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LUXURY REDEFINED:
Bringing Exclusive Retail Experiences to All Your Customers

SUPPLY CHAIN | DEDICATED TRANSPORTATION | FLEET MANAGEMENT SOLUTIONS

Ryder®
Ever better.™

Luxury experiences were once reserved for the elite, confined within the walls of high-end boutiques where every detail exuded opulence. However, the landscape of luxury has undergone a profound transformation in the age of e-commerce. No longer confined to exclusive enclaves, luxury experiences are now accessible, and expected, with the click of a button by any consumer.

To meet the evolving demands of consumers without compromising profitability, brands must embrace e-commerce solutions that provide luxury experiences. Whether it's through personalized recommendations, seamless order tracking, or immersive virtual shopping environments, technology is the enabler that allows brands to redefine luxury in the digital age. This is the essence of "every luxury, redefined."

As we embark on this journey to redefine luxury in the e-commerce era, it's essential to examine the strategies and innovations that drive exceptional customer experiences. From branded order tracking and curated digital storefronts to seamless returns management and personalized post-purchase interactions, every touchpoint along the customer journey presents an opportunity to elevate the luxury experience.

71% of consumers expect companies to deliver personalized interactions

76% get frustrated when this doesn't happen

— MCKINSEY, NEXT IN PERSONALIZATION REPORT

In this e-book, you'll hear from our e-commerce partners as we delve deep into the realms of luxury within the digital landscape—exploring the latest trends, insights, and best practices for redefining luxury customer experiences. Through a series of informative articles and real-world examples provided by Wonderment, C&R, Corso, and Loop, you'll learn how to bring luxury into every aspect of your e-commerce operations.
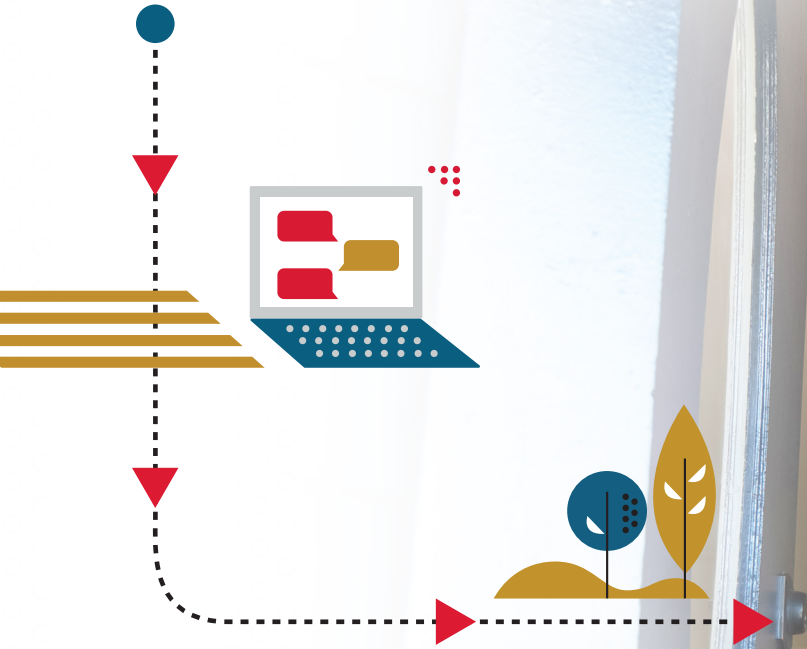
The Power of Branded Order Tracking for Luxury and Celebrity Brands

In the world of luxury and high-end celebrity brands, every detail counts, especially when it comes to customer experience. Luxury brands are not just selling products; they're offering a unique brand experience and community with people who appreciate the details of their products. A crucial aspect of this experience is the order tracking process. Let's explore why branded order tracking is essential for these premium brands.

Enhancing Brand Identity

Luxury brands are known for their attention to detail and quality. By providing a branded order tracking experience, these companies extend their brand's identity right into their customers' inboxes. For example, simplehuman, known for its sleek kitchen goods, ensures that every interaction, including order tracking, reflects its modern and innovative brand image. This seamless extension of the brand experience reinforces the customer's perception of the brand's quality and attention to detail.

Building Trust and Transparency

High-end brands understand the importance of trust in customer relationships. Branded tracking pages offer a transparent view of the order's journey, building confidence and trust. Customers can see real-time updates and estimated delivery times, reducing anxiety and uncertainty. This transparency is especially crucial for luxury items, where customers expect a high level of service and reliability. Accurate and timely delivery notifications serve to both make sure customers enjoy their purchase as soon as possible, and reduce package theft or loss by making sure they're brought inside promptly.

Elevating the Customer Experience

For celebrity brands, creating an engaging customer experience is key to standing out. A branded tracking experience can transform a mundane task like checking order status into an enjoyable part of the customer journey. By incorporating brand colors, logos, and even personalized messages, these tracking pages can delight customers, making them feel part of an exclusive club. Brands appealing to younger buyers will even build games or other interactive experiences into the tracking experience to drive additional engagement and excitement. It becomes a unique interaction that only active customers can have.

Encouraging Customer Engagement

Branded tracking pages are not just about providing information; they're also a platform for further engagement. Brands can use these pages to showcase new products, special offers, or share content like videos or social media feeds. This approach turns the waiting period into an opportunity for customers to explore more of what the brand has to offer, potentially leading to additional purchases.

Reducing Customer Support Queries

A well-designed tracking experience can significantly reduce the number of queries customer support teams receive about order statuses. This efficiency is particularly beneficial for high-volume times like product launches or holiday seasons, which both heighten anxiety and put pressure on the brand's fulfillment and carrier experience. Brands can ensure their customers have all the information they need at their fingertips, freeing up their support team to handle more complex queries.
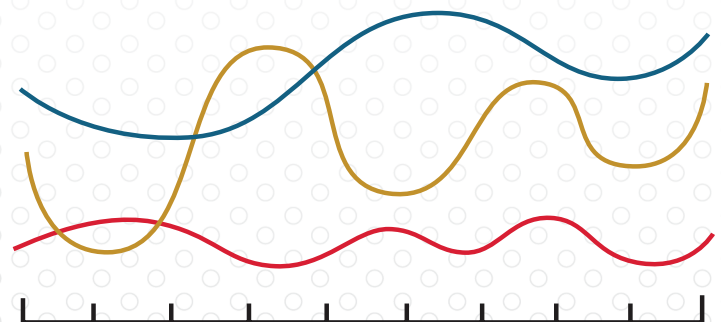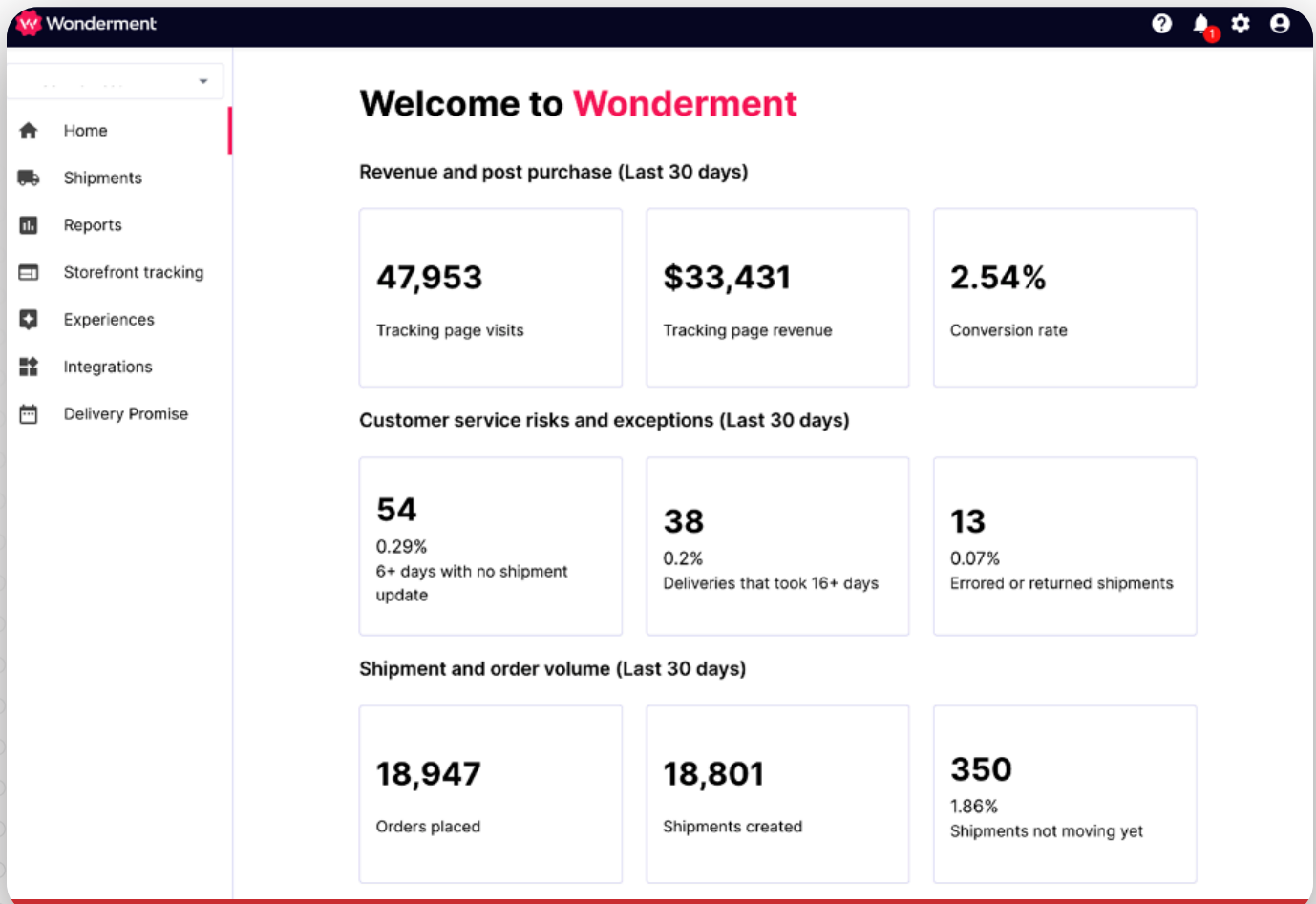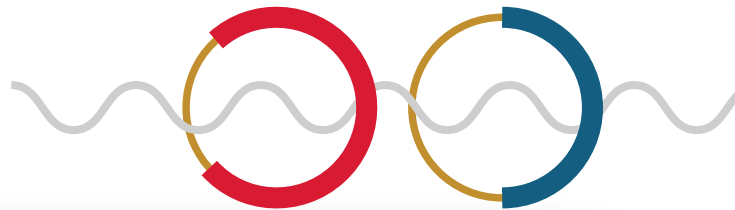
Collecting Valuable Customer Feedback

Finally, the order tracking process is an excellent opportunity for brands to gather feedback. By including a simple survey or feedback form on the tracking page, brands can collect valuable insights about their customers' experiences. This information can be used to refine the product offering, improve the delivery process, or enhance future marketing campaigns.

A branded order tracking experience is more than just a utility; it's a vital part of the customer journey for luxury and high-end celebrity brands. By enhancing brand identity, building trust, elevating the customer experience, encouraging engagement, reducing support queries, and collecting feedback, these brands can create a consistent and memorable experience that resonates with their customers.

Brands that incorporate these communications into their business are leading examples of how this approach can be successfully implemented to deepen customer relationships and reinforce brand loyalty.

Looking to revamp your order tracking experience? Wonderment is the order tracking platform for Shopify built to deliver better customer experiences. If you have a Shopify store and want to improve how you talk to your customers, Wonderment can help. Wonderment focuses on putting your shipping data to work to enhance your transactional communications. This proactive engagement keeps you ahead of shipping issues, delivering better customer outcomes and driving efficiency across your operations and customer support teams.

Welcome to Wonderment

Revenue and post purchase (Last 30 days)

47,953	$33,431	2.54%
Tracking page visits	Tracking page revenue	Conversion rate

Customer service risks and exceptions (Last 30 days)

54	38	13
0.29%	0.2%	0.07%
6+ days with no shipment update	Deliveries that took 16+ days	Errored or returned shipments

Shipment and order volume (Last 30 days)

18,947	18,801	350
Orders placed	Shipments created	1.86% Shipments not moving yet

Navigation menu: Home, Shipments, Reports, Storefront tracking, Experiences, Integrations, Delivery Promise

Incorporating Luxury Within the Digital Storefront

In today's increasingly digital landscape, prioritizing the customer experience remains paramount for e-commerce brands. Disjointed journeys that leave shoppers perplexed are no longer acceptable. Consumers now demand a premium and comprehensive experience when engaging in online shopping.

However, implementing "premiumization" in digital spaces poses its challenges. Infusing luxury into a digital storefront or subscription customer experience, with the exclusive nature of luxury products, requires meticulous attention to detail.

At C&R Co., our expertise lies in assisting brands in crafting tailored digital storefronts, creating seamless user experiences, and developing subscription services that enhance conversion and retention rates.

If you're looking to elevate your digital storefronts, here are our top strategies to ensure a dynamic and enjoyable user experience, one that is optimized for superior performance:

Polished Branding

Elevating your online branding requires transcending the sensory experience customers encounter when viewing your products in person. Your brand essence must seamlessly accompany customers throughout every stage of their journey on your website. To evoke a sense of luxury, a sophisticated and consistent brand identity is paramount. This encompasses refined logo design, an elegant color palette, premium typography, and captivating photography. These elements collectively contribute to creating an immersive and compelling online environment that resonates with your audience's discerning tastes.

Elevate Your Luxury Presence

Design an intuitive and aesthetically pleasing UX/UI for your Shopify store. A clean and sophisticated layout, with clear paths to conversions, contributes to an overall luxurious online shopping experience. Less is more when it comes to imagery and copy on your homepage and collection pages. Plus make sure to limit promotions and any language around sales. Prioritize high-quality content on your site, including product descriptions, imagery, and blog posts. Engaging and informative content adds value and contributes to the overall luxurious experience.

Position Subscriptions as Exclusive

When promoting subscriptions for a luxury brand, it's crucial to shift the focus away from emphasizing savings as the primary selling point. Instead, center the messaging around exclusive offerings and convenience of purchase. Present subscriptions akin to a membership or club, highlighting the special treatment and benefits customers will receive. Emphasize how subscriptions alleviate the mental burden of ordering from their already hectic schedules, providing them with a seamless and privileged experience.

Personalized Shopping Experience

Creating an exclusive atmosphere that centers around individuality, imbued with elements of status, is key. Whether addressing a specific problem, offering a gift, or showcasing a luxury handbag, the aim is to provide a heightened sense of personalization, giving careful attention to the integration and moments of pause within the overall customer experience.

The Future of Luxury in Digital Shopping

Luxury-minded consumers aren't going anywhere in 2024, and brands that fail to focus on high-converting, aesthetically pleasing designs for their digital storefronts may find it more difficult to foster a community of loyal customers.

By implementing the strategies above, e-commerce brands can successfully infuse luxury into the customer experience, attracting and retaining discerning customers who appreciate the exclusivity and sophistication of high-end products and services.

The emphasis is on providing a white glove experience, and it begins and concludes with the digital journey.
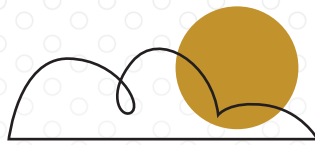
Adding Luxury Elements to your Post-Purchase Experience

In the ever-evolving e-commerce landscape of 2024, transactions happen in the blink of an eye. However, to stand out as a brand, adding "luxury" experiences can be a difference maker as to why customers choose your site vs a retailer or marketplace. This era demands more than standard transactions; it necessitates the creation of elevated experiences that delight customers that keep them coming back.

Buyer Intent: When They Choose Your Site

Modern luxury consumers desire an experience that seamlessly combines the allure of traditional brick and mortar shopping with the convenience of modern technology. When they choose to buy directly from your e-commerce site instead of a marketplace or retailer, it's a deliberate decision.

It is imperative to provide unparalleled experiences that cannot be replicated elsewhere. This can be achieved through loyalty programs, product or website personalization using customer accounts, and exceptional customer service, ultimately distinguishing your site from the competition.

## Customer Experience: Beyond Standard Service

For luxury shoppers, exceptional customer service isn't just preferred; it's expected. Research indicates that a staggering 87% of consumers will abandon a brand that doesn't meet their service expectations. Luxury consumers, in particular, are willing to pay a premium for added value—whether it be upgraded seating on a flight, valet parking at their favorite dinner spot, etc.

Imagine a customer facing an issue with their order on your site today. Instead of wrestling with automated systems, what if you offered an "upgrade" support option: a hassle-free resolution by a real person in hours, not days. This luxury touch would not only resolve their immediate concern but enhance their overall post-purchase experience with your brand.

Identifying Areas Of Improvement And How To Fix Them With Tech & Partners

Turning the post-purchase experience into a more luxurious journey may seem daunting, with its associated costs and complexities. However, in today's e-commerce landscape, there are excellent options available to make improvements without incurring a lot of costs.

A good starting point is to evaluate your current post-purchase journey and identify areas of improvement - what is your current CSAT score on support tickets? What is your average response time? Is your return policy customer friendly? Do you offer a lifetime warranty on your products and if so, do you have a customer-friendly way to manage a warranty claim? Do your customers have to access areas to get answers or help?
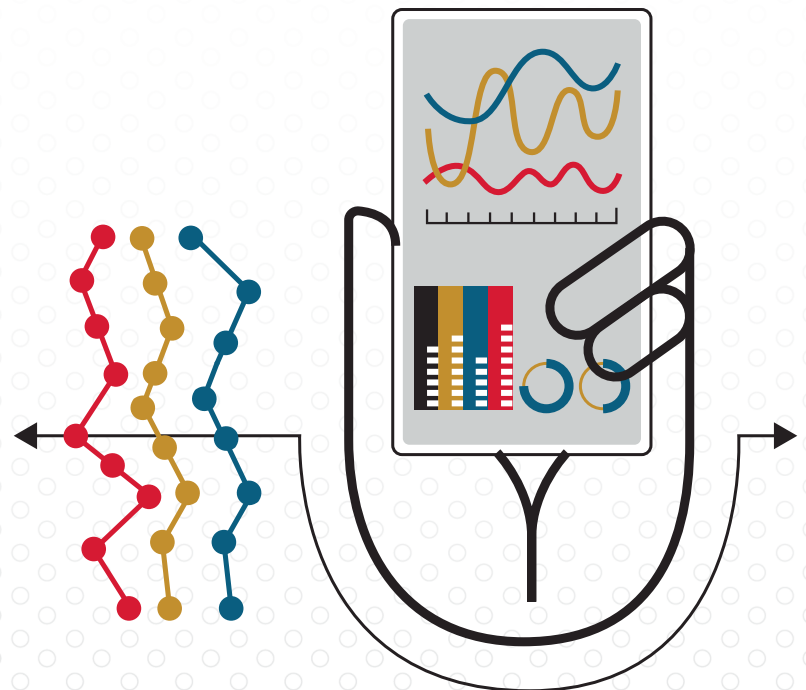
CORSO

An Easy Win With Corso - Unifying Your Post-Purchase & Offering Concierge Help Without Adding Costs

If you are lacking in a few of the areas listed above, Corso can help make an immediate impact. Offering a post-purchase platform that enriches the customer journey with a unified buying experience that combines returns, exchanges, warranty management, and a layer of world-class concierge CX for shipping issues.

By adding Corso's post-purchase platform to your tech stack, you grant customers a seamless hub for managing their experience with your brand after their order ships. For an additional fee at checkout, they unlock an elevated concierge experience—ensuring their concerns are met with unparalleled service, swift response times, and immediate resolutions, enhancing customer satisfaction during the crucial post-purchase phase.
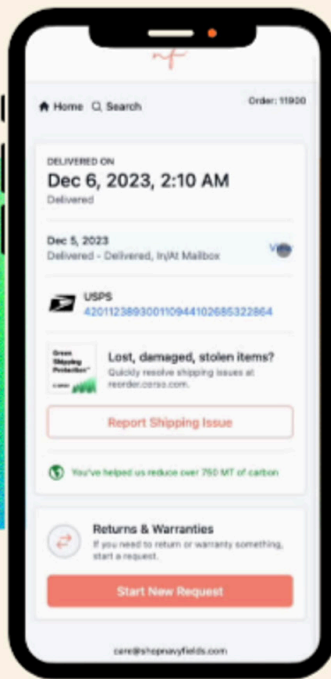
POST PURCHASE HUB

Track
Customers track the order through CREW to give updates & notifications

Return
Customers will be able to request a return through the Hub for an easier post purchase

Exchange
Corso has perfected the exchange process and your customers can request with ease

Warranty
Streamline your product warranty experience with CREW

Shipping Protection
If there is a lost or damaged order, Corso steps in to resolve in minutes

Sustainability
100% of the shipping carbon will be offset through our world class carbon partners.

How Seamless Returns Contribute to a Luxury Retail Experience

Customers' desire for a luxury experience doesn't end once they unbox the product.

As a retailer, it's important to prioritize the customer's experience with your brand after they've received a product.

And like it or not, many of these purchases – anywhere up to 30%, depending on the industry – end up as returns.

Products can be returned for any number of reasons, and many of them have nothing to do with the customer's perception of your brand. Perhaps a pair of jeans didn't fit right, or a rug's color looked different in person.

Whatever the case, the shopper is highly likely to give your brand another chance to make them happy – if you impress them with a best-in-class returns experience.

Brand perception isn't limited to product, but encompasses every touchpoint with your brand. That means even if the product doesn't meet their satisfactions, you can still win shoppers over by giving them a delightful post-purchase experience that shows how much you care about them.

Customers Value Premium Returns Experiences

Today's shoppers place so much value on a convenient, premium returns experience that 70% are willing to pay extra for it – and 50% already have.

A best-in-class returns experience prioritizes customer convenience.

Among all shoppers, 68% said that their top preference for returning items was to drop the item off to a UPS store or drop-off center, using a scannable QR code to process the return. These drop-off locations will often professionally pack the item on the customer's behalf, saving them from the hassle of repacking their returns.

Their second choice for younger shoppers (ages 18-24) was at-home pickup.

In some cases, that may involve independently printing a return shipping label and repackaging the item for shipment.

However, when it comes to bulkier pieces, like furniture or mattresses, this option might include premium, white-glove services, where a delivery person will come to their house to haul away and ship the furniture item – saving the shopper the headache of trying to repackage large items when they've likely already gotten rid of their original packaging.

Among other age groups, returning an item directly to the store took second place as their preferred way to return items. By returning items to a store, the customers can avoid the annoyance of packaging an item for shipping altogether.
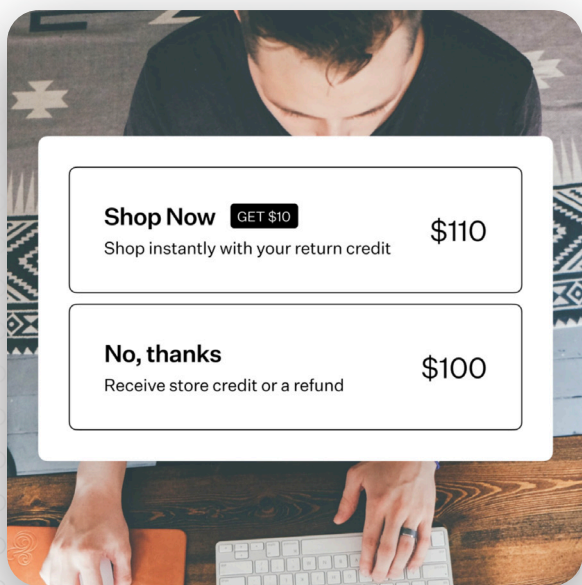
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Customer Support is Paramount in the Returns Process

Beyond the return shipping process, it's also important to take stock of how you handle customer return requests.

If you're relying on a manual returns process, customers may be stuck waiting for hours or days just to initiate a return – and when they do send back the item, they're likely to be anxious about whether their refund will be processed.

Instead, deliver a premium post-purchase experience with a leading returns management solution.

By using Loop's automated workflows, you can empower your customers to initiate their own returns on a self-service platform, and develop customized recommendations for the shopper's next steps – encouraging them to replace the item with another product from your inventory that may be a better fit (literally or figuratively).

Loop also offers an integration with Klaviyo, which enables merchants to keep their branding and messaging consistent throughout the post-purchase messaging sequence.

This integration empowers you to update returns data in real-time, ensuring that you can build a holistic, personalized marketing journey for each customer that connects with them every step of the way.

By facilitating a seamless returns process, customers are more likely to choose an exchange, which can help you recapture revenue that would otherwise be lost to a return. Optimizing for exchanges also helps you boost customer retention, as customers who request refunds aren't as likely to shop with you in the future.

That said, even if a customer does choose to initiate a return, creating a seamless returns experience will make them far more likely to revisit your store.

In fact, 98% of customers agree that a fast, convenient, and hassle-free returns experience will make them more likely to shop with that retailer in the future.

By prioritizing self-service returns management, and giving shoppers a personalized experience where they can choose their preferred return method (drop-off center, in-home pickup, or return to store), you'll be able to create a luxe post-purchase experience that will keep them committed to your brand.

A New Era for Luxury

It's evident that the standard for the e-commerce customer experience is undergoing a profound transformation. What was once exclusive and inaccessible is now within reach for all, as brands leverage technology to democratize luxury experiences. From branded order tracking to personalized post-purchase interactions, every aspect of the customer journey has become an opportunity for brands to elevate the luxury experience.

Success lies in the ability to innovate and adapt. Brands must continue to embrace new technologies, strategies, and trends to stay ahead of the curve and meet the evolving expectations of today's discerning consumers. By remaining agile and responsive to changing market dynamics, brands can position themselves as pioneers in the future of luxury retail.

At the heart of luxury lies the notion of community and connection. In the e-commerce landscape, brands have the opportunity to cultivate meaningful relationships with customers, fostering a sense of belonging and exclusivity. By creating immersive experiences and personalized interactions, brands can deepen customer loyalty and advocacy, driving long-term success.

As we look to the future, the possibilities for redefining luxury in e-commerce are limitless. By harnessing the power of technology, creativity, and innovation, brands can continue to push the boundaries of what it means to deliver a truly luxurious experience. With the help of Ryder e-commerce fulfillment solutions and our partnerships ecosystem, you can chart the course forward and pioneer a new era of luxury in the digital landscape, where every customer feels valued, appreciated, and indulged.

About Ryder System, Inc.

Ryder System, Inc. (NYSE: R) is a fully integrated port-to-door logistics and transportation company. It provides supply chain, dedicated transportation, and fleet management solutions, including warehousing and distribution, contract manufacturing and packaging, e-commerce fulfillment, last-mile delivery, managed transportation, professional drivers, freight brokerage, nearshoring solutions, full-service leasing, maintenance, commercial truck rental, and used vehicle sales to some of the world's most-recognized brands. Ryder provides services throughout the United States, Mexico, and Canada. In addition, Ryder manages nearly 250,000 commercial vehicles and operates nearly 300 warehouses encompassing more than 100 million square feet. Ryder is regularly recognized for its industry-leading practices; technology-driven innovations; corporate responsibility; environmental management; safety, health and security programs; military veteran recruitment initiatives; and the hiring of a diverse workforce.

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