



SMS in transport and logistics

White paper





Why SMS is so powerful

Whether you are moving goods, delivering packages or transporting the public here, there and everywhere; it's important that transport and logistics drives efficiency and customer service. With timing and scheduling being part and parcel within this industry, co-ordination is vital. Using SMS allows you to communicate instantly with your employees, customers and suppliers – all at low cost.

In transport

Taxi confirmation

Sending SMS means you can keep your customers up to date – customers can receive confirmation of their taxi booking, along with its expected arrival time and even the taxi registration plate and driver name! This adds a personal touch, improving customer service, whilst making catching a taxi easier than ever.

Reminders

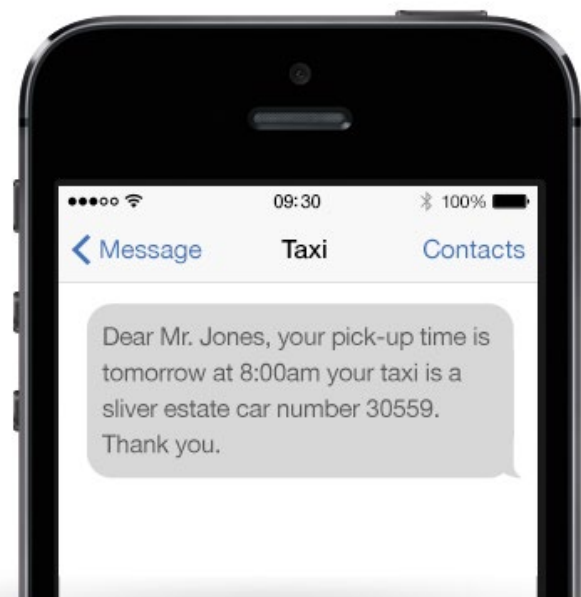
Within air travel, SMS messages can be sent to remind customers to print their boarding pass before a flight. Reminders can also be sent for an upcoming journey, this could be for flight, taxi, train or coach.

Updates

SMS enables two-way communication so cancellations or changes can be added instantly to the system. Passenger updates such as delays can be sent easily, direct to your customers so that you can communicate time-critical messages.

Driver updates

Within the transport industry everything is co-ordinated and scheduled, so using SMS gives you direct contact with your drivers whilst on the go. Don't let your schedule fall apart or leave your customers waiting. If there's been a cancellation or you need to deliver traffic updates, simply send a text message to your driver and they can plan their route accordingly.





In Logistics

Traffic updates

Using SMS means managing your fleet couldn't be easier. By delivering traffic updates or diversions whilst they are on the move means that you can make sure packages are delivered on time, every time. This means your customers don't have to wait around – their delivery will be there.

Customer enquiries

SMS gives customers the freedom to enquire about their delivery and receive real-time information within seconds. Customers don't have to ring call centres to make a simple enquiry – reducing the volume of calls into call centres, significantly.

Delivery confirmation

Engage in two way communication with your drivers so they can confirm goods have been delivered. This means you can easily monitor fleet progress, allowing you to make improvements when necessary.

Also keep customers in the know - send a text message direct to their phone, notifying them that their delivery has arrived.

Order updates

Keep customers informed about the status of their order by sending updates via SMS. With more and more customers buying online, there is an increasing emphasis on efficient delivery processes. Sending delivery notifications and reminders via SMS increases the likelihood of the customer being home to receive their delivery first time. This leads to increased customer satisfaction and saves time and money for re-delivery attempts.





Here's how we've helped Kiddicare

Kiddicare is the largest privately owned nursery supplier to the UK public. 80% of Kiddicare's annual turnover comes from online sales.

With 80% of Kiddicare's turnover coming from online sales, Kiddicare has to ensure that its delivery service is second to none. The idea appeared simple: text customers when goods are dispatched. The challenge was finding a comprehensive provider to integrate with Kiddicare's existing systems and reliably handle the required amount of SMS traffic.

Kiddicare uses a third party delivery company therefore, any customer communication system must integrate with the existing sales database and warehouse system to ensure smooth operation both internally and with their chosen delivery partner.

Kiddicare use our SMS API (Application Programming Interface) to integrate with their existing systems and automate the sending of customer dispatch texts. The outbound-only text delivery system means Kiddicare customers are kept fully up to date with the status of their order and can make changes as required.

To validate the communication, the messages are "Kiddicare" branded rather than displaying a mobile number or shortcode to keep the customer informed about their order. A send-only service of this nature ensures Kiddicare keeps a tight handle on customer delivery changes through the appropriate order channels

to save staff time and possible inconsistencies from the customer.

Since implementing the Esendex system, Kiddicare has seen a 30 per cent reduction in its carded missed deliveries rate, which is where the delivery company has to leave a card if the customer is unavailable to receive the order.

kiddicare
BABY SPECIALIST

"The Esendex API is very intuitive and integrates well with our existing business applications. It's reliable and with outstanding availability. It really has helped keep our customers happy, which means we can get on with running the business and maintaining excellent service.

We have noticed a significant improvement in our delivery rates, which is excellent news for our customers, our staff and our suppliers. Customer feedback has been overwhelmingly positive about the text messaging system and we continue to look at ways to improve this further still".

A partner, Kiddicare



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