

New report identifies human interaction as the missing piece in the online shopping delivery experience (DX)

After surveying 2500+ people across Ireland & UK, All human recommends leveraging digital solutions to connect with customers and reshape the DX.

DUBLIN 2, LEINSTER, IRELAND,

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EINPresswire.com/ -- [Report](#) -

https://allhuman.com/document/AhPulseReport_2024.pdf

Today, [All human](#), the award-winning end-to-end digital consultancy agency, announces the release of its latest report, All human [Digital Pulse](#) 2024:

The Last Mile - The Role of Digital

Innovation in Reshaping the Delivery Experience. This comprehensive study delves into the heart of the online shopping delivery experience and highlights that while consumers may crave the intimacy of the in-store experience, they want the convenience and choice offered by online shopping.

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Creating the human connection while online shopping is possible if the experience is designed around clear and open communication”

John Mitchell

However, according to All human CEO John Mitchell, “Creating this “connection” is possible if the experience is designed around clear and open communication, gives shoppers back control over when and where they will receive their purchase and makes convenience, especially around returns, a priority.”

The report, which includes data from multiple surveys of people from Ireland and the UK, takes an in-depth look at

the three parts of the customer buying journey influenced by the delivery experience, starting from selecting delivery at the time of purchase to waiting to receive the purchase and what



happens if the item needs to be returned.

To win at the doorstep, it's time for retailers and delivery companies to leverage digital and artificial intelligence (AI) in particular to create that "connection" and build better relationships with their customers. Throughout the report, multiple recommendations are provided at each stage, demonstrating to both retailers and delivery companies how to leverage AI and other digital technologies to foster and build a more personal relationship with customers.

Mitchell added that "understanding that 49% said being able to choose the time and date of delivery would make them more likely to make a purchase is incredibly valuable. It shows that having some autonomy over when online shoppers will receive their purchase can increase conversions."

Other key findings:

61% - Want to receive delivery updates via email

53% - Want to see real-time updates of their package in their shipping update email

69% - Said customer support was one of the most important factors when returning an item bought online

44.5% - Are willing to pay for next-day delivery

Delivery companies and retailers can differentiate themselves and beat the competition if they win at the doorstep.

About All human

All human is a Dublin-based digital agency with a global outlook, specialising in digital strategy, research, design, engineering and performance services for clients in Ireland, the UK and the EU. Our core mission is to drive business growth by creating experiences that people love, and we have been building, enhancing and supporting digital products and sales channels for 25 years.
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