

## Online shoppers alienated by poor delivery experiences

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Almost four out of five (78%) of UK adults would be likely to switch to an alternative retailer when next shopping for products online if they have a poor ordering and delivery experience, according to the latest JDA/Centiro Customer Pulse Report.

Source: <http://postandparcel.info/80012/news/online-shoppers-alienated-by-poor-delivery-experiences/>