

The explosive growth global e-commerce brings forth new customers, new opportunities and new challenges. Individual challenges that e-tailers are facing is the opportunity to develop and sustain competitive advantage, retaining customers and ultimately growing market share.



E-Tailers Solution Sheet

CHALLENGES

Differentiate Services

Even though the last mile delivery may come at the end of a very long supply chain, it is the most influential component in terms of brand impact. The last mile has been defined as not just another home delivery but the concluding experience the consumer has with a specific brand. Differentiate a business in the eyes of potential consumers with value-added services.

Customer Experience

Today's tech-savvy consumers are making more online and mobile purchases. They have come to be dependent on the self-serve tracking features and fast, accurate order fulfillment delivered by top e-commerce retailers. In essence, consumers are looking for that "perfect" home delivery experience.

BENEFITS

Compete in Market

E-tailers using ShipTrack can provide home delivery with the ease, timelines and visibility that consumers have come to expect in the tech-oriented world. Consumers can track and receive automated notifications regarding their deliveries 24/7 via the ShipTrack customizable web portal. E-tailers not using a track and trace solution will quickly become obsolete and unable to compete with the demands of today's e-commerce marketplace.

Consumer Retention

E-tailers who use ShipTrack to track and manage deliveries generate increased customer loyalty with faster, more accurate and more visible deliveries. ShipTrack keeps e-commerce retailers and consumers connected throughout the entire home delivery process. ShipTrack can help retain delighted and loyal customers as well as attract new business opportunities.

Customer Expectations

ShipTrack optimization and automation technologies have been able to provide customers with unparalleled services for last mile delivery. Providing excellent customer service to enhance the experience before, during and after the purchase is vital to keeping businesses alive and thriving. Customers in many instances view the delivery of their online purchases as an extension of the e-tailers brand. The ShipTrack online tracking portal is easy to use and delivers much more information than traditional courier trackers provide.

Value-Added Services

By offering white glove delivery services it enables e-tailers to provide customizable delivery solutions to items that require special care and attention. White-glove logistics solutions like assembly, installation or removal increase customer satisfaction. ShipTrack has added a feature to be able to directly capture these additional services. ShipTrack offers the added flexibility required to develop and sustain the competitive advantage in the global e-commerce growth.

