

Provide rapid parcel delivery options and reap the benefits, says Parcel2Go



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Bolton, UK, May 31, 2012, 8:45 am -- [/EPR NETWORK/](#) -- Businesses should look to offer customers a wide range of rapid delivery options if they want to maximise sales opportunities, according to online parcel delivery specialist [Parcel2Go](#).

The Bolton-based company has advised online retailers of all sizes to ensure that they have a variety of solutions available, including next-day, 48-hour, Saturday morning and overseas delivery options. Customers who receive their goods quickly are more likely to leave a positive review of their experience, and new research has shown just how important positive feedback is to UK businesses.

Parcel2Go marketing director Richard Mercer said research carried out by social commerce firm Reevoo had highlighted how much online shoppers value reviews from other customers, and therefore the importance businesses should place on boosting service levels.

He said: "Managing customer orders quickly and efficiently once they have been submitted is critical to the smooth running of any retail company, and research has shown the value that shoppers place on having access to cheap and fast delivery services. It's common sense that they want to receive their items as soon as possible.

"Companies should capitalise on this and make sure that delivery options from the leading firms that people will recognise and trust, such as [Parcelforce](#) and FedEx, are easily accessible through the site at

the point of sale. If customers receive their products quickly and in top condition, then of course they're more likely to leave a positive review of their experience."

Reevoo's survey found that 88 per cent of the 1,000 customers it questioned said they either "sometimes" or "always" consulted reviews before heading to the checkout.

As well as offering domestic and [international freight](#) delivery options from the UK's top couriers, Parcel2Go also provides customers with a [parcel tracking](#) facility, so consignments can be monitored no matter where they are in the world.

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About Parcel2Go

Parcel2Go Ltd has been helping its customers to organise parcel deliveries for the past 21 years. Based in Bolton, the company operates a cost-effective online parcel delivery service with low postage rates. Parcel2Go offers access to world courier services from the likes of FedEx and CityLink - reliable couriers that offer collection and delivery services throughout Britain, Europe, and countries across the world.

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