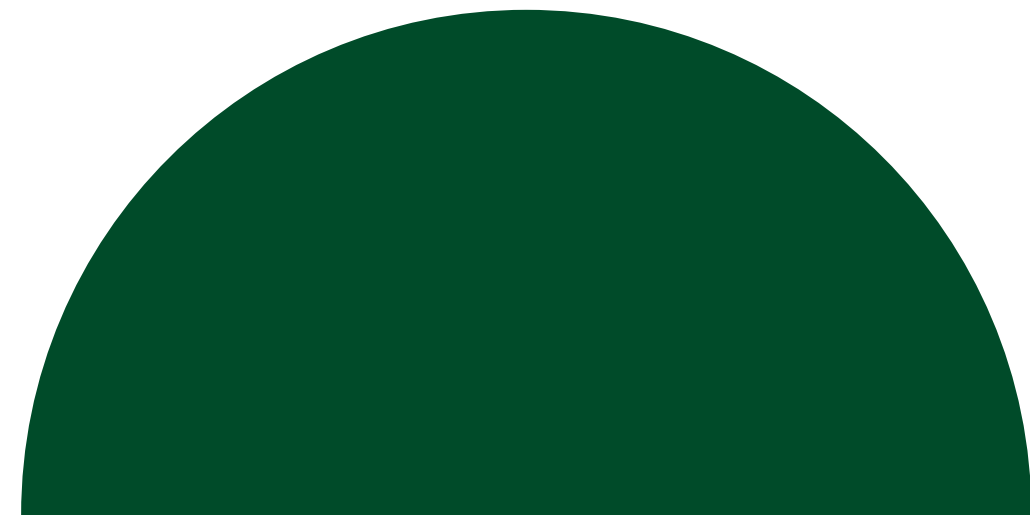
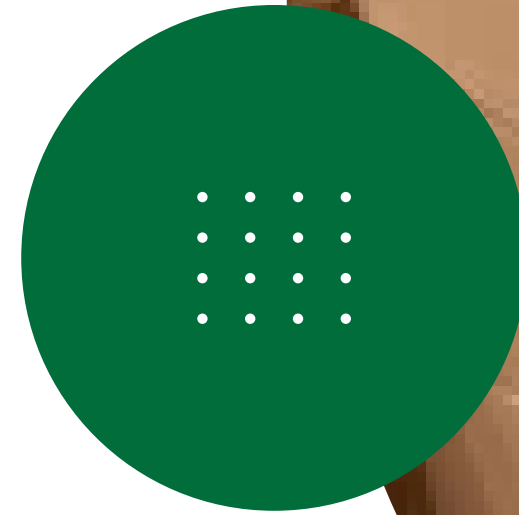


Why Businesses Still Rely on Cash on Delivery in the Digital Payment Era





Consumer Trust & Market Realities

Cash on Delivery (COD) continues to be a preferred payment model for many Indian consumers and businesses, even with the rapid rise of UPI, cards, and digital wallets. A reliable **COD courier company** helps bridge this trust gap by offering safe, doorstep payment collection.

Key reasons for COD preference include:

- Fear of fraud or product mismatch when paying online
- Limited banking access or unfamiliarity with digital transactions
- Comfort in physically verifying the product before payment



Boost in Order Conversion Rates

Businesses often rely on COD because it reduces purchase hesitation and increases cart completion rates. Customers who are unsure about online payments tend to go ahead with COD orders, making it a powerful tool for growing order volume.

COD also benefits new brands entering the market by offering a no-risk purchasing experience. As a result, businesses see higher conversions from audiences that may abandon orders if online payments are the only option.



Accessibility for Non-Digital Users

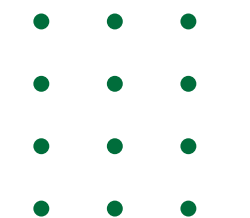
While digital adoption is growing, a significant portion of India's population still lacks consistent access to digital payment tools or stable internet connections. COD ensures these customers remain within the e-commerce ecosystem.

It becomes an inclusive payment model that supports cash-driven regions, elderly customers, and those unfamiliar with online banking. By maintaining COD as an option, businesses avoid alienating a major market segment and expand their reach across diverse demographics.



The Future of COD & Role of Modern Logistics Partners

- Although digital payments continue to dominate, COD will remain relevant as long as customers value trust, physical validation, and payment flexibility.
- Today's logistics ecosystem is evolving to make COD faster and safer through streamlined collection, better reconciliation tools, and faster remittance cycles.
- Modern logistics platforms like Shipdaak enable businesses to handle COD efficiently, reduce operational burdens, and deliver a seamless experience to customers who prefer paying in cash.



Thank You



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