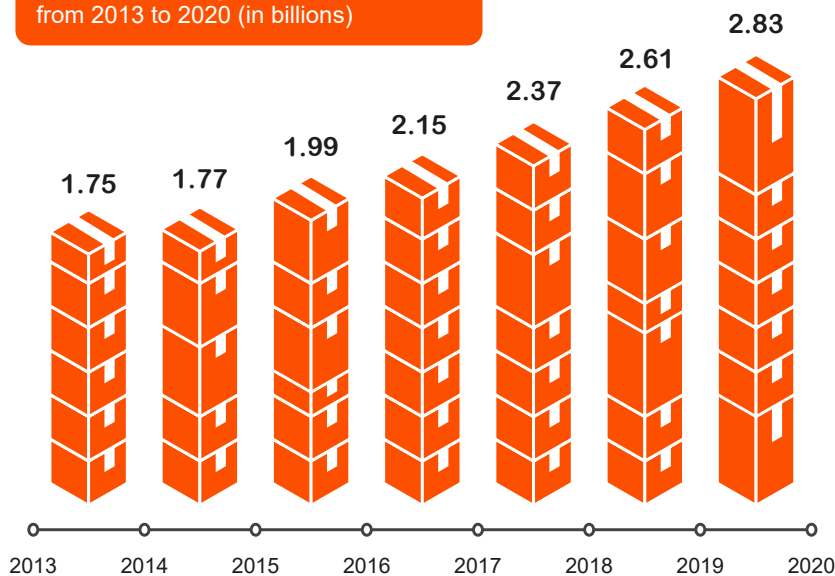


The importance of parcel tracking

Staying on the right track

Over **2.8 billion parcels** were sent in the UK alone in the last financial year. This figure has increased dramatically to this point in recent years and our expectations of courier services have in turn done so too.

Volume of packages shipped in the UK from 2013 to 2020 (in billions)



Part and parcel of the service

We're all ordering more over the internet these days.

For more than **7 out of 10** of us, tracking a delivery online even **improves our confidence in making purchases online.**

But just what factors are important to us when receiving a delivery?



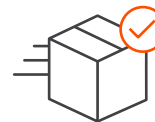
87%
Details of proof of delivery



87%
Ability to track the delivery



86%
Option to reschedule if unable to accept delivery



85%
Proof of postage/dispatch

Delivering the goods

Delivery options can really influence a customer's decision to make a purchase.



Over 80% of people say that **tracking is important** particularly when ordering online.



An astounding **45% of shoppers** have even changed their mind about making a purchase because they were **dissatisfied with the delivery options.**

Offering tracking

with deliveries is therefore a great way for businesses to avoid losing out on valued custom.



Benefit from greater reassurance with Whistl's tracked parcel deliveries for businesses shipping items either domestically or to cross-border destinations

01628 703 538 www.whistl.co.uk/parcel-tracking