



HOW TO REDUCE RTO IN YOUR COD ORDERS

What is RTO?

- Return to Origin (RTO) happens when a Cash on Delivery (COD) order is not accepted by the customer and comes back to you.
- **The Problem:** You lose money on shipping fees, and your products are stuck in transit.
- **The Solution:** Using the right **cash on delivery courier** and following simple verification steps can cut your losses by half.



Double-Check Every Order

Make Sure the Customer Really Wants it

- **Verify the Phone Number:** Use an automated call or a WhatsApp message to ask the customer: "Are you sure you want this order?"
 - **Fix Bad Addresses:** Many customers forget their house number or street name. Check the address before you ship to ensure the delivery boy can find the house.
 - **Confirm Intent:** If a customer doesn't answer their phone after 3 tries, it's often safer not to ship the order.
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Encourage "Prepaid" Payments

Orders Paid in Advance Rarely Get Returned

- **Offer a Small Discount:** Give ₹50 off or a 5% discount if the customer pays online instead of choosing COD.
 - **Free Shipping for Prepaid:** Tell customers that shipping is free if they pay now, but costs extra for COD.
 - **Build Trust:** Show that your website is safe. When customers trust you, they are more likely to pay upfront.
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Keep the Customer Informed

- **Send Tracking Links:** Send a simple SMS or WhatsApp message when the order is packed and shipped.
 - **The "Out for Delivery" Reminder:** This is the most important message. Tell them: "Your order is arriving today! Please keep the cash ready."
 - **Speed Matters:** The faster the delivery, the less time the customer has to change their mind.
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Ship Smart with Shipdaak

Shipdaak helps you track every order in real-time so you never lose sight of your packages.

- **Quick Problem Solving:** If a delivery fails, Shipdaak alerts you immediately so you can call the customer and fix the issue.
- **Reliable Delivery:** We work with the best carriers to make sure your products reach your customers safely and on time.
- **Easy to Use:** Focus on selling your products, while Shipdaak handles the headache of RTO for you.