



flexEngage
GO BEYOND THE SALE

BUYING GUIDE:

ORDER TRACKING SOLUTION

FIND OUT WHAT IS A **MUST-HAVE**
IN AN ORDER TRACKING PAGE &
WHY YOU NEED ONE

WHY RETAILERS NEED ORDER TRACKING

Multichannel retailers saw a 35% rise in online sales in April 2020. Additionally, one in four shoppers say they will never return to shopping in stores as they did before the lockdown.

The rapid increase in eComm sales shows how your eComm presence and experience play a vital role in driving the next sale. One notable, often under-utilized, touchpoint is the order tracking. After the extensive lengths retailers go through to acquire the customer, they often send their customers to another company's branded page to locate order tracking. When using the carrier's order tracking pages, retailers create a gap in the customer experience. By taking their customers from a branded experience up until the order confirmation email to the unbranded carrier's site interrupts the seamless experience the retailer is trying to convey. This impactful moment of time is out of your control and lessens the benefits that could be seen if housed internally.

This disruptive experience causes customers to feel frustrated, lost, or injure the confidence they have placed with your brand. The consequences of this poor customer experience can be seen with decreased repeat purchases, increased low survey ratings, and increased WISMO calls. What should retailers look for in one that will be effective in reducing these negative consequences?

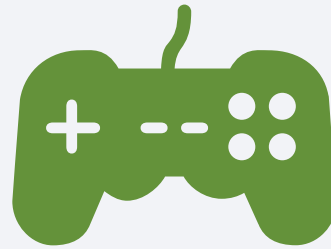
We will break down what your order tracking solution needs to not only mitigate these risks, but to also see the benefits such as an increase in incremental revenue, and happier customers.

SIGNS YOUR ORDER TRACKING IS A BAD EXPERIENCE



High WISMO Calls

Lack of transparency and no insight on package location causes high amounts of "Where Is My Order" Calls.



No Control Over the Experience

No opportunity for branding or what is shown causes high bounce rates from the order page.



Frustrated Customers

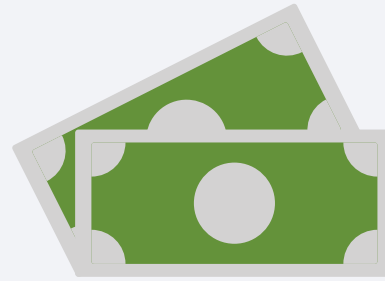
No visibility on package locations cause for a disruptive experience.

OPTIMIZED ORDER TRACKING RESULTS



Reduced WISMO Calls

Reduce WISMO calls through increased transparency & real-time updates.



Increase in Revenue

Capture additional revenue through an increase in engagement due to brand-right messages.



Happier Customers

Increase brand affinity through transparency, accuracy, and urgency.



CLEAR & CONSISTENT COMMUNICATION

The proactive nature of order tracking is where retailers see the benefits of implementing this solution. WISMO calls are significantly reduced if you keep your customers informed. Customer satisfaction will only increase if they don't have to expend extraneous energy trying to contact you. While you cannot control many of the situations that can delay packages, you can keep the customers informed so they know where their order stands at all times.

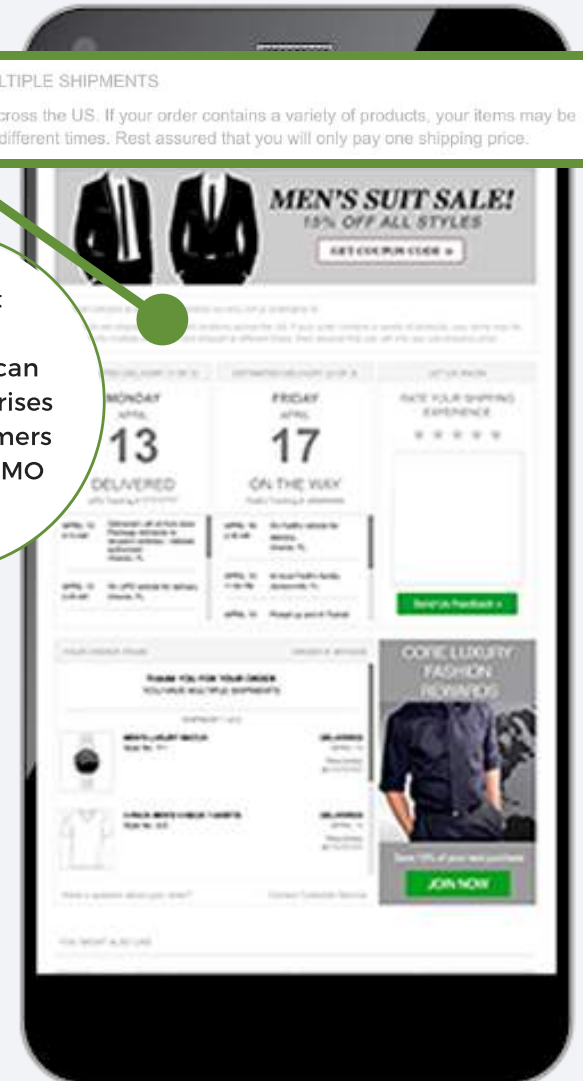
Makes sure your order tracking page incorporates these features:

- ✓ **Notification Banners**
Proactively notify and update customer's tracking pages so they stay in the loop.
- ✓ **SMS Updates**
Save a spot for them to enter their mobile number so you can send the updates straight to their phone.
- ✓ **Clear Updates & Statuses**
Keep the most important details, like delivery date & recent package updates up front and center or risk them navigating to the carrier's page.

YOUR ORDER IS BEING DELIVERED AS MULTIPLE SHIPMENTS

Products are shipped from different locations across the US. If your order contains a variety of products, your items may be split up into multiple shipments and shipped at different times. Rest assured that you will only pay one shipping price.

Calling out important notifications can minimize surprises for your customers to reduce WISMO calls.





BRANDING & MARKETING

Considering the work your marketing team does to get users on your webpage, it would only make sense to keep driving them towards revisiting your branded experience instead of having them land on another company's branded page.

Take the following steps on your order tracking page to drive a consistent brand experience:

- ✓ **Targeted Marketing**
Offer targeted marketing based on the customer's purchased products to increase the relevancy of the content they are seeing all while targeting them during them right after a sale, when brand affinity is at an all time high.
- ✓ **Branding**
Adding a logo is just one part of the customizations you can do with a complete order tracking solution. Add interactive features such as videos, banners, and more to create that brand experience your customer's love.

Add branded content such as loyalty banners, gifs, or videos to promote loyalty to your brand.





CUSTOMER EXPERIENCE

Customers' excitement about their purchase often results in tracking the order on multiple device types to see where the order is and when it will deliver. This is where the seamless experience you've worked so hard to create can begin to fall apart, especially if your page isn't optimized for cross-device use. Multiple shipments can also cause customers to jump back and forth between emails and order tracking pages to view the status of each shipment.

Take the following steps on your order tracking page to drive a consistent experience:

✓ Clickable Product Details

Offer product details on the order tracking page to provide high-level details to keep customers informed and drive click-through rates up.

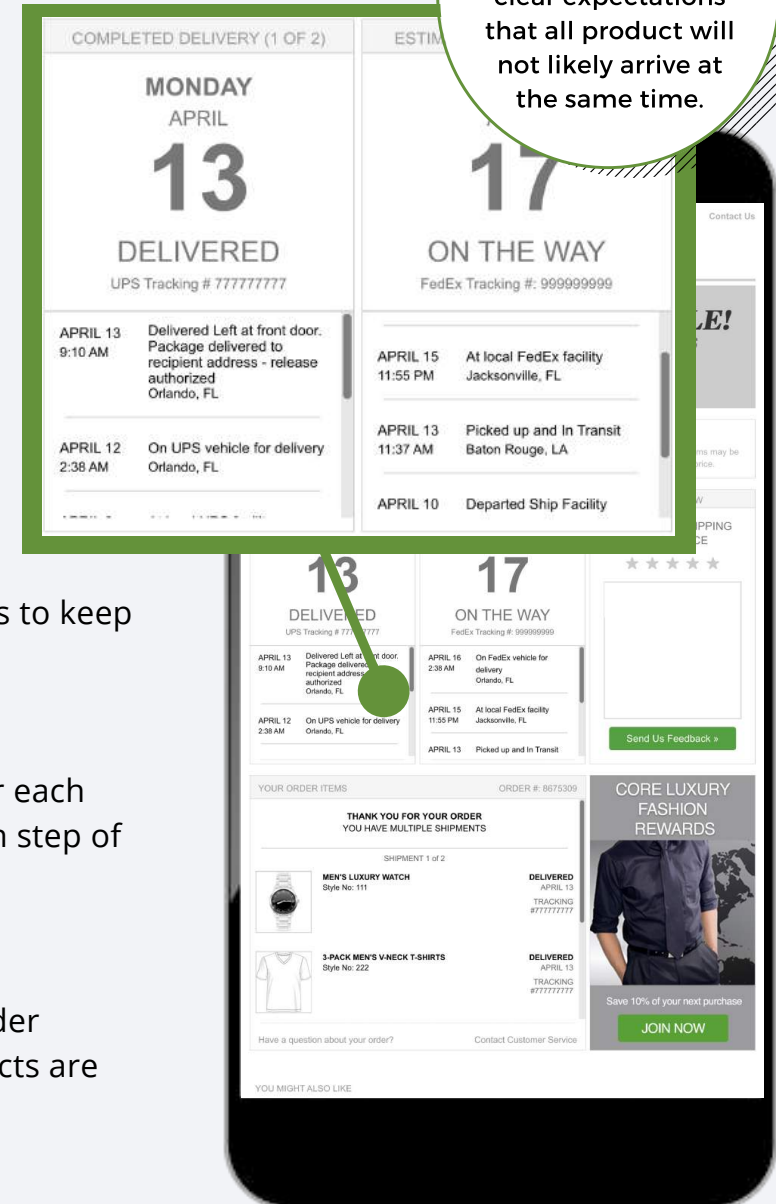
✓ Cross-Device Usability

Optimize your order tracking system to show customers the right details for each channel is vital to keeping customers informed, engaged and delighted each step of the way.

✓ Multi-Ship Display

Provide a consolidated view of customer's shipments by optimizing your order tracking page to contain details about each shipment, including what products are contained in each shipment.

Showing multiple orders in one page can set clear expectations that all product will not likely arrive at the same time.





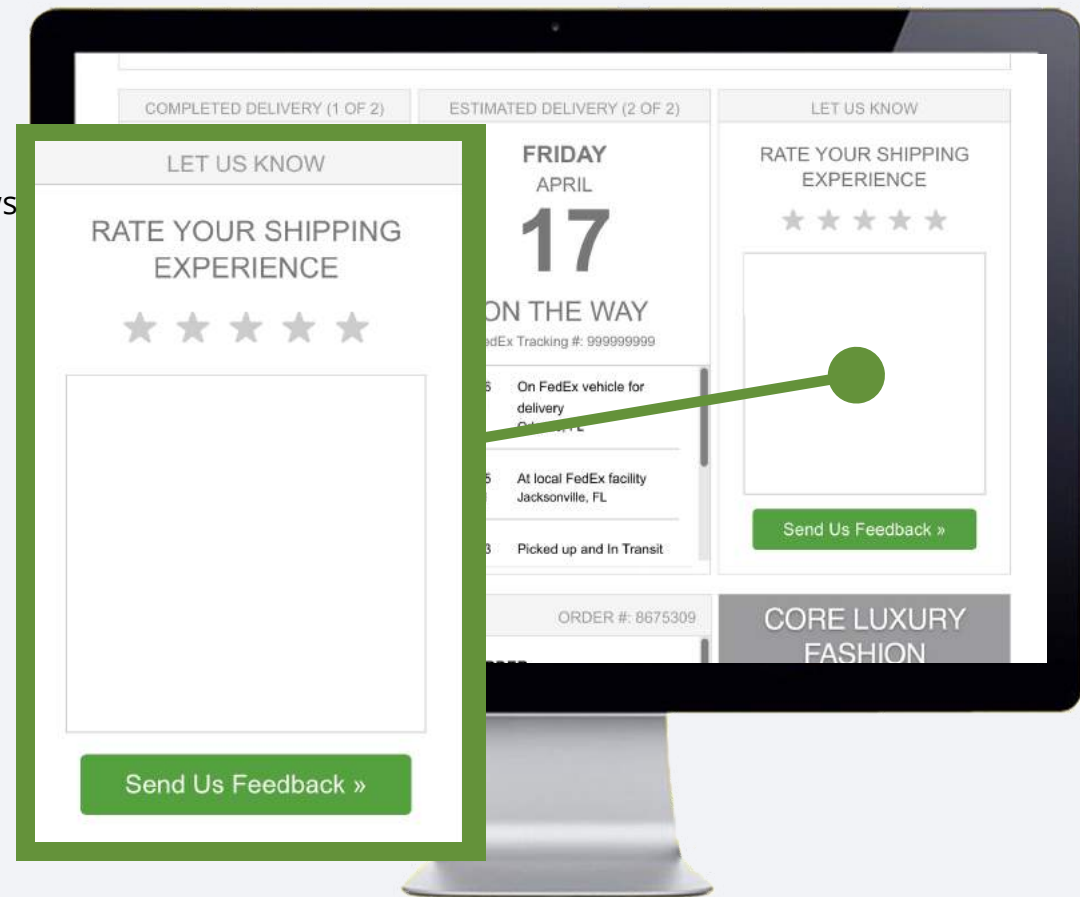
GIVING YOUR CUSTOMERS CONTROL

While situations can happen that delay packages, retailers need to look for ways to minimize the disruptive experiences that cause customers to not come back and go to their competitors. For example, a package arriving late can cause frustration if the customer will be heading out of town during that time period. Finding ways to give customers the control over their shipment they need allows you to create loyal customers through convenience, and some of these opportunities can be found through giving the customers a chance to provide feedback.

Implement these features to hand the reins over to the customers & reap the rewards:

- ✓ **Package Control - Rerouting & Delivery Instructions**
Allowing customers to reroute and add delivery instructions straight from your order tracking page shows them that you've got their back no matter what.
- ✓ **Feedback Module**
By incorporating a feedback module on the order tracking page, retailers can spot what drives customers to rate their experience highly or low.

Allow customers to give feedback straight from your order tracking page to spot where the last-mile experience can be improved.





YOUR ORDER TRACKING SOLUTION CHECKLIST

Clear & Consistent Communication

- Notification Banners
- SMS Updates
- Clear Shipping Updates & Status

Branding & Marketing

- Targeted Marketing
- Branding
- Clickable Product Details

Customer Experience

- Package Control
- Feedback Module

Giving Your Customers Control





- Cross-Device Usability
- Multi-Ship Display

DECREASE WISMO CALLS & GENERATE REVENUE





Your Post-Purchase Marketing Arm

flexEngage delivers custom-made transactional communications that reduces churn for brand-driven retailers.

WITH FLEXENGAGE
NO MORE

-  **Cookie cutter designs**
-  **Missed opportunities**
-  **High WISMO Calls**
-  **Sales left on the table**

WITH FLEXENGAGE
START

-  **Personalizing designs**
-  **Engaging customers**
-  **Increasing transparency**
-  **Increasing Revenue**

YOUR **POST-PURCHASE** MARKETING PRODUCTS



DIGITAL RECEIPTS
THAT **ENGAGE**



PRINTED OFFERS
THAT **RETAIN**
CUSTOMERS



ECOMM
NOTIFICATIONS
THAT **INSPIRE**



ORDER TRACKING
THAT **DELIGHTS**



PACKING SLIPS
THAT **MOTIVATE**

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We're Here to Help