



The power of **mobile messaging** for the **transport &** **logistics industry**

Top ways SMS, RCS and WhatsApp
can be used for transport & logistics

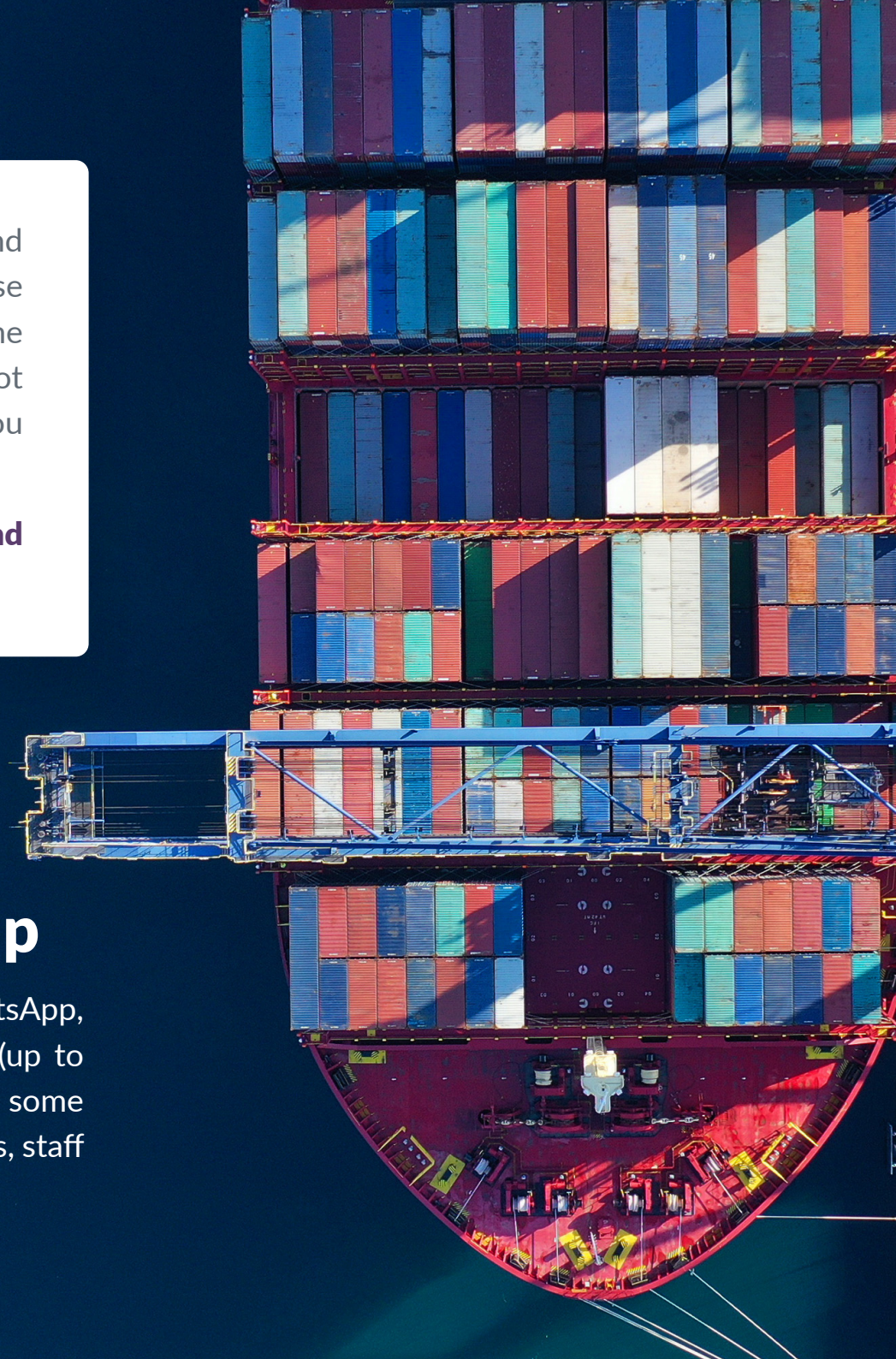


From freight logistics and couriers to commercial airlines and taxis, the transport and logistics sector is under immense pressure to move goods from A to B, within a given timeframe and often in the most unpredictable circumstances. It's not just your speed and delivery times that will differentiate you from competitors. It's also your communication strategy.

Are you confident you can keep customers, staff and suppliers informed at all stages of the journey?

How mobile messaging can help

Using mobile messaging channels, such as SMS, RCS and WhatsApp, allows you to take advantage of the high engagement rates (up to **99% open rate and 45% response rate**, for instance). Here are some top ways mobile messaging can be used to keep your customers, staff and suppliers in the loop.





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Transport

Confirmations

Send customers a confirmation of their booking, along with its expected arrival time. This reassures customers that their taxi is definitely on the way, improving customer satisfaction and overall experience.

Reminders

For upcoming journeys, a text reminder can help make journeys smoother for customers/passengers. For example, within air travel, SMS messages can be sent to remind passengers when the check-in window for their flight opens.



Updates

If there are any changes to a booking or journey, a quick text message can keep your customers up to date even when they're on-the-go.

With 98% of the UK population owning working mobile phones and an average open rate of up to 99% (depending on the messaging channel), updates such as delays or cancellations can be sent easily, and directly to your customers, so that you can communicate time-critical messages.



Logistics

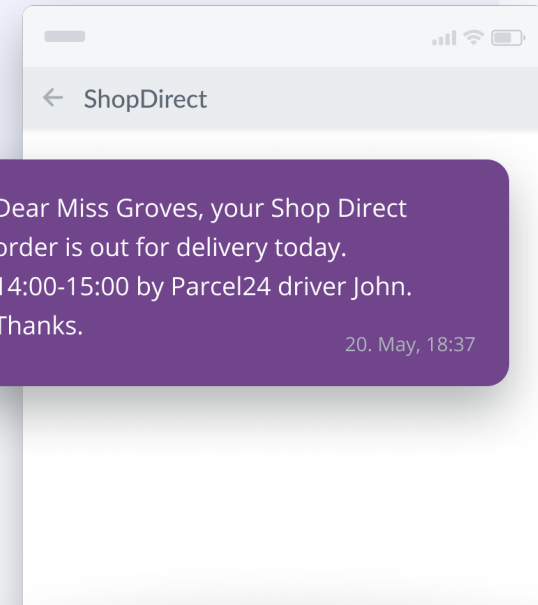
Traffic updates

Mobile messaging means managing your fleet couldn't be easier. Traffic updates or diversions can quickly and easily be delivered via a quick text or WhatsApp message, even when they are on the move. This means that you can make sure packages are delivered on time, every time. This also helps boost customer satisfaction as well as first-time delivery rate as your customers don't have to wait around – their delivery will be there.



Customer enquiries

Thanks to the accessible nature of mobile messaging, customers can enquire about their deliveries and receive real-time information within seconds. Gone are the days of ringing customer service and waiting on hold just to make a simple enquiry. Not only does this boost customer satisfaction, but it reduces the volume of calls into call centres, giving your customer service team time back to focus on more complex cases.



Delivery confirmations

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. It's also a chance to follow-up with your customers - send a text message directly to their phone, notifying them that their delivery has arrived. You could even send them a quick survey or ask them to leave a review of the product.

A real-life application of mobile messaging

Kiddicare

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

Our SMS API seamlessly integrated with their existing systems, allowing Kiddicare to automate sending customer dispatch texts. This kept Kiddicare customers up to date with the status of their order and allowed them to make changes as required.

The messages were also branded rather than displaying a mobile number or shortcode. Since implementing the Esendex system, the number of missed deliveries has reduced by 30%.



Want to find out more?

Whether you're moving goods, delivering packages or transporting the public, it's important that transport and logistics drives efficiency and prioritises customer service. Mobile messaging allows you to communicate instantly with your employees, customers and suppliers.

To find out more about SMS, RCS, WhatsApp and our other products, don't hesitate to reach out.





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