

# The True Cost of Failed Deliveries

In today's competitive retail environment, businesses need advanced tools to reduce the high costs of failed deliveries.

Nearly 20% of all addresses entered online contain errors such as spelling mistakes, incorrect house numbers, wrong postal codes, and non-compliant formatting.

These errors result in delayed or undeliverable shipments, logistical issues, potential fraud, and a poor customer experience—issues that can be both costly and damaging for businesses operating locally and internationally.

Implementing address verification & geocoding allows couriers to locate destinations more accurately, reducing delivery times, fuel consumption, and the need for redeliveries which significantly improves delivery success rates.

Let's look at 8 costly impacts from failed deliveries.

How Much is Bad Address Data Costing You?

[Calculate Now](#)

<p><b>1</b></p> <p><b>Wasted Time &amp; Resources</b></p> <p>Failed deliveries increase costs for carriers such as UPS, FedEx, &amp; DHL by requiring re-attempts, extra customer service, address correction fees, additional warehousing, &amp; re-routing, all escalating fuel, labour, &amp; operational expenses.</p>	<p><b>2</b></p> <p><b>Customer Dissatisfaction</b></p> <p>Leaves customers unhappy, resulting in a negative brand perception and a loss of loyalty, bad reviews, &amp; overall reduced likelihood of repeat business.</p>
<p><b>3</b></p> <p><b>Lost Revenue</b></p> <p>Missed sales opportunities arise from failed deliveries, while increased return rates lead to revenue loss and a higher potential for refund requests.</p>	<p><b>4</b></p> <p><b>Operational Inefficiencies</b></p> <p>Failed deliveries cause logistics delays, slowing the entire delivery chain. This leads to increased customer support calls, inventory mismanagement, &amp; warehouse strain from backlogs. The result is higher costs from handling &amp; more.</p>
<p><b>5</b></p> <p><b>Global Expansion Limitations</b></p> <p>High failed delivery rates hinder a brand's ability to expand globally, as inconsistent international delivery success reduces customer confidence in new markets.</p>	<p><b>6</b></p> <p><b>Regulatory Risks</b></p> <p>Increased chances of failing to meet delivery-related consumer protection regulations can result in potential fines or penalties for unmet delivery commitments.</p>
<p><b>7</b></p> <p><b>Increased Environmental Impact</b></p> <p>Additional trips for redelivery not only heighten the carbon footprint but also contribute to traffic congestion &amp; inefficient routes, leading to higher emissions.</p>	<p><b>8</b></p> <p><b>Brand Reputatuion</b></p> <p>Consistent delivery issues can damage a brand's reputation, reducing customer trust &amp; loyalty, which impacts long-term profitability.</p>

# Melissa – The Address Experts

As the leader in address verification, Melissa combines decades of experience with unmatched technology and global support to offer solutions that quickly and accurately verify addresses in real-time, at the point of entry. Melissa is a single-source vendor for address management, data hygiene and identity verification solutions, empowering businesses all over the world to effectively manage their data quality.



## 1. 40 Years of Address Innovation



## 2. Multisourced Reference Data



## 3. Advanced Address Corrections



## 4. Geocoding Enrichment & Route Optimisation



## 5. Compliance Certifications



**250+**

Countries & Territories



**1,000,555,787+**

Addresses Verified



**40**

Years



**10,000+**

Customers Worldwide

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+44 (0)20 7718 0070

INDIA  
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