

ETA Case Study



Retailer profile

A fashion clothing chain which has over 1,000 stores across the globe and target women from their early 20s to mid-30s.

"We were aware from IMRG research that 83% of consumers say that confirming the expected time slot for delivery was very important to them and we know from our own experience that this is the type of query that increases calls and cost in our contact centre."

Challenge

What was your challenge?

As a leading fashion retailer, we're constantly on the lookout for ways to offer the best experience for our online shoppers, and this includes the final mile delivery.

We were aware from IMRG research that 83 % of consumers say that confirming the expected time slot for delivery was very important to them and we know from our own experience that this is the type of query that increases calls and cost in our contact centre. As a result we were looking for an affordable solution which would create an even better experience for our customers whilst helping to reduce our contact centre costs.



Solution

What solution did you come up with?

We decided to use the Hermes ETA service on our standard parcels from February 2016.

This meant that we were able to send our customers an SMS, email or push notification via Hermes Parcel Manager to let them know the estimated time their parcel would be delivered.

Results

What was the result after you made the change?

We saw an immediate decrease in the amount of customer queries and the feedback we received on the new service was extremely positive.

Customers appreciated that they didn't have to contact anyone to chase their parcel delivery.

And critically, by using the Hermes ETA service, we've seen some tangible business benefits:

- Our customer satisfaction has increased by 4 %.
- Customers reporting orders on time increased from 95.3 % to 98 %.
- We saw a 10 % reduction in tracking queries and a reduction in overall queries by 1.7 %.

4%

Our customer satisfaction has increased by 4 %

98%

Customers reporting orders on time increased from 95.3 % to 98 %

10%

We saw a 10 % reduction in tracking queries