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How to **Retain More Customers** by Shipping More Perfect Orders

Shipping more perfect orders is the 2nd most important goal for manufacturing and distribution leaders.

49%

of manufacturing leaders say their most important goal is **delivering perfect orders** to ensure a positive customer experience

Every year, companies **lose 10% of their business** to competitors over customer experience.

Source: Indian Rivers Consulting Group

#1 cause of **customer churn**

Failure to deliver a perfect order, one that is on time and in full, is the #1 cause of customer churn

Some customers make shipping on-time, in-full orders **more difficult**.

39%

of companies say that customers buying **ad-hoc, small batch orders** are the most challenging to satisfy when fulfilling orders

31%

of companies say that customers from **emerging markets** are the most challenging to satisfy when fulfilling orders

Shipping imperfect orders is **expensive**.

$17,800 total cost per order

The total cost per order error is $17,800 and higher when you include make-good and customer churn

Top Sources of Order Error Costs

- Customer churn
- Return shipping and restocking
- Quality review/correction before shipping

How you process orders can affect your odds of shipping perfect ones.

28%

Manual orders lead to 28% more late deliveries

200%

Manually processed orders produce 200% more errors than digital orders

Discover how to ship more perfect orders and achieve best in class customer satisfaction. Download Conexiom's free benchmark report today.

GET THE REPORT

Source:
Revealing the Secrets to Best-in-Class Performance in B2B Order Fulfillment (Conexiom, 2024, n=898), unless otherwise noted.

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