

UPS Canada Partners with Children's Wish Foundation of Canada to Deliver a Holiday Wish

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NEWS PROVIDED BY
UPS Canada Ltd. →
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A young Halifax hero understands the value of paying it forward

MISSISSAUGA, ON, Dec. 13, 2017 /CNW/ - (NYSE:UPS) UPS Canada launched its annual *Wishes Delivered* campaign, a global initiative spreading goodwill and inspiration by delivering a few special wishes to individuals in the communities served. Every delivery begins with a wish. This year, UPS and the Children's Wish Foundation of Canada, a charity granting wishes to children diagnosed with life threatening illnesses, are making the holidays special for Jax and Cooper. To watch Jax and Cooper's *Wishes Delivered* story unfold, visit bit.ly/2km32SZ.



Pictured: Cooper (left) and Jax (right) take Cooper's new mini UPS® delivery truck out for a drive. (CNW Group/UPS Canada Ltd.)

For several years, 12-year-old Jax raised money for the Children's Wish Foundation of Canada, not knowing that one day he would receive a wish himself. Having had his wish granted, he wanted to pay it forward. This year, he learned 5-year-old Cooper's wish was to have a

swimming pool. To help Jax *and* Cooper, UPS will pay for the pool and Children's Wish Foundation of Canada will help install it next spring. To convey the news to Cooper, Jax became a UPS driver for the day, filled a UPS® delivery truck with pool toys and delivered them to Cooper, giving the young boy something to look forward to through the winter.

"For Children's Wish it's about the anticipation of the wish," says Cheryl Matthews, regional director, Atlantic Region, Children's Wish Foundation. "It's what gets those kids through the needles and the hospital visits."

Cooper also received a mini UPS delivery truck. "It was an overwhelming moment for everyone involved, watching Jax deliver the wish to Cooper and watching the boys interact," says Will Johnston, business manager, East Atlantic, UPS Canada. "*Wishes Delivered* gives us the opportunity to come together as a community and experience the real magic of the holidays.

"*Wishes Delivered* is an annual campaign designed to make wishes come true and benefit charities. This year marks the third *Wishes Delivered* campaign for UPS Canada and the second 'Driver for a day' video.

About UPS:

UPS (NYSE: UPS) is a global leader in logistics, offering a broad range of solutions including transporting packages and freight; facilitating international trade, and deploying advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide. The company can be found on the web at ups.com or pressroom.ups.com and its corporate blog can be found at longitudes.ups.com. To get UPS news direct, follow @UPS_Canada on Twitter.

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New UPS® Study Reveals Canadian Online Shopping Habits

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MISSISSAUGA, ON, Sept. 24, 2019 /CNW/ - Key insights from the 2019 UPS (NYSE:UPS) Pulse of the Online Shopper indicate Canadian online shoppers research and purchase from online marketplaces, and prefer lower costs and easy returns. The study, which is based on a PwC survey of more than 18,000 online shoppers worldwide, evaluates consumer shopping habits from pre-purchase to post-delivery.



New UPS® study reveals Canadian online shopping habits (CNW Group/UPS Canada Ltd.)

Research is a significant part of the purchasing journey and according to the study, 62 per cent of Canadian consumers conduct their research on an online marketplace, mostly using Amazon as their go-to research source (57%). Product price and discounts (88%), delivery options (71%) and product details (48%) are the most important research topics before making a purchasing decision.

Online marketplaces continue to command global purchasing power, the channel through which over 90 per cent of participants living in the Americas, Europe, India and the Asia-Pacific, make their purchases. In Canada, 68 per cent of consumers indicated lower prices as the leading reason for shopping on a marketplace, (followed by free shipping, better stock availability, wider range of products and product reviews).

Cost and choice can be aligned with brand loyalty – online shoppers show a low appetite for paying for shipping. Sixty-two per cent of Canadians will consider cheaper, yet slower shipping and 96 per cent consider it important to have visibility of various shipping option prices. Abandoned carts are often due to a lack of transparency and almost half of Canadians abandoned an online purchase because the cost of delivery was higher than expected.

"Empower and engage your shoppers: provide them with control over their personal experience by owning the decision between cost and speed of delivery," says Paul Gaspar, director of small business at UPS Canada. "It's also a good idea to incorporate visibility in your online platform and integrate flexible shipping and tracking options."

When purchasing online, Canadian consumers and businesses alike are looking for flexible return policies and shipment options, it's one of the key factors when making a purchasing decision and encouraging repeat customers. Much like delivery options, Canadian consumers want upfront return policies, 57 per cent of whom indicated they look for a retailer's return policy before purchasing an item. Seventy-two per cent of Canadian consumers claimed their returns experience with an online retailer impacts their likelihood to become a repeat customer. Most Canadian businesses and consumers actively track packages and consider it a part of a positive returns experience.

"Shipping costs, delivery times and returns can be managed efficiently to ensure great service, while improving a business's bottom line," adds Gaspar. To grow in the competitive online space, it is important to understand all of the options available to give consumers what they want, in order for them to place their order."

For more study findings, please download the UPS Pulse of the Online Shopper executive summary [here](#).

About the UPS Pulse of the Online Shopper study

The UPS Pulse of the Online Shopper study evaluates consumer shopping habits from pre-purchase to post-delivery. The study was conducted in early 2019 and is based on a PwC survey of more than 18,000 online shoppers worldwide. Respondents made at least two online purchase in a typical three-month period.

About UPS

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