

Module 06 Shipping

Module 06: Shipping

☐ Introduction

Your shipping strategy can make or break your business. BigCommerce gives you a variety of options so you can develop the shipping strategy that's right for your store.

BigCommerce integrates with shipping providers like FedEx, USPS by Endicia, UPS, Australia Post, and Royal Mail to provide real-time shipping quotes natively. For even more flexibility, BigCommerce has partnered with best-in-class solutions like ShipperHQ and Shipstation to fulfill even the most complex shipping use cases.

In this module, you will explore the tools available to implement a shipping strategy on BigCommerce including shipping zones, shipping methods, and using ShipperHQ for more complex use cases.

LearningObjectives

After completing this module, you should be able to:

- Describe how shipping settings affect the shopper's experience and, in turn, can affect conversion rates
- Configure a Shipping Origin address
- Identify when a shopper would see the Out of Zone Delivery message
- Customize the Out of Zone Delivery message
- Create shipping zones based on one or more countries, states/provinces, or post codes
- Add a handling fee to a shipping zone
- Display the handling fee separately or included in the shipping cost during checkout

- Present shoppers shipping to a specific zone with a static or real-time quote shipping method
- Offer shoppers an "In Store Pickup" shipping method
- Offer free shipping in a specific zone with or without enforcing a minimum order total
- Use Store Logs to locate errors generated when real time shipping quote providers fail to generate quotes
- Identify five shipping challenges solved by ShipperHQ

Lessons

This module includes the following lessons:

Lessons
Lesson 1: Introduction to Shipping
Lesson 2: Shipping Zone Basics
Lesson 3: Shipping Method Basics
Lesson 4: ShipperHQ

Shipping Lesson 01: Introduction to Shipping

■ Introduction

Before setting up shipping zones and methods, you need to know where you will ship your products and how you will charge for shipping. Charging too much can hurt conversions. Charging too little can eat into your margins.

In this lesson, you will explore the effects of shipping costs on conversion rates and configure basic shipping settings

LearningObjectives

After completing this lesson, you should be able to:

- Describe how shipping settings affect the shopper's experience and, in turn, can affect conversion rates
- Configure a Shipping Origin address
- Identify when a shopper would see the Out of Zone Delivery message
- Customize the Out of Zone Delivery message

Content

This lesson includes the following content:

Content

Business Insider Chart: Shipping Costs Are A Top Reason People Abandon Their Shopping Cart

Lab Activity: Introduction to Shipping

□ Reference

This lesson may reference the following content

Reference

KB Guide: The Importance of Shipping

https://support.bigcommerce.com/articles/Learning/The-Importance-of-Shipping/

KB Guide: Shipping Options

https://support.bigcommerce.com/articles/Learning/Shipping-Options/

KB Article: Shipping Setup

https://support.bigcommerce.com/articles/Public/Shipping-Setup/

KB Article: Changing the Shipping Error Message at Checkout

https://support.bigcommerce.com/articles/Public/How-do-I-change-the-Unable-to-Ship-to-this-Location-message-on-checkout/

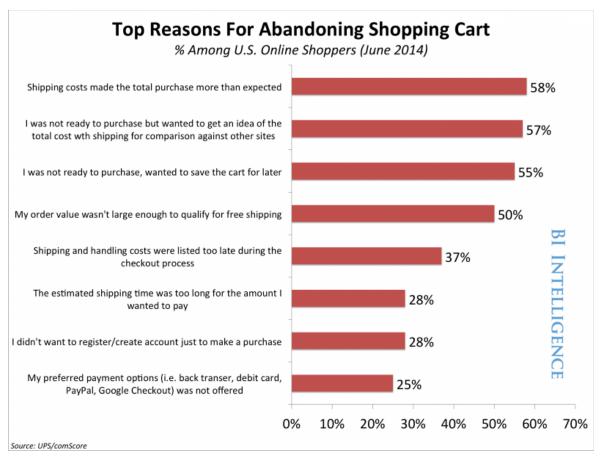
CHART: Shipping Costs Are A Top Reason People Abandon Their Shopping Cart

Cooper Smith Jul. 2, 2014, 12:34 PM

Online shopping cart abandonment — when shoppers put items in their online shopping carts, but then leave a website or app before completing the purchase — is the bane of the e-commerce retail industry. But it's also a huge opportunity: Approximately \$4 trillion worth of merchandise will be abandoned in online shopping carts this year, according to BI Intelligence estimates.

BI Intelligence compiled a June 2014 study released by UPS and comScore in the chart below highlighting why so many U.S. shoppers abandon their carts. Higher-than-expected shipping costs were a top reason people abandoned their shopping cart. For retailers that can afford to lower shipping costs, this is an obvious way to convert more shoppers.

Shipping costs aside, the two top reasons why online shoppers



abandon their carts is because they are price-comparing and want to understand what their total costs will be, or because they simply aren't ready to purchase yet. This is actually a big opportunity for retailers, because it means those shoppers are still contemplating a purchase.

Source: http://www.businessinsider.com/chart-shipping-costs-are-a-top-reason-people-abandon-their-shopping-cart-2014-7

Build-A-Store: Introduction to Shipping

Duration: 5 minutes

In this lab you will...

- Configure a Shipping Origin Address
- Customize the Out of Zone Delivery Message

Complete These Steps

- 1. Configure a Shipping Origin Address
 - a. Navigate to the Store Setup > Shipping
 - b. **Click** the *Add shipping address* button to the right
 - c. **Type** the address from which your shipments originate





The shipping origin will affect shipping quotes when a store is communicating with a shipping provider like FedEx, USPS, UPS, Australia Post or Canada Post to retrieve real-time quotes. If a store is retrieving real-time quotes but fulfilling orders from multiple shipping origins (warehouses, retail stores, etc.), consider using the ShipperHQ app to provide shipping quotes. More information on ShipperHQ can be found in the "ShipperHQ" KB article at:

https://support.bigcommerce.com/articles/Public/ShipperHQ/

- d. Click Save
- 2. Customize the Out of Zone Delivery Message



The "Out of delivery zone message", or "Fallback message", is displayed to shoppers when...

- their shipping address falls outside of the defined shipping zones
- or the products in their cart does not qualify for any defined shipping methods
- a. **Scroll** down the page and **locate** Out of delivery zone message



- b. Click Edit
- c. Type the message you would like to display to shoppers when shipping costs cannot be provided
- d. Click Submit

Shipping Lesson 02: Shipping Zone Basics

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A shipping zone is a geographical region or group of regions where you offer the same shipping services.

Multiple shipping zones give you the flexibility to offer different shipping services to different areas. For example, you might have a shipping zone for the United States that offers free shipping on orders over \$100, and another shipping zone for orders from outside the United States that does not offer free shipping.

In this lesson you will create shipping zones and configure handling fees.

☐ Learning Objectives

After completing this lesson, you should be able to:

- Create shipping zones based on one or more countries, states/provinces, or post codes
- Add a handling fee to a shipping zone
- Display the handling fee separately or included in the shipping cost during checkout

□ Content

This lesson includes the following content:

	Content
Video: Shipping Zones & Charges	
Lab Activity: Shipping Zone Basics	

☐ Reference

This lesson may reference the following content

Reference
KB Article: Shipping Setup > Shipping Zones
https://support.bigcommerce.com/articles/Public/Shipping-Setup/#zones
KB Article: Handling Fees
https://support.bigcommerce.com/articles/Public/Handling-Fees/

Video: Shipping | Zones & Charges

□ Video	Watch the <i>Shipping</i> <i>Zones & Charges</i> video on YouTube: https://youtu.be/aGH3EJXS2sg
☐ Notes	Use the area below for writing down any notes or key takeaways from the video:

Build-A-Store: Shipping Zones

Duration: 7 minutes

In this lab you will...

- Create a Rest of the World zone
- Create a Country based zone
- Create a state/province based zone within a country based zone
- Create a postcode based zone

Prerequisites

1. Lab Activity: Introduction to Shipping

Complete These Steps

1. Create a Rest of the World zone

- a. Navigate to Store Setup > Shipping
- b. Scroll down the page and
- c. **Click** the "Add shipping Zone" button
- d. Click "Add the rest of the world"

2. **Create** a country based zone

- a. Click Add a Shipping zone
- b. Click Add a country zone
- c. Choose a country



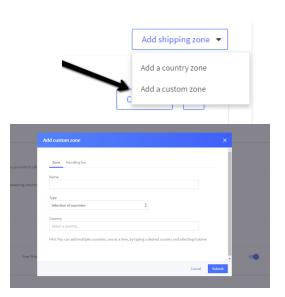


Choose a country with states or provinces like United States, Canada, or Australia.

d. Click Submit

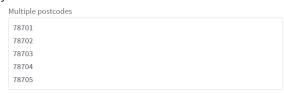
3. Create a state based zone within a country based zone

- a. **Click** the "Add a shipping zone" button
- b. Click on Add a Custom Zone
- c. **Type** a name for the zone in the *Name* field
- d. **Click** the drop down for *Type* and **select** *Selection of States or Provinces*
- e. **Select** the same country used to create the previous country-based zone in the Country field
- f. **Type** the name of a state or province, then press enter/return or click the name of the state to select it
- g. Repeat the previous step as you see ift
- h. Click submit

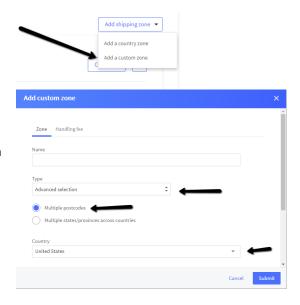


4. Create a postcode based zone

- a. Click Add a Shipping Zone
- b. Click Add a custom zone
- c. **Click** the *Type* drop down and choose *Advance Selection*
- d. **Select** Multiple postcodes
- e. **Select** the country used to create the previous two zones
- f. Within the box for *Multiple Postcodes* **type** the postcodes included in your zone with one on each line



g. Click Submit



Using wildcards, you can specify multiple postcodes with fewer rows. Read the "Adding a Shipping Zone by Zip or Post Code" article and answer the following question:

Using a wildcard, how could a shipping zone for the city of Austin be created with a single line? Assume all postcodes in Austin begin with 787. Ensure the zone accounts for both 5 digit and 9 digit postcodes (i.e. both 78726 and 78726-2204)



If a shopper enters a shipping address for an order falls outside of the zones defined on a store, the "Out of delivery zone message" configured in the Shipping Manager is presented to the customer.

Shipping Lesson 03: Shipping Method Basics

☐ Introduction

A shipping method determines the shipping charge that a customer pays at checkout. It can be a fixed charge, like a \$5 flat rate on all orders, or a dynamically calculated charge through a real-time shipping service based on the details of the shipment (e.g. weight, origin, destination).

In this lesson, you will explore static and real-time shipping quotes, create an In-Store Pickup shipping method, and locate responses from shipping quote providers in the store logs.

LearningObjectives

After completing this lesson, you should be able to:

- Present shoppers shipping to a specific zone with a static or real-time quote shipping method
- Offer shoppers an "In Store Pickup" shipping method
- Offer free shipping in a specific zone with or without enforcing a minimum order total
- Use Store Logs to locate errors generated when real time shipping quote providers fail to generate quotes

☐ Content

This lesson includes the following content:

Content			
Lab Activity: Shipping Method Basics			
Video: Shipping Real Time Quotes			
Simulation: Setup and Test USPS by Endicia			

□ Reference

	Reference
KB Article: Ship	ping Setup .bigcommerce.com/articles/Public/Shipping-Setup
	ing Up a 'Real Time Shipping Quote' Shipping Method bigcommerce.com/articles/Public/Setting-Up-a-Real-Time-Shipping-Quote-Shippin
	ckout Errors > Unable to Generate Shipping Quotesbigcommerce.com/articles/Public/Checkout-Errors/#manager
KB Article: Flat- https://support	Rate Shipping .bigcommerce.com/articles/Public/Flat-Rate-Shipping/
	erstanding the Shipping Calculator bigcommerce.com/articles/Public/Understanding-the-Shipping-Calculator

Build-A-Store: Shipping Methods

Duration: 10 minutes

In this lab you will...

- Create a free shipping method with a minimum order value
- Create a Flat Rate Shipping Method
- Create a second Flat Rate method for In Store Pickup
- Create a Ship by Weight shipping method

Prerequisites

- 1. Lab Activity: Introduction to Shipping
- 2. Lab Activity: Shipping Zones

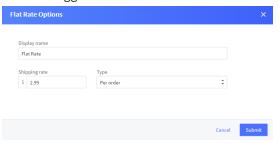
Complete These Steps

- 1. Create a Free Shipping Method with a minimum order value
 - a. Navigate to Store Setup > Shipping
 - b. For any zone you have created **click** Configure
 - c. **Click** the toggle switch for *Free shipping*
 - d. Check Limit to order over
 - e. Choose the threshold at which you want to offer free shipping
 - f. Click Submit



2. **Create** a Flat Rate shipping method

a. Click the toggle switch for Flat Rate



b. **Type** your preferred *Display name*

If shoppers are being charged a flat rate but shipments are sent through FedEx Ground Home Delivery, you may want to set the display name to be "FedEx Ground Home Delivery" or something similar to let shoppers know which carrier will deliver the package. You can also use this field to provide a rough delivery time estimate like "5-7 Business Days"

Example display name: "FedEx Ground Home Delivery (5-7 Business Days)"

- c. **Select** Per order or Per item from the Type field
- d. **Type** your flat rate shipping cost
- e. Click Submit

3. Create a Shipping Method for In Store Pickup

- a. Navigate to Store Setup > Shipping
- b. For any zone you have created **click** Configure
- c. Click the toggle switch for Pickup In Store



Pickup In Store

Ship by Weight or Order Total Options

d. Click Submit

How can a merchant restrict the availability of an In-Store Pickup shipping method to shoppers from a specific city or state?

4. Create a Ship by Weight shipping method

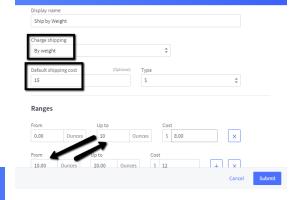
- a. **Click** the toggle switch for *Ship by*
- b. **Select** By weight from the Charge Shipping dropdown
- c. **Type** your preferred *Display Name*
- d. **Type** a value in the *Up to* field to set the first weight range
- e. **Type** a value in the Cost field to define the cost to ship packages in the first weight range
- f. **Repeat** steps 4.d-4.e to create at least three weight ranges



The "Up to" value of one range should be the same as the "From" value of the next range. Packages with a weight of 0 - 9.999999 lbs will fall within a range defined as "From 0 up to 10".

Another way of thinking of this is that the "Up to" value is not "Up to and including"

g. **Type** a value into the *Default shipping cost* field





The "Default shipping cost" is the shipping charge applied when the products in a cart fall outside of the defined weight/price ranges. If a default shipping cost is not supplied, the shipping method will not be available for carts that fall outside of the defined ranges.

h. Click submit

Video: Shipping | Real Time Quotes

Watch the Shipping | Real Time Quotes video on YouTube: https://youtu.be/hEBBv6R3A4Y

Use the area below for writing down any notes or key takeaways from the video:

Simulation: Setup & Test USPS by Endicia

☐ Simulation	Complete the Setup & Test USPS by Endicia click-through simulation accessible from https://marvelapp.com/528jh21/
☐ Reference	The following reference material may support this activity:
	Reference
	Reference KB Article: Setting up USPS by Endicia for Shipping
	KB Article: Setting up USPS by Endicia for Shipping

Shipping Lesson 04: ShipperHQ

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We've integrated with ShipperHQ to provide you with advanced tools to control what shipping options to offer your customers during the checkout process. ShipperHQ enables you to do things like, configure per-product per-zone shipping options, offer different shipping options based on customer groups, specify multiple warehouses as shipping origin locations, and more.

In this lesson you will identify use cases for for ShipperHQ and install ShipperHQ.

☐ Learning Objectives After completing this lesson, you should be able to:

- Identify five shipping challenges solved by ShipperHQ
- Install ShipperHQ
- Locate shipping settings in the ShipperHQ app instead of the Shipping Manager

Content

This lesson includes the following content:

Content
Video: ShipperHQ Overview
Video: Getting Started
Q&A Activity: Shipping Scenarios

□ Reference

This lesson may reference the following content

Reference

KB Article: Setting Up ShipperHQ

https://support.bigcommerce.com/articles/Public/ShipperHQ/

ideo: ShipperHQ Overview						
□ Video	Watch the ShipperHQ Overview video on ShipperHQ's website: http://docs.shipperhq.com/shipperhq-overview/					

■ Notes

Use the area below for writing down any notes or key takeaways from the video:

Vic	leo: S	Shippe	erHQ	Gettir	ng Sta	rted	

□ Video	Watch the ShipperHQ Getting Started video on ShipperHQ's website: http://docs.shipperhq.com/getting-started/
☐ Notes	Use the area below for writing down any notes or key takeaways from the video:

Q&A Activity: Shipping Scenarios

D	urati	on:	7 n	าiทเ	ıtes

In this lab you will...

- Identify shipping challenges that can be solved with native shipping features
- Identify shipping challenges that can be solved using ShipperHQ

Instructions

Each of the following shipping challenges can be solved in BigCommerce, but some will require using the ShipperHQ app. Write "ShipperHQ" next to challenges that require the ShipperHQ app to solve, and "Native" next to the challenges that can be solved using the native shipping zone and shipping method features.

LIVC	shipping zone and shipping method leatures.
1.	A merchant wants to offer both in-store pickup and FedEx quotes in Austin, Tx, but wants to offer FedEx quotes to the rest of the United States and Canada.
2.	A merchant wants to provide USPS quotes to shoppers in the United States and Canada, but add a handling fee to shipments canada.
3.	A merchant wants to offer overnight services but only to their wholesale customers.
4.	A merchant wants to offer USPS quotes, but the quotes will vary depending on the product being shipped because different products ship out of different warehouses.
5.	A merchant sells very small products in bulk and wants to ensure the real-time shipping quotes provided to shoppers are calculated using specific box sizes.
6.	A merchant generally charges USPS Priority Mail rates to ship products, but wants to offer free shipping on a specific product anywhere it ships.
7.	A merchant generally charges USPS Priority Mail rates to ship products, but wants to offer free shipping on a specific product only in some states.