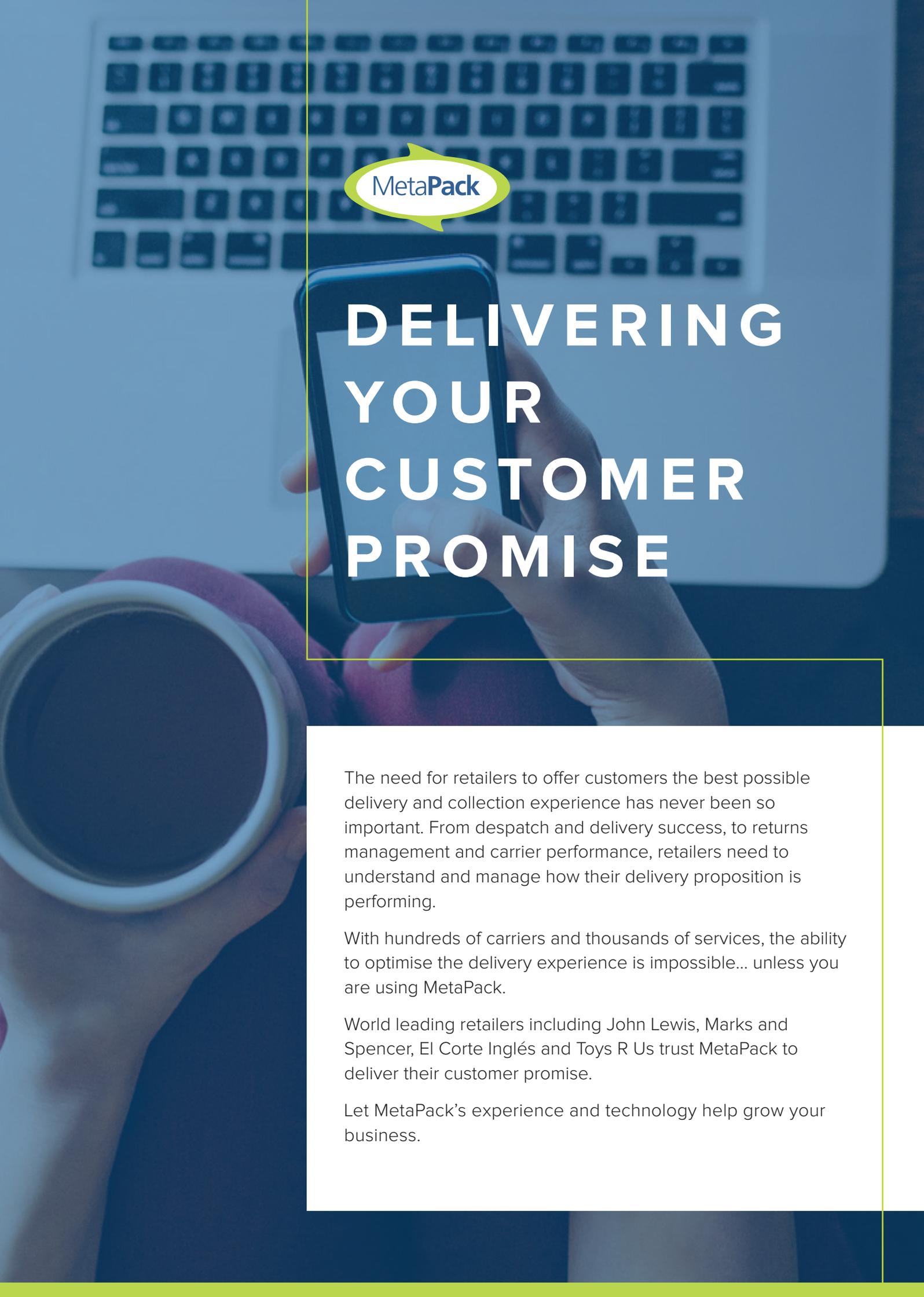# DELIVERING YOUR CUSTOMER PROMISE

The need for retailers to offer customers the best possible delivery and collection experience has never been so important. From despatch and delivery success, to returns management and carrier performance, retailers need to understand and manage how their delivery proposition is performing.

With hundreds of carriers and thousands of services, the ability to optimise the delivery experience is impossible... unless you are using MetaPack.

World leading retailers including John Lewis, Marks and Spencer, El Corte Inglés and Toys R Us trust MetaPack to deliver their customer promise.

Let MetaPack's experience and technology help grow your business.

Single interface to all carriers and services

Carrier and postal provider agnostic, MetaPack sits at the very heart of the delivery ecosystem. MetaPack gives you a single point of integration to over 400 carriers and 4,000 services from around the world, removing the burden of carrier integration and maintenance. You can dynamically produce labelling for any service, in any country and for any type of carrier through a web browser or via an API.

With full cross-border, direct injection and multi-leg capabilities, MetaPack supports your international deliveries, while ensuring cost effectiveness. MetaPack automatically produces international customs documentation including commercial invoices, packing lists and forms CN22/CN23 in paper, label and electronic format. The MetaPack platform supports international carrier lanes to and from over 200 countries, and for many trade lanes we provide up to 40 carrier options.

This comprehensive approach enables retailers to select a carrier on a parcel-by-parcel basis which ensures cost and operational efficiency, while giving shoppers the best possible delivery experience.

66%
have bought goods from one retailer over another because that retailer provided more delivery choices

Targeted, personalised delivery options

Forget unspecified delivery times and single delivery options, consumers now expect their products to be delivered when and where they want it. This is now a key consideration in the purchase decision process, and meeting the ever-changing delivery needs of consumers has become a very real headache for retailers.

By providing available delivery options in real-time via an API, MetaPack enables retailers to offer delivery options - including *home delivery*, *click & collect* and *pick-up & drop-off* networks - based on the product details (such as size and weight), stock availability, destination, location and customer preference. This dynamic, flexible and targeted approach improves conversion and reduces basket abandonment by offering customers personalised options that suit their needs.

49%
have paid more for better or more convenient delivery options

Comprehensive worldwide track and trace

Customers now expect accurate, consistent and regular information about the status of their parcel, no matter where in the world it's coming from. This is no easy task as events and statuses vary greatly across carriers, so delivering a consistent, superior 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 and trace information can be communicated to customers via email and SMS in a consistent way, regardless of who delivers the parcel, and ensures Customer Service teams are kept informed and can effectively manage any issues.

82%
say it is important that a retailer communicate the tracking status

45%
like to track by phone

85%
like to track by email

Carrier performance analytics

Understanding delivery performance is key to driving operational efficiency, and ensuring customer satisfaction. MetaPack monitors carriers around the world and enables retailers to generate bespoke, detailed reports in real-time. This functionality allows Operations and Customer Service teams to view and act upon vital, relevant information via a fully branded, location-aware dashboard.

MetaPack tracks the end-to-end journey of each and every parcel and creates issue alerts, bespoke reports and invoices to ensure retailers fully understand and manage their carrier performance. This level of detail allows retailers to make data-driven decisions to ensure continued operational and cost efficiency, while guaranteeing a consistent delivery experience for customers.

96%
will shop more with a retailer after a positive delivery experience

Global returns

Returns are increasingly seen by retailers as a key area to optimise, for both the consumer experience and to drive operational efficiency. Customers expect the returns process to be as easy and simple as possible. While for retailers, it's important to manage returns cost effectively and understand and act upon any trend.

Integrated with the retailer's website via either a web-based front-end or API, customers can print their own label and return their unwanted purchase via post, collection or drop-off locations.

Supported by a web-based Customer Service dashboard, the retailer has complete control of the processing and monitoring of all returns activity to ensure the operational efficiency of returns, and understand any trends or issues.

As part of the overall delivery experience, MetaPack Returns offers you a new way to drive customer loyalty via the returns experience, and offer a real point of differentiation in global eCommerce.

76%
view return options before completing an order

Designed for the world's leading retailers

Supporting retailers around the world, the cloud-based MetaPack Enterprise Delivery Management Platform is designed to guarantee high availability, with 24x7 monitoring and disaster recovery capabilities, for optimum performance and security. MetaPack's production services are distributed across multiple availability zones with comprehensive load balancing and traffic management, allowing MetaPack to rapidly scale up, and down, according to the needs of the retailer. This trusted, scalable and reliable approach ensures the retailer's customer promise is met each, and every time. MetaPack has a proven track record of successfully supporting the world's largest eCommerce retailers through normal trading and seasonal peaks.

MAKE DELIVERY YOUR COMPETITIVE ADVANTAGE

Meet ever changing customer expectations

Personalised delivery options

Reduced basket abandonment

Customer loyalty

Drive operational excellence and agility

Reduced cost of fulfilling orders

Better management of carriers

Effortless cross-border trading

METAPACK IS TRUSTED BY THE LEADING ECOMMERCE RETAILERS

1/3 of the Europe Top 50 use MetaPack

80% of the Top 100, in the UK alone, are engaged with MetaPack

www.metapack.com   @metapack   MetaPack Group