

# Experience

## Deliver Exceptional Customer Experience While Building Brand Loyalty That Lasts

PRODUCT BROCHURE

As consumers increasingly turn to e-commerce for all their shopping needs, effective communication, swift tracking, and personalized engagement aren't just a "nice-to-have" but "a must-have." Providing a more flexible and seamless experience can help brands deliver a superior customer delivery experience that builds confidence and loyalty.

### Challenges

- ✓ Lack of real-time visibility into order status, current location, and ETA
- ✓ Limited options to reschedule delivery or change delivery address leads to frustration and delayed or missed deliveries
- ✓ Complex and time-intensive returns process
- ✓ Lack of flexible options for delivery/return at nearby store pickups/PUDO points, curbside pickup etc.

### Industry Statistics

**98%** of shoppers claim delivery impacts brand loyalty

**80%** of businesses see an increase in revenue that focuses on customer experience

**92%** of consumers stick to brands that offer a good returns experience



## FarEye Experience

FarEye Experience can help you build a branded, differentiated customer experience throughout the pre and post-purchase process – from order tracking and scheduling to timely delivery notifications. You can also make returns and exchanges as simple as the ordering process. Through a seamless experience, you can automate returns in the last mile to drive efficiency and help reduce costs.

### Benefits

- Deliver a personalized experience to increase customer engagement and loyalty
- Enable proactive communication that reduces customer care calls
- Provide end-to-end order visibility with order milestones, live tracking to reduce customer calls
- Improve delivery success rate with delivery scheduling and delivery location update options
- Deliver robust analytics on customer trends and product buying patterns to run informed campaigns

### Experience Modules

**Notify:** Reduce delivery anxiety throughout the order-to-delivery process with proactive communication and real-time order updates via the consumers' preferred mode of communication. You can also personalize multiple brand communication with a user-friendly email editor tool.

**Care:** Enable customers to call or text delivery executives to convey delivery instructions after the order is out for delivery to ensure smooth deliveries. Customers can also select delivery slots, reschedule orders, and update delivery location with one click.

**Engage:** Allow customers to engage with you through a fully customizable mobile and web-friendly branded tracking page that includes ETAs, order milestones, real-time tracking, promotional banners, social media channels, delivery feedback option and proof of delivery.

**Return:** Make returns and exchanges a breeze with a branded self-service interface. Get advanced return analytics and use data to improve return workflows and inventory planning.

## First Choice for Last Mile

### About FarEye

FarEye's Delivery Management platform turns deliveries into a competitive advantage. Retail, e-commerce and third-party logistics companies use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile delivery logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies. FarEye has 150+ customers across 30 countries and five offices globally. FarEye, First Choice for Last Mile.