

# Creating a Winner Shipping Policy



## Table of Contents

[Table of Contents](#)

[Introduction](#)

[What is a shipping policy?](#)

[A Winner Shipping Policy](#)

[Benefits of a Stellar Shipping Policy](#)

[Conclusion](#)

## Introduction

Leading marketing experts believe that creating a rich user experience is one of the most efficient ways to market a product or an organization. For an eCommerce company, product delivery is one of the most influential touchpoints through which they can drive credibility and brand recognition.

When a customer clicks the “Buy Now” button, they bet on you to make the delivery process seamless for them. This is the reason why e-retailers around the world lay an enormous amount of emphasis on creating the right shipping policy as a part of their shipping management setup.



## What is a shipping policy?

A shipping policy is a document in which the company lists down all the details regarding the delivery of products that have been ordered by its customers. It includes essential information like:

- Payment terms and condition
- Payment methods
- Delivery timelines
- Delivery charges
- Returns and exchanges
- Refund policy

Businesses that have a comprehensive shipping policy tend to perform much better than those who don't. Customers are much more likely to buy from websites that appear trustworthy, and if they don't fear being duped of their money, and a great shipping policy is a perfect way to increase your credibility.

## A Winner Shipping Policy

**Is succinct:** Shipping policies are documents that are meant to provide a sense of security to the customer who simply wants to be sure that the product will reach their address in a safe, timely manner. Cluttered, wordy shipping policies tend to throw the readers off and bring in an air of uncertainty due to which they may decide not to go ahead with their order.

*Do's: One of the best ways to create a concise shipping policy is to divide the document into sections like delivery time, offers, returns and refunds, etc. By doing this, you enable the customer to jump to the section of their choice without having to go through the entire document.*

*Don'ts: Do not provide all your information in a cluttered fashion.*

**Is transparent:** One of the best ways to put the customer at ease and create brand loyalty among them is by not surprising them with any unforeseen, hidden terms and conditions after you've reeled them in through smart marketing. The sense of betrayal created thus often lingers longer than you'd imagine.

*Do's: Make sure you're always upfront about your delivery charges. Explain very clearly how you calculate the total net cost by providing a breakup and listing all the charges and tax.*

*Don'ts: Do not miss out on any important information regarding the delivery timeline, or refunds/returns, etc. while drafting your shipping policy.*

**Uses a Friendly tone:** The tonality of your shipping policy will decide how the customers perceive your brand. There is a thin line between being honest and being carelessly blunt, and a whole lot of businesses often cross it in their shipping policy document.

*Do's: Create a helpful aura of your business, write about the potential hassles that your customers may face, and how you will do your best to help them. By making the customer feel at ease, you increase your chances of winning that order considerably.*

*Don'ts: Do not be blunt beyond what's needed. Customers need clarity but do not need to feel as if they will be left to fend for themselves if something goes wrong with their order.*

**Is easily found on the website:** Shipping policies are one of the most sought-after sections on any eCommerce website. The customers often have queries and may want to read up on what the company shipping policy's stance is, before contacting customer care.

*Do's: Create a specific section on your website that is dedicated to shipping policy. Make the section easily accessible and link it to every product page as well as the home page. Create separate FAQs related to each section of your shipping policy where you preempt the commonly occurring queries and answer them in advance, giving your customers a sense that you know them well.*

*Don'ts: Don't break your shipping policy up into different parts and put them in different places. Many websites have their shipping policy spread all over the place, which makes finding specific information extremely cumbersome, and is just not a great experience at all.*

**Is centered around the product:** One of the most common mistakes that the eCommerce companies regularly make is that they do not align their shipping policy with their target audience. There are many examples of this around us, whether it's a fashion brand refusing to provide a trial period or a food delivery app failing to deliver the food fast enough.

*Do's: While designing your shipping policy, understand your product and the treatment it requires. High-end products often need much faster, secure delivery timelines. Imperishable products, on the other hand, can be shipped via non-expedited shipping if there is no request for expedited shipping from the customer.*

*Don'ts: Do not copy your shipping policy from a template or another business that operates in a totally different space from you. If done so, you run the risk of providing unnecessary shipping to your customers while failing to cover the essential bits.*

## Benefits of a Stellar Shipping Policy

**Better conversion:** Clearly crafted shipping policies instill a great deal of confidence in your customers. When readers visit the shipping policy section of your website, it's likely that they have a query about their order. If they find the answer that satisfies them beyond a reasonable doubt, they will take the leap of faith with you and proceed to check out the items in their cart.

**Inspire brand loyalty:** A seamless User Experience driven by a customer-friendly shipping policy is easily one of the best ways to create a user-friendly image of your brand in the hearts and minds of your customers. It makes them loyal to you. Not only do they come back to you often, but they also bring in more potential customers and, in a way, become your most vocal brand ambassadors.



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**Cost-effective shipping:** A great shipping policy is one that allows you to create a seamless buying experience for your customers while also maintaining significant profit margins. By choosing the right carrier, you can provide shipping options that help minimize your costs.

**Greater Average Order Value (AOVs):** You can inspire your customers to buy a greater number of products by chiseling out offers that inspire buying in bulks. Offering free shipping on orders above a certain value is a smart way of making your customers see the value in buying more than they usually do.

## Conclusion

The shipping policy document of your website will make or break the credibility of your online business. There are multiple shipping policy templates available for all domains and niches. However, it's crucial first to understand your brand, the target audience, and the pain points you aim to solve, and then create a policy that complements your business.