ROUTE
for MERCHANTS

Route's Holiday Best Practices Guide

A helpful guide to Route's policies to ensure that you, your team, and customers are getting the most out of their Route Package Protection in the—hopefully unlikely—event that something were to happen to the order along the way.

What Can I Expect with Route Shipping Protection This Holiday Season?

Thank you for choosing to protect your customers' orders with Route this season! We value your partnership, so we wanted to be sure you knew ALL of the amazing things you can expect from our team during the busiest time of the year.

From inventory to website tweaks and (much) more, we know there's a lot on your plate as you prepare your store for the holiday shopping season. Ensuring your customers have a jolly experience, from purchase to delivery, is really the gift that keeps on giving.

Choosing Route Shipping Protection means you can expect a few presents for yourself:

 Leave the heavy lifting to us this holiday season. You can expect a **nearly effortless experience for your customers** while our expert support team handles all of the ins and outs of the claims process.
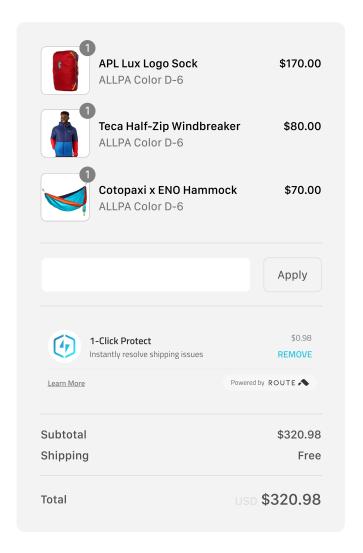
Real-time tracking provided in the Route App and the **ability to easily file claims** as soon as customers see something go wayward.

Instant claim assessment and an expert support team that is ready to resolve claims quickly, often within just 48 hours, so gift-giving anxiety doesn't even have a chance to set in.

Protection that extends to every corner of the globe

Route's Best Practice:

This year, we're giving you the gift of time. Let the Route team help you and your customers experience the joys of the holiday season as soon as possible.

APL Lux Logo Sock ALLPA Color D-6		$170.00
Teca Half-Zip Windbreaker ALLPA Color D-6		$80.00
Cotopaxi x ENO Hammock ALLPA Color D-6		$70.00

Apply

1-Click Protect
Instantly resolve shipping issues — $0.98 — REMOVE

Learn More — Powered by ROUTE

Subtotal	$320.98
Shipping	Free
Total	USD **$320.98**

When Should a Claim Be Filed for Packages?

When orders get stolen or lost, Route's support team has your back. We want to ensure that your customers are being taken care of in the most efficient way possible, so we use real-time updates to let your customers know if their gifts will arrive in time for the holidays.

As a reminder, Route Package Protection starts once the package has *shipped*, regardless of potential delayed packaging and processing time.

Here are the timeframes to file a claim during the holiday season:

Delivered, missing (stolen) items:
5 - 15 calendar days from the day it's marked as delivered

Domestic stuck-in-transit (lost) items:
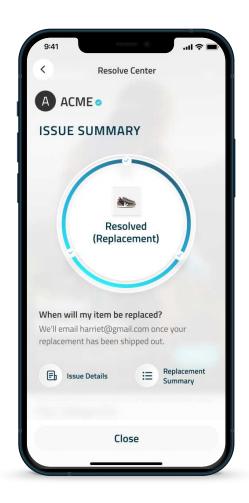7 - 30 calendar days from the last tracking update
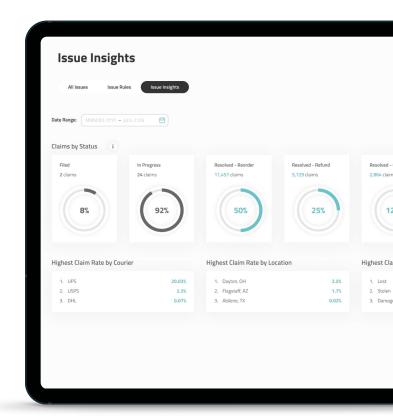
International stuck-in-transit (lost) items:
20 - 30 calendar days from the last tracking update

Damaged items: 0 - 15 calendar days from the day it's marked as delivered

Route's Best Practice:

We know that carriers aren't invested in your brand and when they make a mistake, your brand takes the blame — not the carrier. It's better to file with Route within our time frames for a better customer experience than to follow potential "what-ifs" with the delivery carriers.
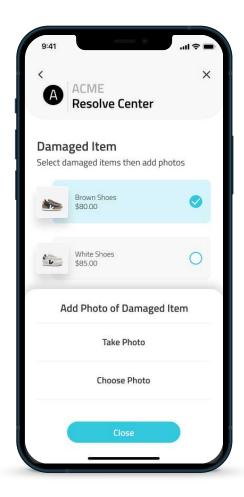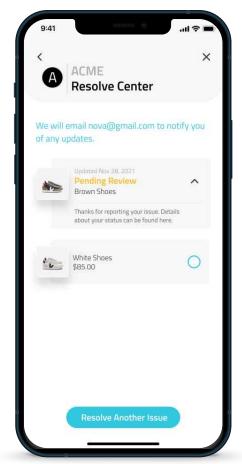
What Should I Do If My Customer Suspects Damage to Gifts?

If a customer believes that a gift may be damaged please, ask the customer to take photos of the damaged box and file the claim within the above timeframe. Items opened after the delivery timeframe may not be approved.

Route's Best Practice:

Always ask customers to provide photos of the damage as soon as possible. The more detailed, the better! However, our Route Support Team is ready to help you out if photos of the product can't be provided at delivery.

What Should I Do If My Customer Has a "Label Created" Tracking Status?

Tracking updates such as this indicate that the carrier does not have the package so it does not yet fall within Route Policy. Other variations of this status include:

> Pre-Shipment
> Package Acceptance Pending
> Currently Awaiting Package

However, once the carrier has indicated receipt of the package, the order will fall within our policy for coverage.

Route's Best Practice:

If an order sits in this state for too long, the customer will start to feel anxious. Mitigate the anxiety by enabling custom email notifications within the merchant portal to let customers know when a shipment is delayed. Route's support team has your back as soon as it's received by the carrier.

Text Message
Sat, Dec 19, 9:39 AM

Your Acme order has been created. We'll let you know as soon as it ships.
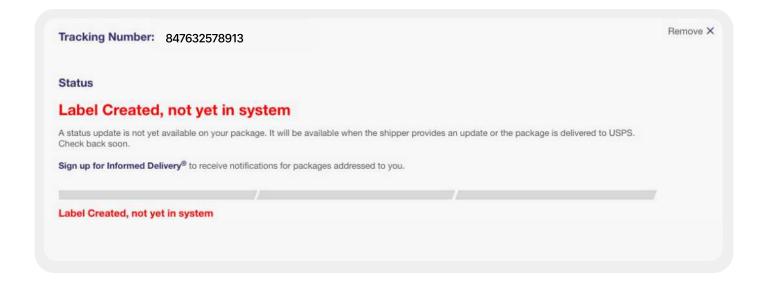
Text Message
Mon, Dec 21, 9:20 AM

Hey this is Acme, your order with us has been delayed. We are very sorry for the inconvenience and we are working with the carrier to get your shipment to you ASAP!

Text Message
Mon, Dec 22, 9:20 AM

We are working with the carrier to get things rolling, thanks for having patience with us.

Text Message
Wed, Dec 23, 2:25 PM

Hurray! Your order from Acme is on the way.

Tracking Number: 847632578913

Remove ✕

Status

Label Created, not yet in system

A status update is not yet available on your package. It will be available when the shipper provides an update or the package is delivered to USPS. Check back soon.

Sign up for Informed Delivery® to receive notifications for packages addressed to you.
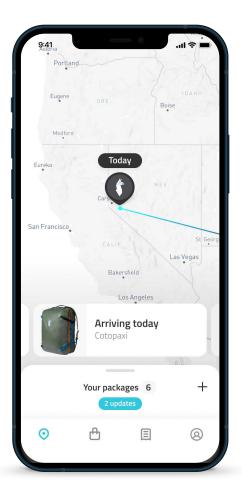
Label Created, not yet in system
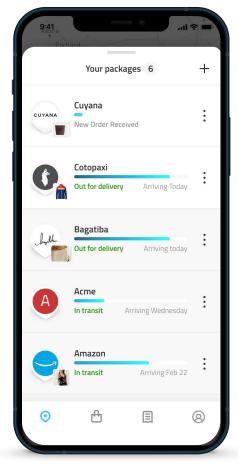
What If My Customer Used Express Shipping?

While package delays are frustrating, Route's 7-day wait policy for delayed packages will stay the same throughout the holiday season, regardless of the shipping time the customer selected at checkout.

As a reminder, Route reships packages with standard shipping.

Route's Best Practice:

In-transit delays are inevitable during the holiday season. Start encouraging customers to buy early so their orders have plenty of time to arrive! If delays occur, encourage customers to be patient while letting them know that Route will help support them in the event that the order goes missing.

Follow Route's Best Practices for a Smooth Holiday Shopping Season

If last year's holiday shopping season was any indication of what's to come in 2021, you'll know that being prepared as much as possible is key to a seamless experience for your customers and your team. Follow these best practices and keep the holly jolly vibes rolling all season long.

Check out some of our popular help center articles for additional Route FAQs:

All Route Package Protection Policies ↗

How do I request reimbursement from Route? ↗

Information on Automatic Issue Resolution for Shopify & BigCommerce ↗

If you have any other questions regarding policies or claims during the holiday season, please use the Route Help Center to create a ticket or contact your Customer Success Manager.

ROUTE   🔍 Sign in

How can we help?

🔍 Type your question here...   Search

Customer FAQs
Find quick answers to the most common questions

Resolve an Issue
Easily file an issue for lost, stolen, or damaged items

Contact Customer Support
For all non-issue inquiries

Contact Merchant Support
For all merchant related questions