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Online retailers 'should embrace more delivery options'

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Multi-channel delivery options should be adopted by online retailers in the UK, new research suggests.

This is according to a study by iForce, which indicates such companies are still failing to fully embrace the range of solutions open to them, although the figure is climbing.

A survey of online retailers found the number of firms providing Saturday and named-day delivery has risen by eight per cent since a similar poll was conducted in October 2009.

Meanwhile, more respondents are offering consumers incentives such as free delivery and later ordering deadlines for next-day packages, although the average cost of next-day orders and the minimum value of purchases for next-day deliveries have climbed in spite of the economic downturn.

"Imposing high qualifying criteria could have a negative impact in overall sales growth under this incentive," iForce director of client services Geoff Taylor advised.

Based in the UK, the company provides a range of tailored logistics solutions to clients.

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