

How to Create a Shipping Policy Template

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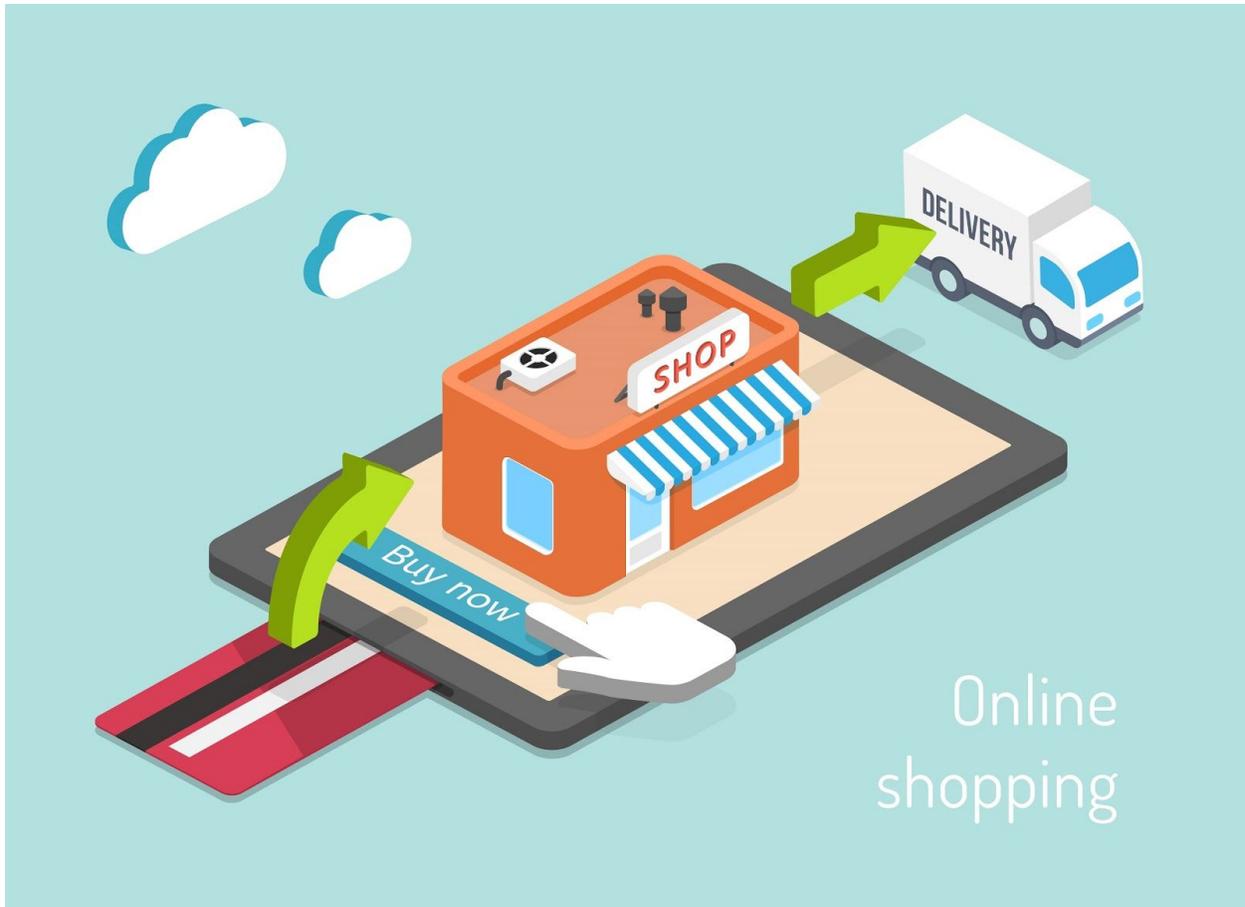
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A full-proof shipping policy template is an integral part of shipping management and always a prerequisite for an up and running eCommerce business. It would be best if you were diplomatic to make the customer feel important while making profits. Smart shipping policies give the customers a sense of confidence to click on the 'buy now' button because they know that they can always reach out to you if they are not happy with the product or services.

So, how to design a shipping policy that is beneficial for you and your customers? Let's start with a few tips you need to take care and then I'll share a template with you.



Offer all the Options of Shipping - Standard and Express Delivery

To survive in the rising competition with the giant marketplaces and their shipping prowess, you need to offer your consumers the fastest delivery. Some customers are then okay with the standard shipping, so you need to be ready for both types of customers to reduce the cart abandonment rate.

Offer Parcel Insurance For High-Value Products

Many consumers who buy costly and valuable products online opt for parcel insurance to cover the products from theft, damage, and loss. Consumers don't consider insurance cover for cheaper products. As a result, you should keep the parcel insurance optional. Partner with insurance companies to provide insurance to your customer's orders. This way, you also instill a sense of security in the buyers who are buying costly products.

Keep Your Consumer Updated with Tentative Delivery Time

Predicting delivery time is an impossible task. However, you can track the shipment and consequently provide a continuous update on the consumer's package's movement. Also, you can offer a tentative delivery date to give a rough idea to your customers. This will help your consumers to make the decisions.

Partner with good shipping carriers and logistics companies with GPS tracking devices and are in sync with modern-day technologies.

Domestic and International Shipping Options

Geographical expansion is something that every company aims for. So if you are looking forward to marketing your products internationally, then show the international and domestic shipping options. You can list down the places you ship and the tentative delivery time.

Shipping costs

According to a survey conducted by big commerce, 80% of consumers said they were influenced by the shipping cost and quicker delivery timelines. Ensure that your customer knows about all the charges that constitute the shipping cost. You can enlist the bills or if you are providing free shipping, then also mention it. Moreover, if there are any other hidden charges, you should inform the consumer about it before charging them.

Have a Straightforward Refunds and Returns T&C

Refunds and returns can be reduced but not avoided. Be very clear about your refund and return policies. Since refunds and returns are a tasking affair, you might think of devising systems that can be confusing, deceitful, or unclear. However, you will only create a loop that would put you in a tough spot, with consumers getting angry and unsatisfied. Therefore, be very transparent in your refund and return policies and cost of returns to keep your consumers happy and gain their trust.

Shipping Policy Template Example

Shipping Policy

*Thank you for visiting and shopping with us.
Below are the terms and conditions of our Shipping Policy.*

Shipment processing time

- *We take X-X business days to process the orders.*
- *Shipping and delivery of orders are not active on weekends and holidays.*
- *In holiday seasons or high inflow of orders, there is a possibility of the orders getting delayed. We will notify you accordingly via email or phone, or text and keep you updated in case of delays. Please bear with us in those critical circumstances.*

Shipping rates & delivery estimates

Shipping charges will be decided and notified to you at the time of checkout.

<i>Shipping Method</i>	<i>Estimated Delivery Time</i>	<i>Shipment Cost</i>
<i>Carrier name Standard delivery</i>	<i>X-X business days</i>	<i>Free</i>
<i>Carrier name 2 days shipping</i>	<i>2 business days</i>	<i>\$X You can decide the amount according to your expenses</i>
<i>Carrier name Overnight</i>	<i>1-2 business days</i>	<i>\$X You can decide the amount according to your expenses</i>

**Overnight delivery is only provided to the orders from within the United States.*

**Delivery delays can occasionally occur.*

Shipment to P.O. boxes or APO/FPO Addresses

Website Name provides shipments to delivery addresses within the U.S., U.S. Territories, and APO/FPO/DPO addresses.

Update this section if you do not ship to P.O. boxes or APO/FPO addresses or provide international shipments. Include the name of the countries you ship to.

Shipment confirmation & Order tracking

Once we ship your orders, we will send you a confirmation email that will enclose all the order details, tracking id, and the link; with the help, you can track your order.

Customs, Duties, and Taxes

Website Name will notify you if there are any customs or additional taxes are applied to your order. However, we are not responsible for those charges and are to be born by the customers.

Contactless Delivery (Due to Covid19)

Customers can opt for contactless deliveries at such times.

We are not responsible for the theft or losses after the packages are delivered. You have confirmed because, in contactless delivery, the person will keep the order outside your door.

Damages

- *Website Name is not liable for any products damaged or lost during shipping.*
- *The responsibility of any damaged delivery is to be solely born by the carrier.*
- *While checkout, we provide the option of insuring your valuable shipments for a nominal cost.*
- *You need to save all packaging materials and damaged goods along with the unpacking video or photos, if possible, to strengthen your claim application.*

Essential Resources

- https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=468520&ref_=footer_shiprates
- <https://www.shopify.com/blog/shipping-policy>
- <https://www.shipbob.com/blog/shipping-policy-template/>
- <https://www.termsfeed.com/blog/sample-shipping-policy-template/>