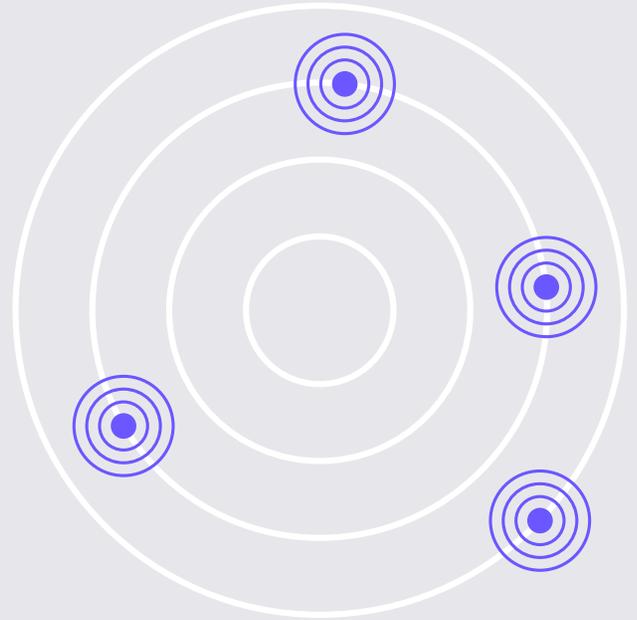


# Delivering greatness

## How SMS can be a game-changer for delivery and shipping



In retail, current industry practice means that if customers want to know when their package is being delivered, they have to log on to a company's website to check their order status and estimated delivery time. For updated information, they have to go back to the site again.

In a mobile world where everybody claims to be customer centric, doesn't that seem a little...backward?

### A better way

Everybody has a mobile phone and, unlike emails, the vast majority of text messages get opened, usually within minutes. That represents a huge opportunity for brands to deliver accurate, real-time shipping and delivery alerts that improve the retail experience for their customers. It also helps them increase their own efficiency, too.

Using the OpenMarket Mobile Engagement Platform (MEP), you can design an alert system for every stage of the delivery process. That means you can respond to changes and keep the customer informed all the way through. And things change for customers too – using two-way texting, they can let you know if they're not going to be able to collect a parcel and reschedule.

It's great for a customer's peace of mind – their package gets delivered when it suits them – and means fewer missed and repeat deliveries for you.

### Mobile delivery in action

Let's say a man has ordered a new BBQ. It was supposed to be delivered on Wednesday, so he arranges to work from home to collect it. But unfortunately the shipment's delayed, if he wasn't using SMS, he could have easily waited in all day for no reason and been really frustrated. Instead, he gets a text alert and a new delivery date so he can make new arrangements.

Or let's say a woman has ordered a birthday gift for her friend. Originally, Friday morning was fine. But when she gets a reminder text of her delivery slot on Thursday night, she realizes it's no good – she's got to be in the office.

Via two-way texting, she cancels the first delivery slot and rebooks for Saturday in just a few minutes.

### Delivering greatness

The most customer-obsessed retailers are already using SMS as part of their standard alert practice. That's because the average customer experience isn't close to being good enough to build positive customer relationships and loyalty. You have to deliver great customer experiences.

OpenMarket's Mobile Engagement Platform lets you do just that, delivering real-time shipping and delivery alerts, timely communications based on user preference and a truly responsive two-way customer service.

### We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be responsive in real-time. When customer experience isn't just a buzzword: it's an obsession. We'd love to do the same for you. Visit [www.openmarket.com](http://www.openmarket.com) for more information.