METAPACK TRACK & TRACE

MetaPack

KEEP YOUR CUSTOMERS INFORMED

58%

of consumers check their order status two or more times

88%

use SMS, email and apps to get their updates

2ND

the ability to track their delivery is the second most important consideration for consumers

MetaPack's *2016 State of eCommerce Delivery* Consumer Research Report

COMPREHENSIVE WORLDWIDE TRACK & TRACE

Customers now expect accurate, consistent information about the status of their parcel, no matter where in the world its coming from. This is no easy task as events and statuses vary greatly across carriers, so delivering a consistent experience to customers is challenging.

To enable full end-to-end tracking, MetaPack translates over 25,000 status events across all carriers into 61 common events that are easily understood by consumers and customer service teams. This ensures Track & Trace information can be communicated to customers in a consistent way, regardless of who delivers the parcel, and ensures customer service teams are kept informed and can effectively manage any issues. All despatch data is automatically archived for seven years, ensuring all historical data is readily available if required.

MetaPack enables the delivery of status updates directly over SMS and email, and can be supported by branded Track & Trace pages to further strengthen brand loyalty and keep consumers informed.

- Access tracking data and integrate to existing systems via direct feed or API
- Proactive outbound Customer Communications via e-mail and SMS to manage customer expectations
- Allows customer service teams to deal with WISMO calls in one place, no need to learn each carrier's systems. Greatly simplifying the process and decreasing the cost of dealing with calls
- Track & Trace provides consumers with one destination to get tracking updates, whatever the carrier, which improves user experience and reduces inbound calls to customer service teams