



SMS - Keeping your customer informed

Key Benefits

- Providing your customers with more relevant parcel delivery information
- Client-specific messaging tailored to each tracking point
- Multiple messages can be sent during the delivery process

Key Features

- 99% UK coverage
- SMS time bar to prevent messages being sent during unsociable hours
- Detailed reporting option to support invoicing and performance measurement

What The Service Will Do For You

Our SMS service provides us with the capacity to send customers status updates about the location of their parcel within our delivery network.

A pre-determined SMS message can be automatically generated and sent against single or multiple tracking points, as determined by our clients. E.g. customers can be advised that their order has been dispatched in the first message, triggered by an inbound hub scan. A second message can then be triggered by a depot receipt scan announcing 'Your parcel is due to be delivered tomorrow.'

Messages can be time-bound to ensure they are not sent during the evening. E.g. 20:00 to 07:00.

Invoicing for the SMS product can be supported by a detailed list of customers who have been sent a message.

Over
84%

of UK customers prefer to be kept informed of when their parcel is due to be delivered.*

Do you want to improve customer satisfaction?

Do you want to keep your customers informed about their order progress right up to it being delivered to their doorstep?

If yes, simply contact your Hermes Development Manager or e-mail us at

hermes-uk@hermesworld.com

for further information.



How SMS works

How does the service work?

1. Hermes maintain a database of client messages and track points that will be triggered when the agreed track point is scanned into our CDS.*
2. The client will identify the SMS requirement in their request file including:
 - a) Contact method i.e. SMS
 - b) Message group – specific to customer type
3. The client pre-advice file is passed to Hermes and the SMS requests are loaded into Hermes' CDS*
4. When a specified SMS parcel reaches a predefined track point, the agreed SMS is sent to the consignee.
5. A record of sent messages by client is created to support invoicing and MI.

*CDS = Core Data System (PULSE)

Examples of groupings

Group 1: 0001

{1120, "Your parcel will be with you within 2 days. Upon receipt, please note the parcel will require a signature"}
{1140, "Your parcel has been delivered to your neighbour"}

Group 2: 0002

{1120, "Your parcel will be with you within 2 days"}
{1140, "Your parcel has been delivered to your neighbour"}

Group 3: 0003

{1010, "Your parcel has arrived with your courier and will be delivered later today"}

The client needs to keep track of their group numbers and add the group number into the pre-advice or request record.

Examples of available track points

Track Point ID	Tracking Point Description	Tracking Group Description
27	Receipt at Depot	Depot Outbound
28	Receipt at Hub	Hub Outbound
36	Dispatch from Hub – Trailer Scan	Hub Outbound
1005	Delivered with Signature	Courier
1239	Delivery confirmed by Courier	Courier
1240	Collection confirmation by Courier	Courier
1262	Secured Delivery (Shed)	Courier
1263	Secured Delivery (Porch)	Courier
1264	Secured Delivery (Garage)	Courier
1265	Secured Delivery (Greenhouse)	Courier
1266	Secured Delivery (Letterbox)	Courier

Client take on process

IT – Will provide client SMS integration document and support, a controlled end-to-end testing of data, connections and file transfers and ongoing, dedicated integration support from the Hermes Client Integration Team.

Customer Services – The normal process will apply i.e. The client's customer service will take all first-line enquiries. Customers will be advised to follow the instructions on their 'drop card' i.e. to reschedule a missed delivery with the courier.

Invoicing – Hermes will raise invoices each period in line with its standard invoicing periods and terms. Pre-advice indicator allows identification of SMS as a separate stream.

Performance Reporting – A monthly report will be available. The report will show SMS sent by client, time sent, number sent to, and parcel tracking number.