, too)
MYTH #3

“Shipping insurance only applies to wholesale value, not retail.”
Many merchants insure for cost of item, i.e. $50
If merchant’s retail/sales value is $100, they should insure for $100
Using carrier’s declared value allows carrier to be judge and jury
MYTH #4

"Chargebacks are a one-way street. They just can’t be won."
TRUTH: Chargebacks Can Be Won

- $20B in chargebacks are written off by businesses every year
- PNR Visa Code 30 are manual, cumbersome, difficult to process
  ○ The result? Giving up.
THE RIGHT SHIPPING DECISIONS

Small Steps, Big Impact

- Easy-to-understand shipping cost metrics + comparison
- Consistent account monitoring
- Easy access to shipping data
  - Proof of Delivery
How can we help reduce shipping costs for Zoey merchants?

- Late Delivery Refunds
- Lost/Damaged Refunds
- Invoice Audits
- Freight/Import Savings
- Parcel Protection
- Premium Tracking
71lbs By The Numbers

5,000+ Happy Customers

78 Net Promoter Score

$20M+ Customer Savings
What questions can we answer for you?

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