

How to Choose the Right Carrier for Your E-Commerce Business

Diversification today is a matter of quality over quantity. Not all carriers are created equal, and retailers need to be strategic when choosing a partner.

How can shippers choose the right carrier partner in a saturated market where supply exceeds demand?

When evaluating potential carriers, it is imperative that shippers determine their goals, analyze the data, and prioritize service and partnership. Retailers should choose a proven alternative carrier that can provide the best combination of the following factors:



Speed: In today's instant gratification economy, consumers are increasingly choosing retailers that provide faster delivery. Retailers should choose a carrier that can meet consumers' growing demands for faster delivery in order to remain competitive.



Cost-Savings: Retailers should look for a carrier that can offer the most cost-effective options to help them reach their customers.



Service: Cost is important but shouldn't be the only consideration. Retailers should carefully examine the service offerings and have conversations to understand if a potential partner's solution fits their needs. A strong on-time performance record is critical, as well as an innovative tracking experience to make sure customers are satisfied.



Network Coverage: A carrier that can provide the greatest amount of geographic coverage will prevent retailers from having to on-board multiple carriers to reach their customers in different locations.



Delivery Innovation: Carriers that are investing in their networks and technology to improve the consumer experience should be a key focus for shippers.



Experience: A reliable, proven carrier with experience, expertise, and infrastructure can help retailers keep up with the evolving e-commerce delivery landscape.