

WHITEPAPER/ ARTICLE

10 tips to delivery better online grocery shopping

In this whitepaper, we are going to look at several online shopping tips that will help as a grocery manager gain a competitive edge in the rapidly growing online shopping niche and solutions to potential challenges you are likely to expect along the way.

Tips for online shopping

1 Deliver high-quality groceries

The barrier to successful online food shopping is the risk of spoilage during delivery. To overcome this, provide detailed information on how long the product will last. You can also offer one-hour delivery, refrigerated lockers, or click and pick up within a specific window to ensure grocery freshness.

2 Allow for delivery flexibility

Offer several time slots and delivery options: Be specific with the delivery times. Offer different delivery windows and give customers to pick the delivery time that suits them. Customers will choose to shop from you when you are precise and flexible on delivery time.

3 Aim for an efficient overall online experience

Selling your products online makes you susceptible to judgment on multiple fronts, not just the quality of your products. Customers will hold you responsible for a late delivery, broken refrigerated locker, or a crashed website. You might end up losing a customer. Analyse your whole chain from product information accuracy and production to the technology you use.

4 Easy to use e-commerce platform

Organize the products on your website to make it easier for customers to find what they need. You can create top-level categories that can be easily accessed from the main menu. Design the search engine for customers to be able to sort and filter items by price, review scores, brands, and groups.

5 Adopt mobile and web e-commerce platforms

The use of smartphones is on the rise and customers access websites from their mobile phones rather than their computers. Therefore, it is important to ensure that your website is easily accessible through mobile phones. Ensure that your website is responsive, the buttons are big and easy to tap, and the images are clear and easily zoom.

6 Provide clear information from the start

Provide detailed and clear information from the beginning. It will be annoying when a customer spends a full hour adding products to the cart only to realize that his postcode is not eligible for delivery. Ensure that the customers get information on shipping prices, geographical areas included in the service, and delivery restrictions, before adding their products to the cart.

7 Improve on speed and simplicity

Your e-commerce platform should be easy and user-friendly to use. The registration process, finding products, and making payments are crucial processes that should be easy to do if any purchases have to be made. Ensure that you have included all product information, i.e., expiry dates, name, price, nutrition information, etc. Also, make sure that your website loads fast; slow websites bore customers and make them abandon the cart before making a purchase.

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Tips for e-commerce delivery processes

1 Make changes to the inventory levels

Ensure the inventory is full for sending orders continuously to avoid waiting to send out a full order. This is much easier when you are manufacturing your products. If you are, however, selling products manufactured by others, ensure that you work with your manufacturer to maintain a high level of inventories to avoid delays in your shipping timeline.

2 Adopt an auto-dispatch software with route optimization

Automating conveyor systems for picking, unloading, and loading can save lots of time during last-mile delivery. A route planning optimization software comes in handy when carrying out delivery operations, saving on time, fuel, maintenance costs, and planning the best delivery routes possible. Most importantly, it will help you control that deliveries are made according to the promised SLAs and identify the bottlenecks and order that experienced problems with deliveries. Insights and analytics will help you improve your home delivery operations.

3 Ship from multiple locations

It can be impossible to make same-day or next-day deliveries from one location to distant regions. Establishing multiple shipping points like branch warehouse located throughout a country can address this problem. An e-commerce platform has the potential of reaching a whole continent's market size and making deliveries to these regions can be hard.

In summary, we have looked at some important tips to help you scale your online grocery store in a competitive e-commerce outburst. Start-up companies need to quickly become experts in rapid delivery. Established online grocery stores need to come up with new strategies for shortening lead times without charging extra costs. E-commerce is expected to grow substantially in the future, and to be successful, retailers must make some fast and fearless choices.

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