

Case Study – Parcel Delivery Group

Introduction

Infracast have worked with Parcel Delivery Group for over a year with the specific goals of enhancing customer communication and therefore reducing delivery failures.

Under the headline ‘Where’s my Delivery’ Parcel Delivery Group’s strategy is to create market leading delivery information, and ultimately, delivery slot control for the customer.

Infracast has set up a pilot project, based on their core product Managed Text, which includes:

- Delivery confirmation (by daily batch upload, approx 30-40k messages per day)
- Email to SMS reminders (specified at 1-2million messages per month)
- Real time slot updates (using Managed Text’s API’s, approx 60k messages per day)

By integrating into Parcel Delivery Group’s existing systems both at the core level via the API’s and as an add on to the existing email reminder process, Infracast have quickly and cost effectively added both SMS and synthesised voice messaging to Parcel Delivery Group’s customer messaging.

Parcel Delivery Group are now proceeding with a national rollout, and are planning to combine all customer messaging into a single platform based on Managed Text. This will offer Parcel Delivery Group MI and insight across all its customer communications and allow customers to manage their personal communication preferences.

Delivery Confirmation

Once an order has been passed to Parcel Delivery Group from one of its clients, confirmed and routed, a delivery confirmation is sent to the customer. Currently this is via email, but open rates and therefore customer awareness of the estimated delivery date is poor. Adding both SMS text and synthesised voice has significantly increased successful contacts.

Delivery confirmations are uploaded daily by secure file transfer. Managed Text has rich batch functionality including flexible templates and extensive message release options. Parcel Delivery Group has defined a series of standard confirmation templates and simply upload the fields which merge into the templates.

The templates also allow flexible branding across the group, so that subsidiary or group branding can be used at individual customer level.

By managing the release of the confirmation messages Parcel Delivery Group can control the level of enquiry calls into their contact centre making best use of the resource and reducing call spikes.

Email to SMS Reminders

Parcel Delivery Group has an existing email delivery reminder process and rather than re-engineer this system, Infracast proposed adding email to SMS functionality so that the email format is

automatically delivered to handsets as an SMS text message. Reminders are sent out between the original Delivery Confirmation and the actual delivery day.

For the pilot phase of the project this approach has proved exceptionally cost effective and integration of the email reminder process is now being considered for a future phase.

Real Time Slot Updates

Parcel Delivery Group core routing system allows the exact delivery slot to be refined during the course of the delivery round. Infracast integrated Managed Text into this core system using the standard API's to allow real-time messaging to customers where the anticipated slot time has been updated.

Future Phases

Parcel Delivery Group have kicked off the national roll out of the 'Where's my Delivery' pilot and is now considering extending the project to develop the service further and introduce interactive messaging allowing the customer to reschedule delivery appointments and report delivery failures and problems. The key elements under consideration are:

- Interactive delivery re-scheduling
- Customer satisfaction surveys
- Consolidated customer messaging platform with MI and Insight analysis
- Delivery failure and problem reporting

Parcel delivery group are also extending Managed Text availability internal to improve internal communications utilising the interactive messaging functionality in the standard web client:

- Business continuity incident reporting
- Weather and operational problem updates
- Depot performance KPIs
- Shift and overtime rostering
- Directors' broadcasts (using recorded voice messages)

Summary

Parcel Delivery Group has exceeded their pilot project targets and as a result are rolling out Managed Text across the business using it for a range of internal and external messaging. The key next step is establishing Managed Text as their strategic customer messaging platform giving both Parcel Delivery Group and their customers a central point of control and information covering all of the contact with customers.