



HE SAID, SHE SAID:

Overcoming the Emotional Disconnect
Between Retailers and Customers



Chris Richter, VP of Revenue at Convey

PREVIOUSLY:

- 15 years as a technology evangelist at Edgewise, Bazaarvoice, BlackLocus and Webify Solutions
- Founding CEO at Socialware

Convey helps retailers create positive customer delivery outcomes.

11%

AVERAGE
FREIGHT COST
SAVINGS

5X

IMPROVED VISIBILITY
INTO SHIPMENT
EXCEPTIONS

153% MORE

SHIPMENTS
DELIVERED ON
TIME, OR EARLY

CLIENT
S

uncommongoods

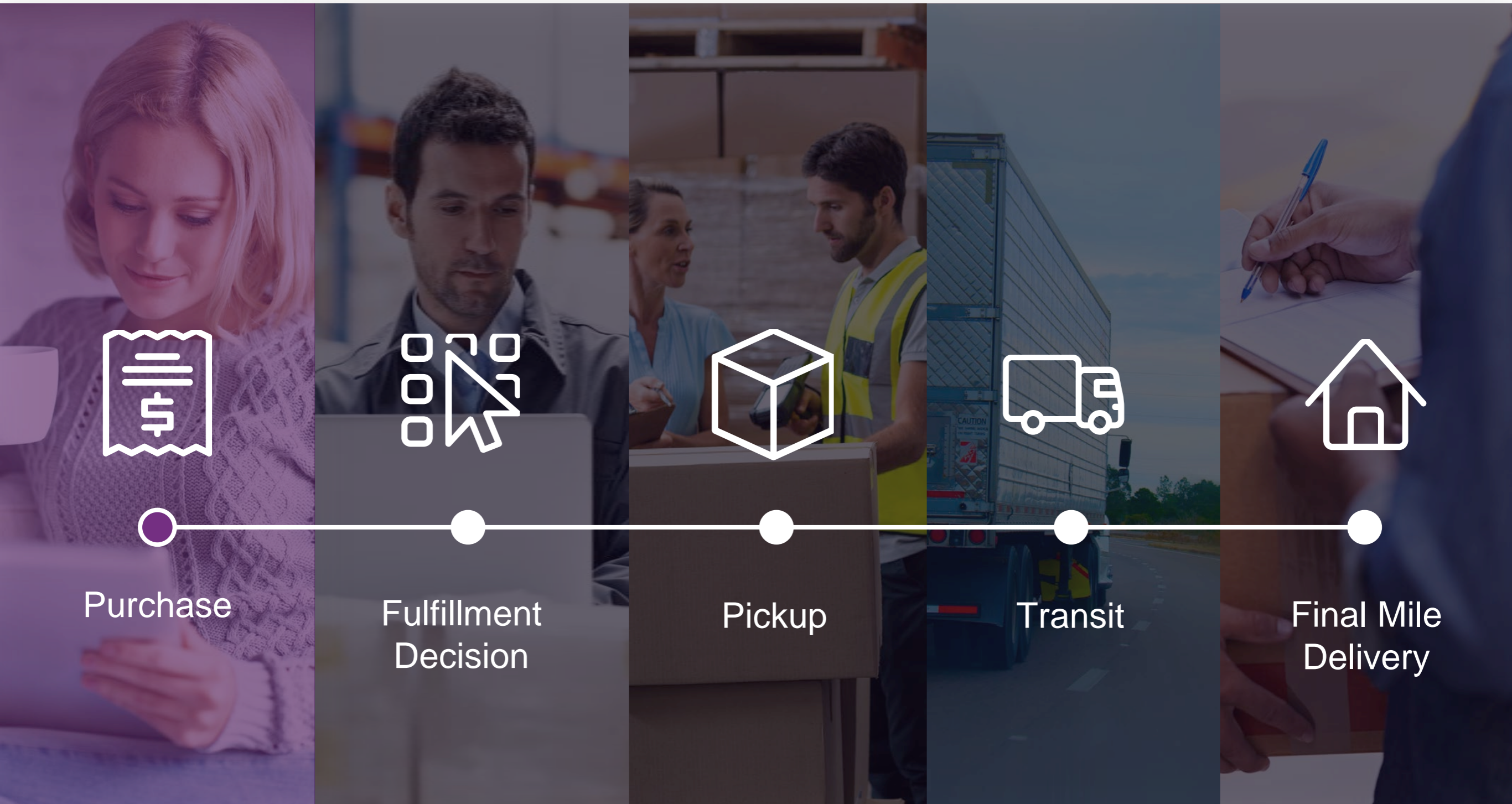
jet

rst
BRANDS

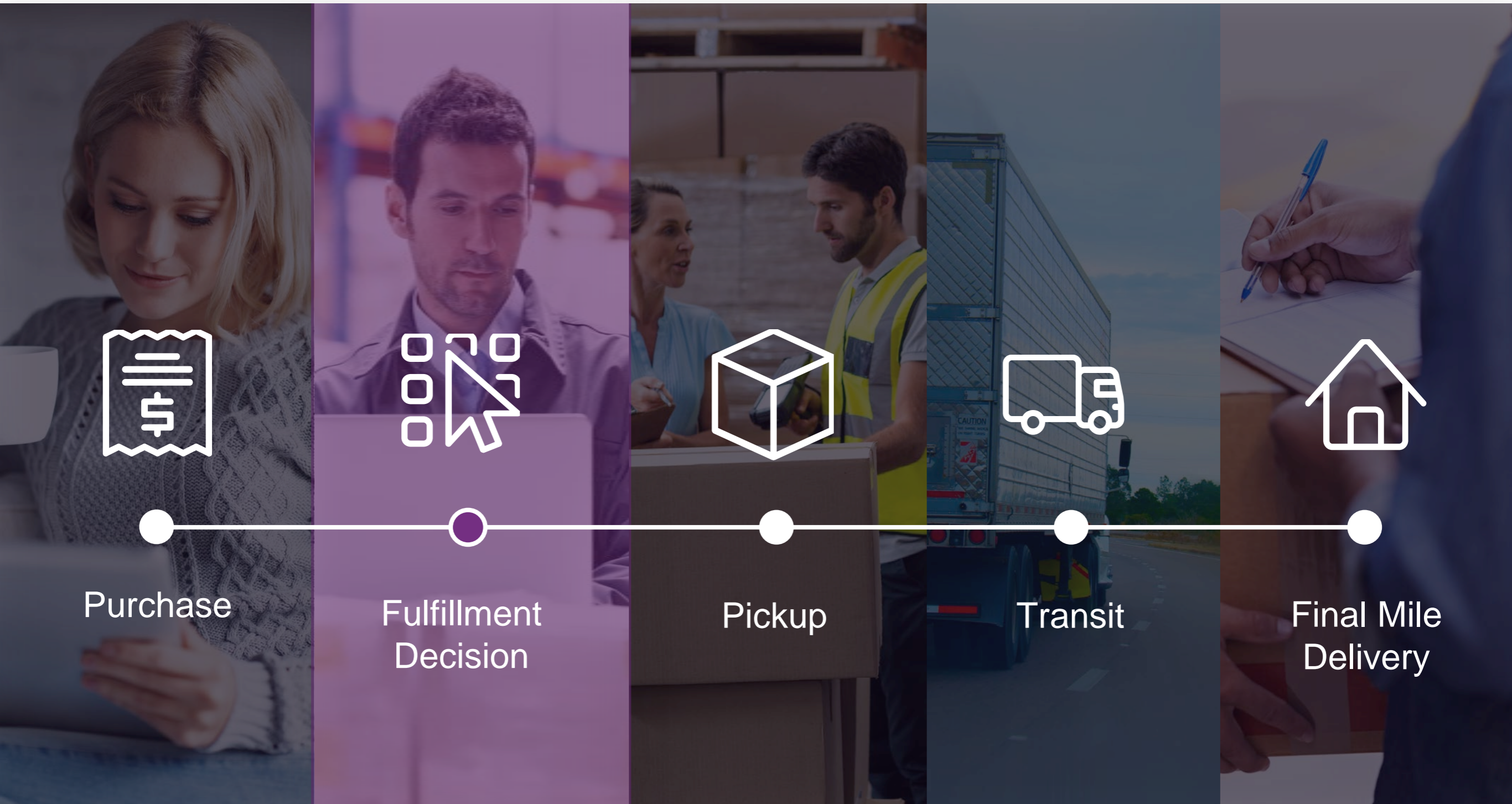
build
COM

INGRAM
MICRO
Commerce & Fulfillment

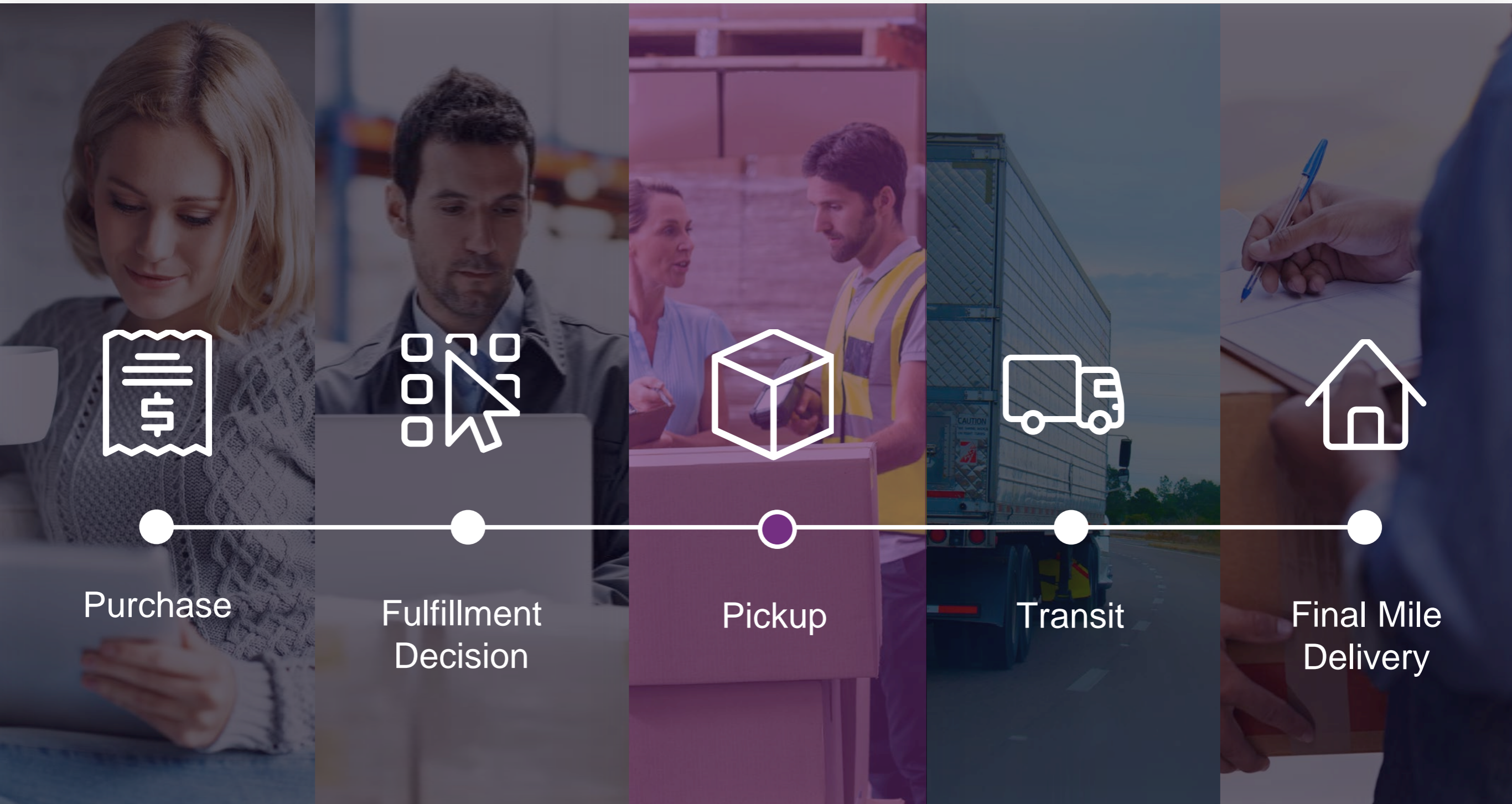
Retail has a delivery problem



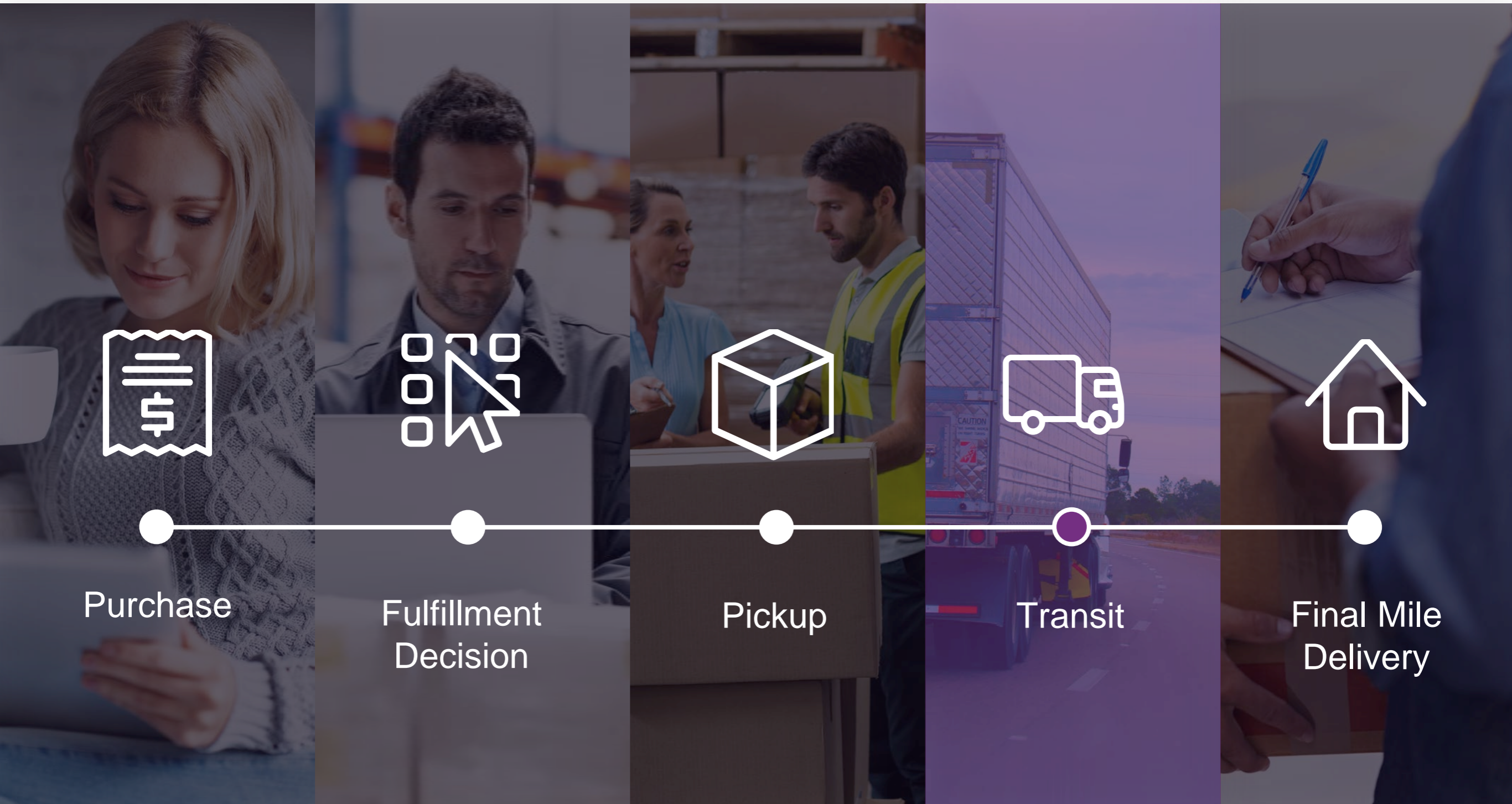
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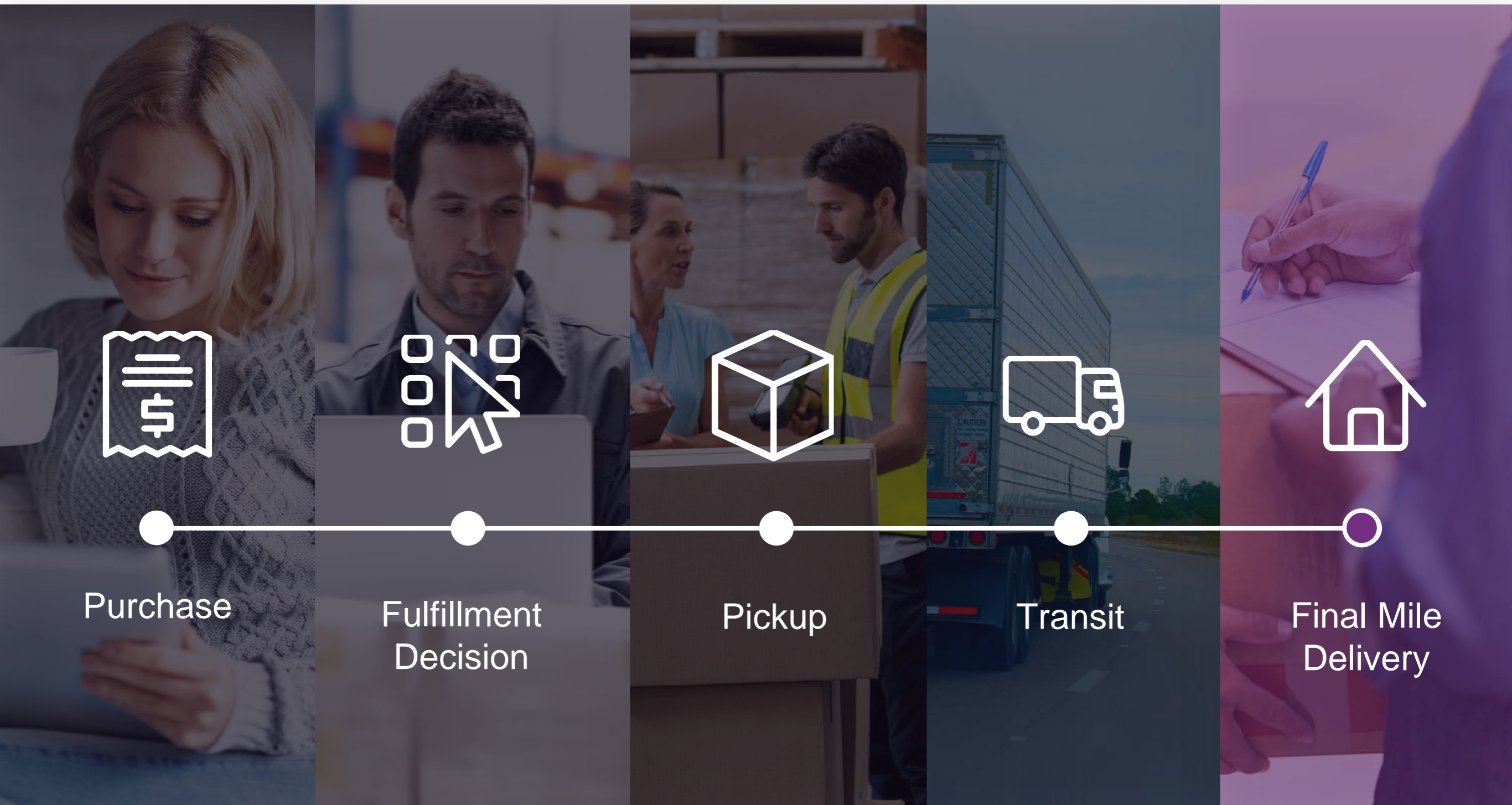
Retail has a delivery problem



Retail has a delivery problem



Retail has a delivery problem



What does your delivery experience look like?

CUSTOMER EXPERIENCE

- ✓ Inconsistent & poor quality shipment information
- ✓ Limited self-service options
- ✓ High level of effort to find details & resolve issues

CUSTOMER EXPERIENCE

- ✓ Self-service issue resolution
- ✓ Proactive & transparent shipping updates
- ✓ Easy communication with relevant parties

CUSTOMER CARE & OPERATIONS

- ✓ Constantly in a reactive state
- ✓ Fielding WISMO calls without much more data than customers
- ✓ Time monopolized managing negative touches

CUSTOMER CARE & OPERATIONS

- ✓ Complete access to all relevant data
- ✓ Quick & easy search-ability
- ✓ More effective demand & response planning

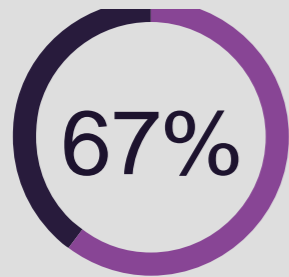
LOGISTICS & TRANSPORTATION

- ✓ Time spent fielding low-value calls from customer care
- ✓ Missed opportunities to identify real strategic opportunities to optimize

LOGISTICS & TRANSPORTATION

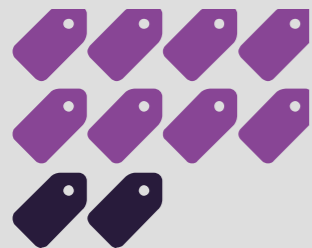
- ✓ Ability to focus on high-value, strategic initiatives
- ✓ Increased ability to test and manage more complex carrier networks

Balancing operational goals with customer experience is challenging



67 percent

said that gaining greater control of the CX was crucial or very important to delivery



8 out of 10

of retailers report that CX is now a company-wide goal and that they are feeling the pressure to improve it

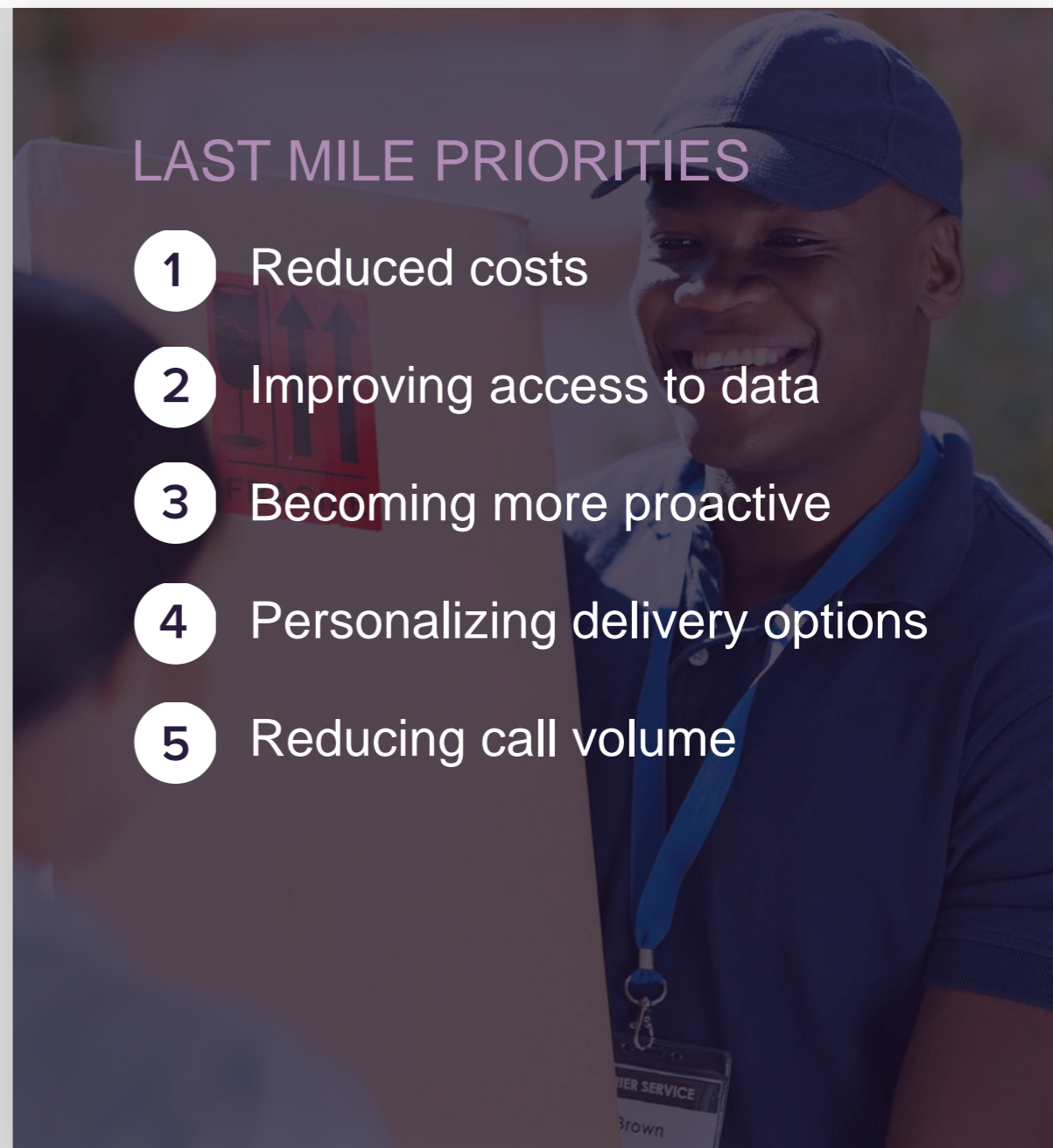


Two-thirds

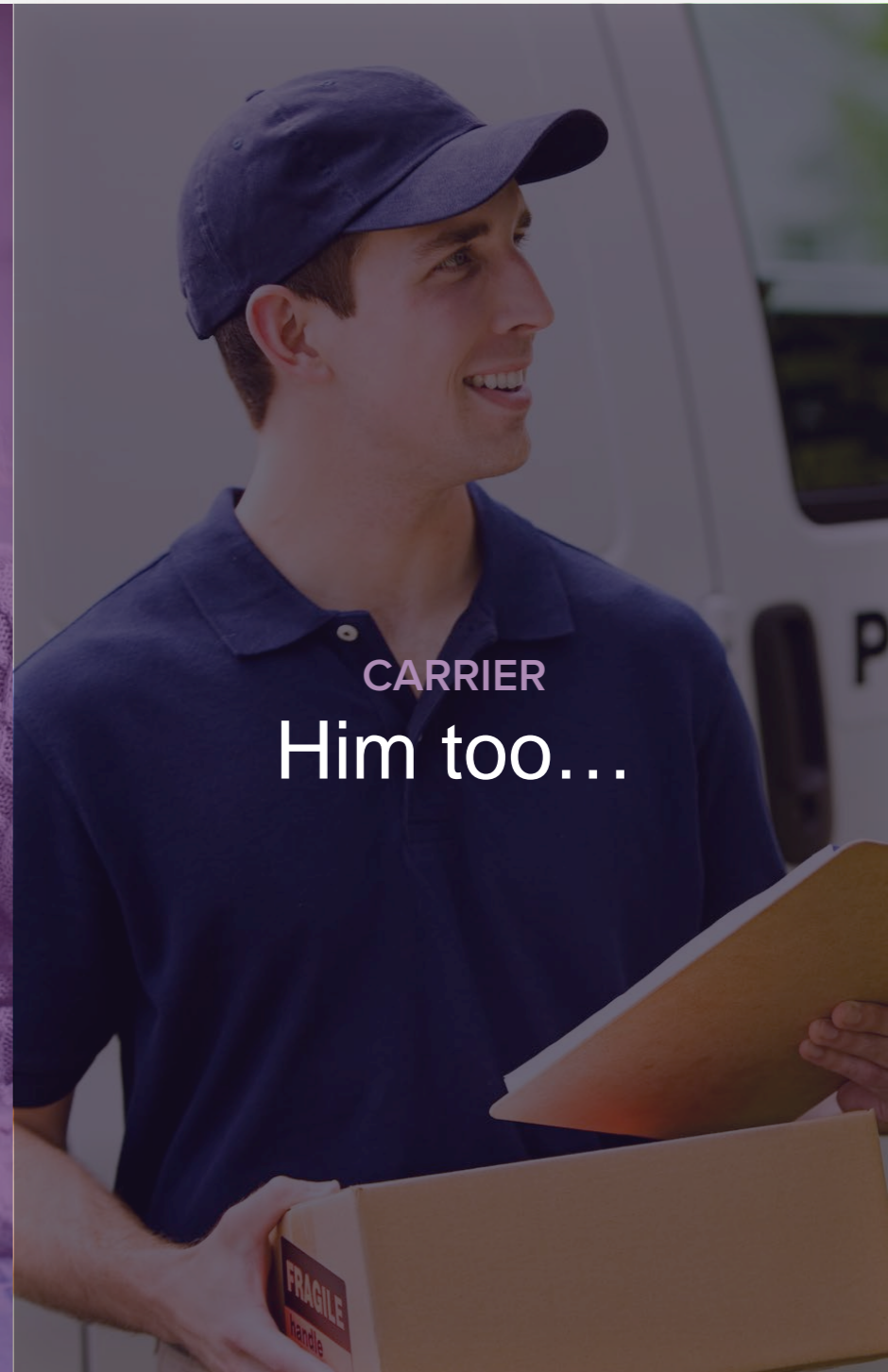
of respondents said their existing systems do nothing to improve the customer delivery experience

LAST MILE PRIORITIES

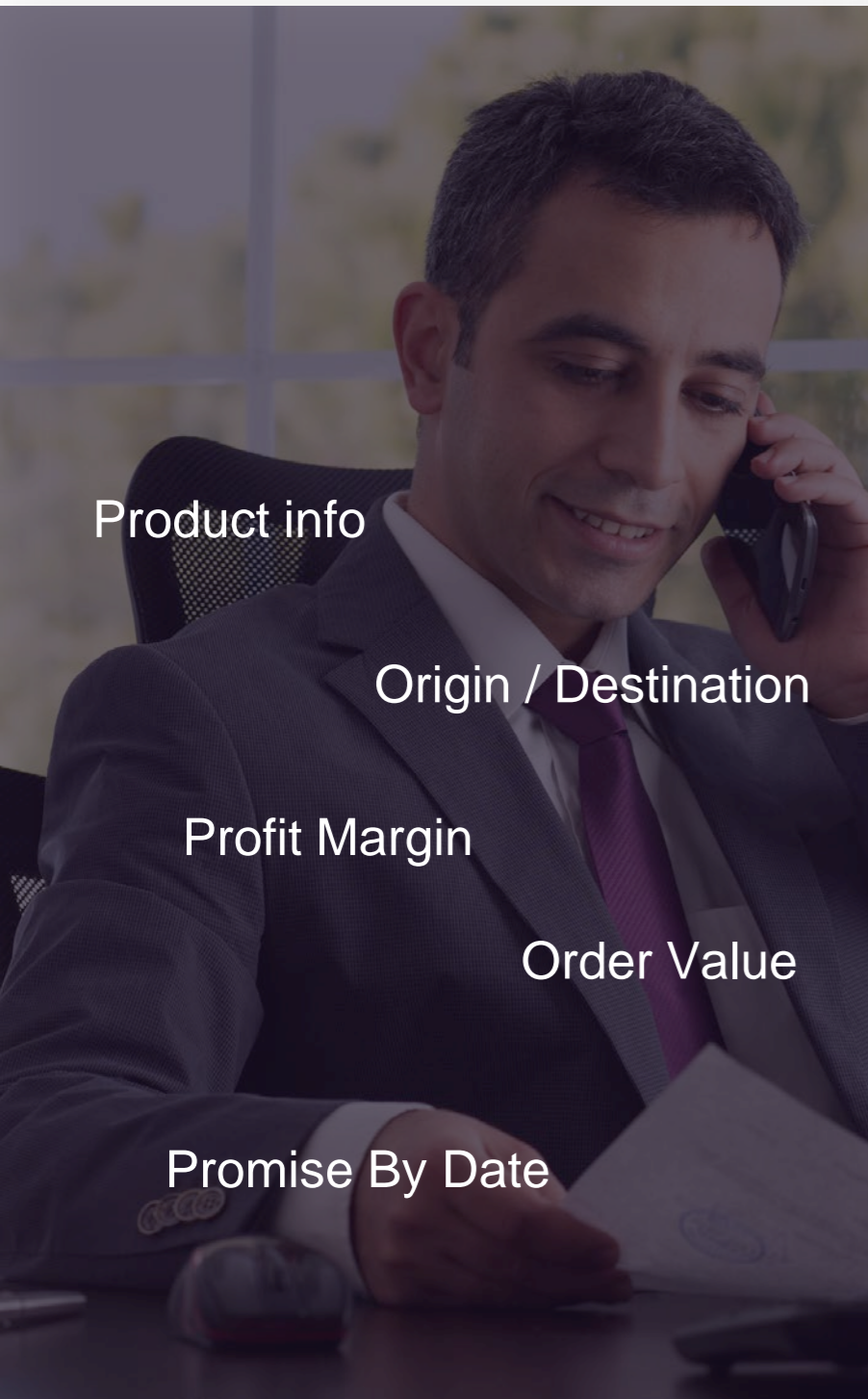
- 1 Reduced costs
- 2 Improving access to data
- 3 Becoming more proactive
- 4 Personalizing delivery options
- 5 Reducing call volume



Bridging the gap requires connecting the dots



Bridging the gap requires connecting the dots



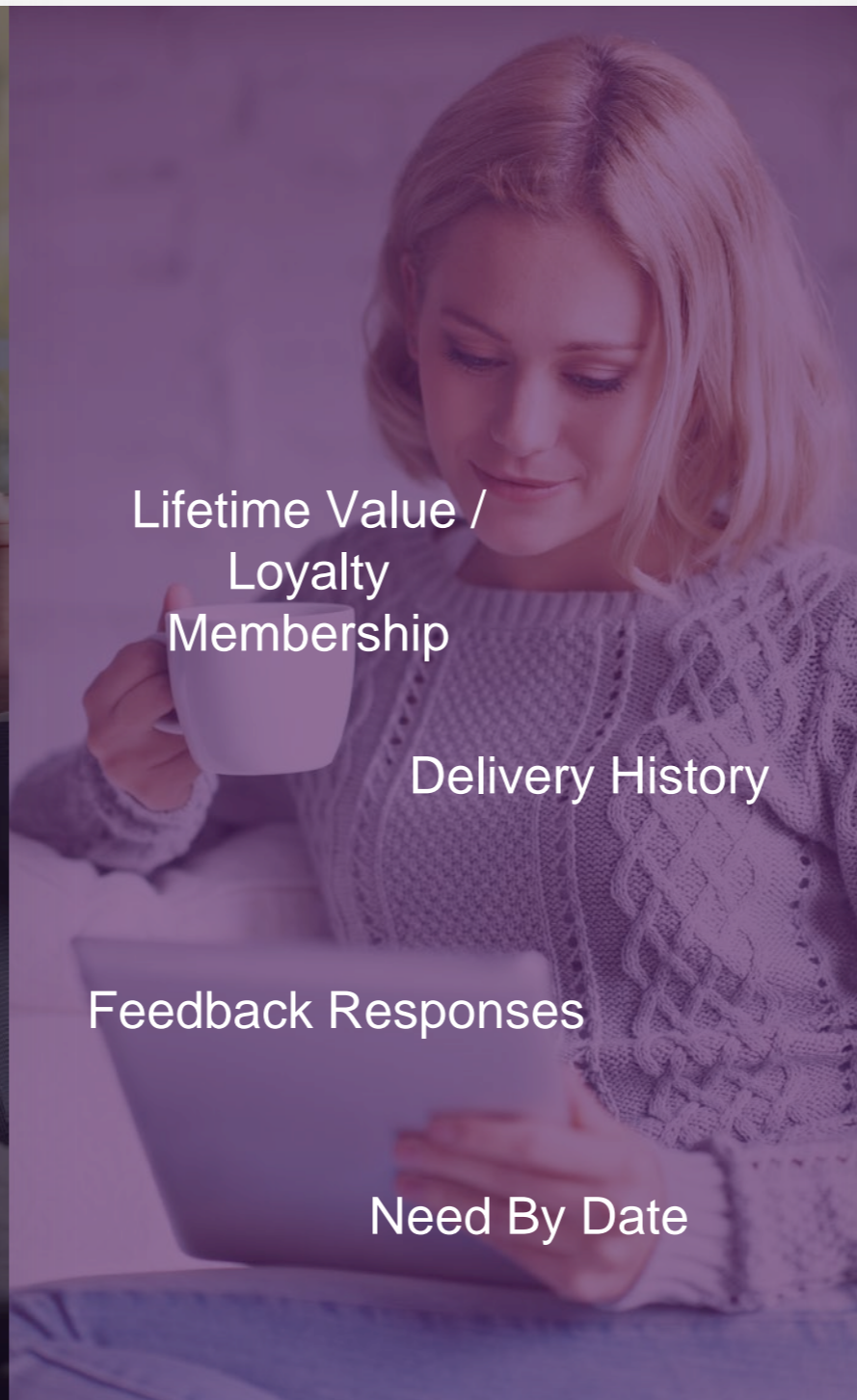
Product info

Origin / Destination

Profit Margin

Order Value

Promise By Date

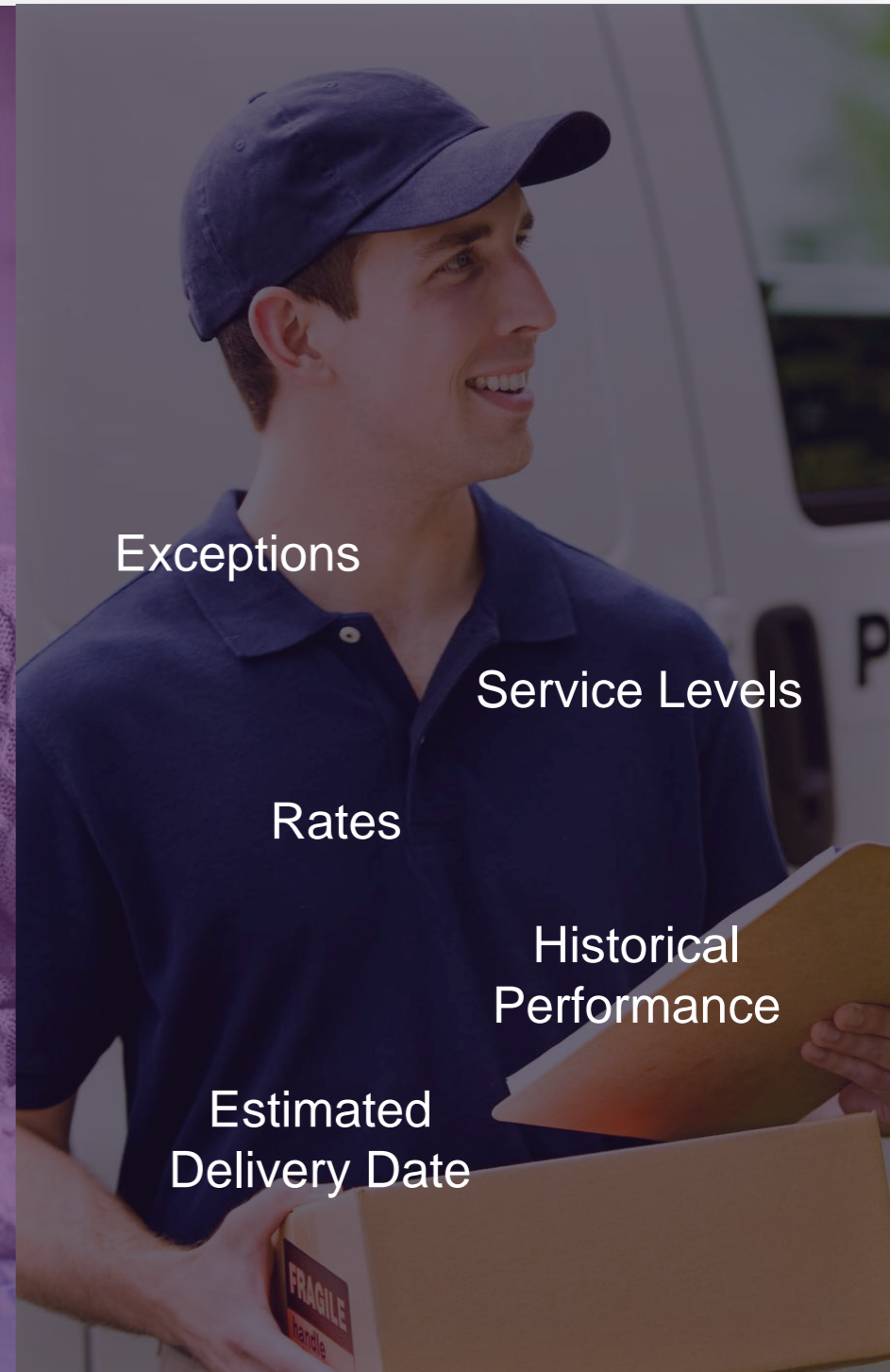


Lifetime Value /
Loyalty
Membership

Delivery History

Feedback Responses

Need By Date



Exceptions

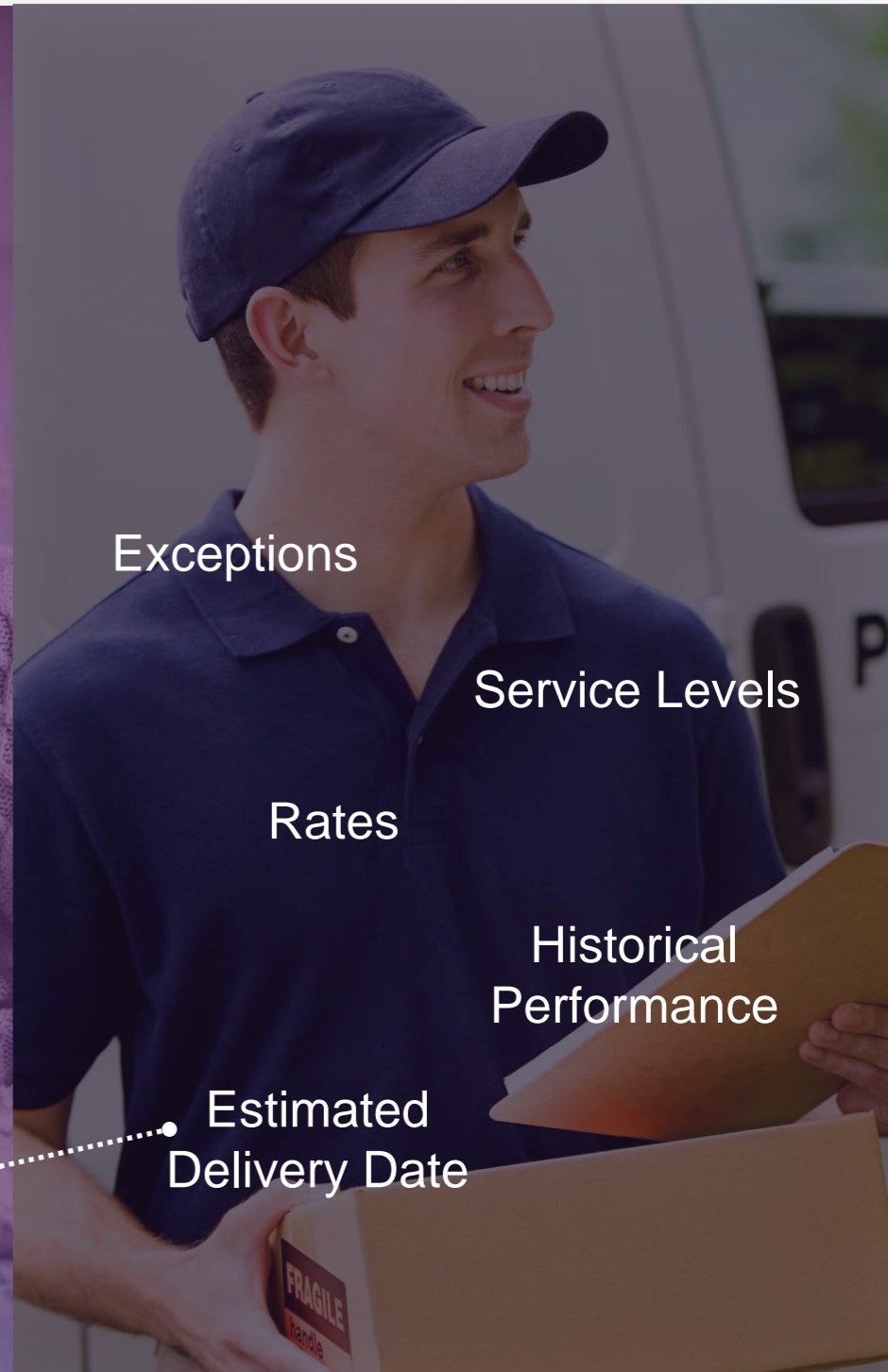
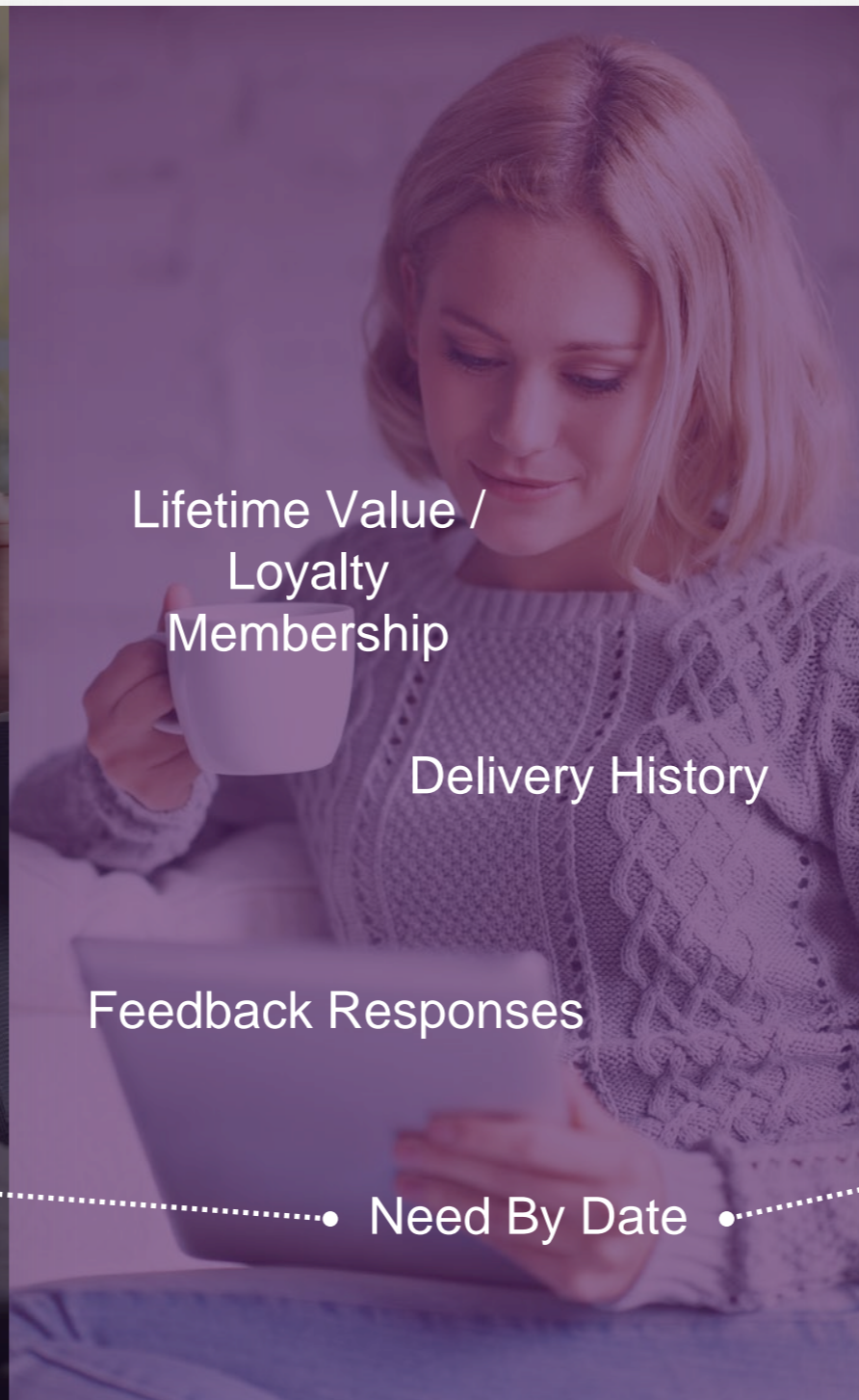
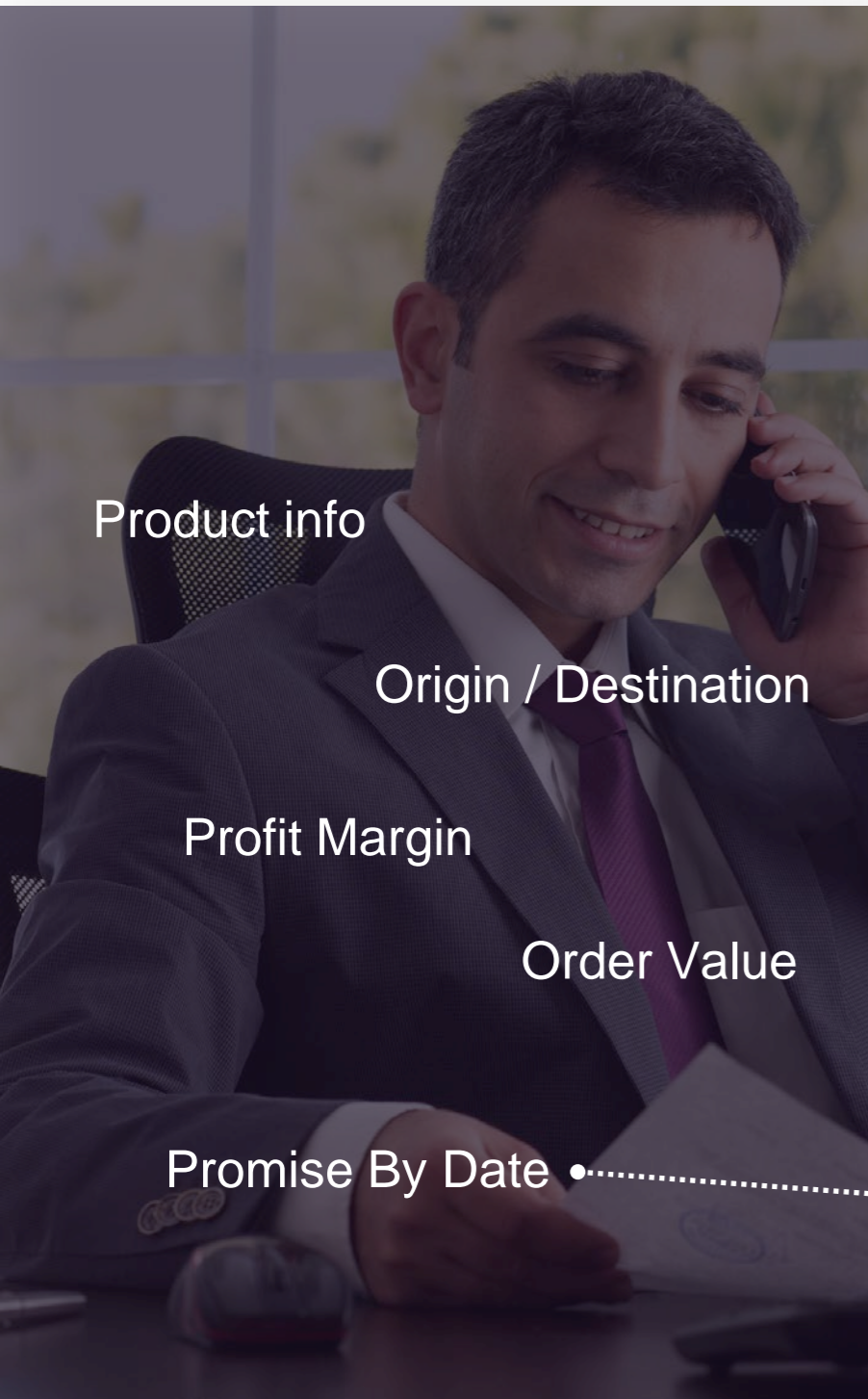
Service Levels

Rates

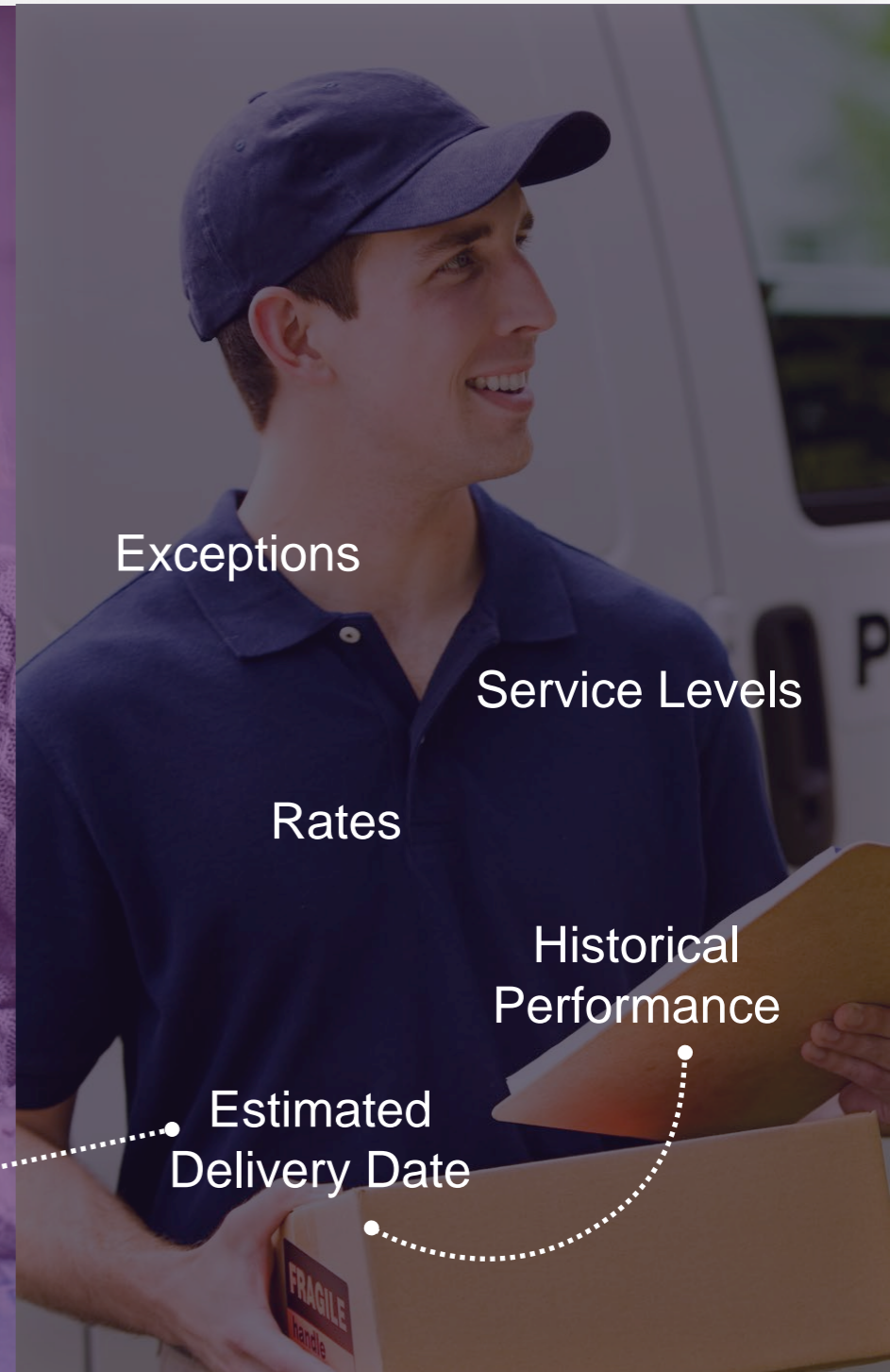
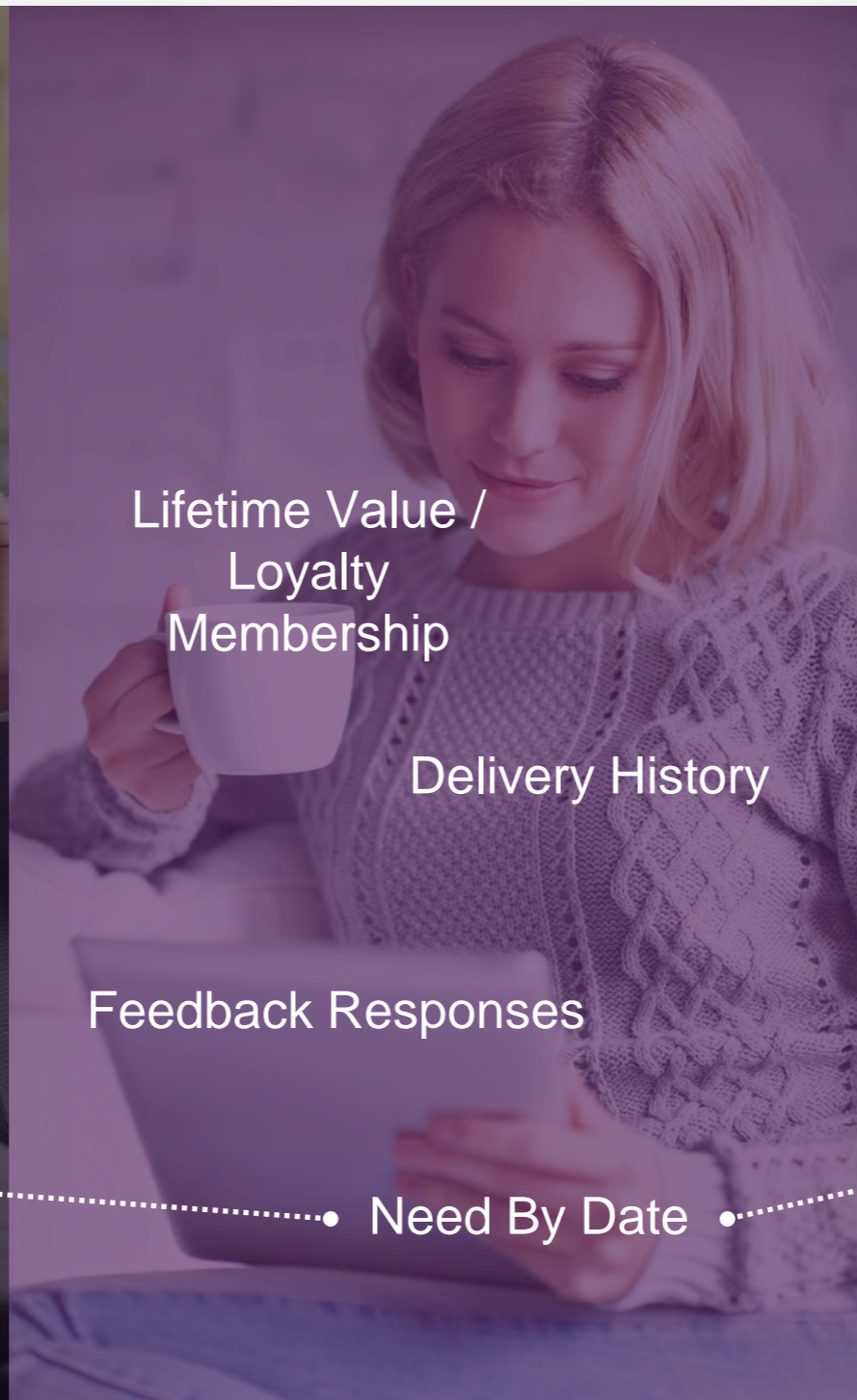
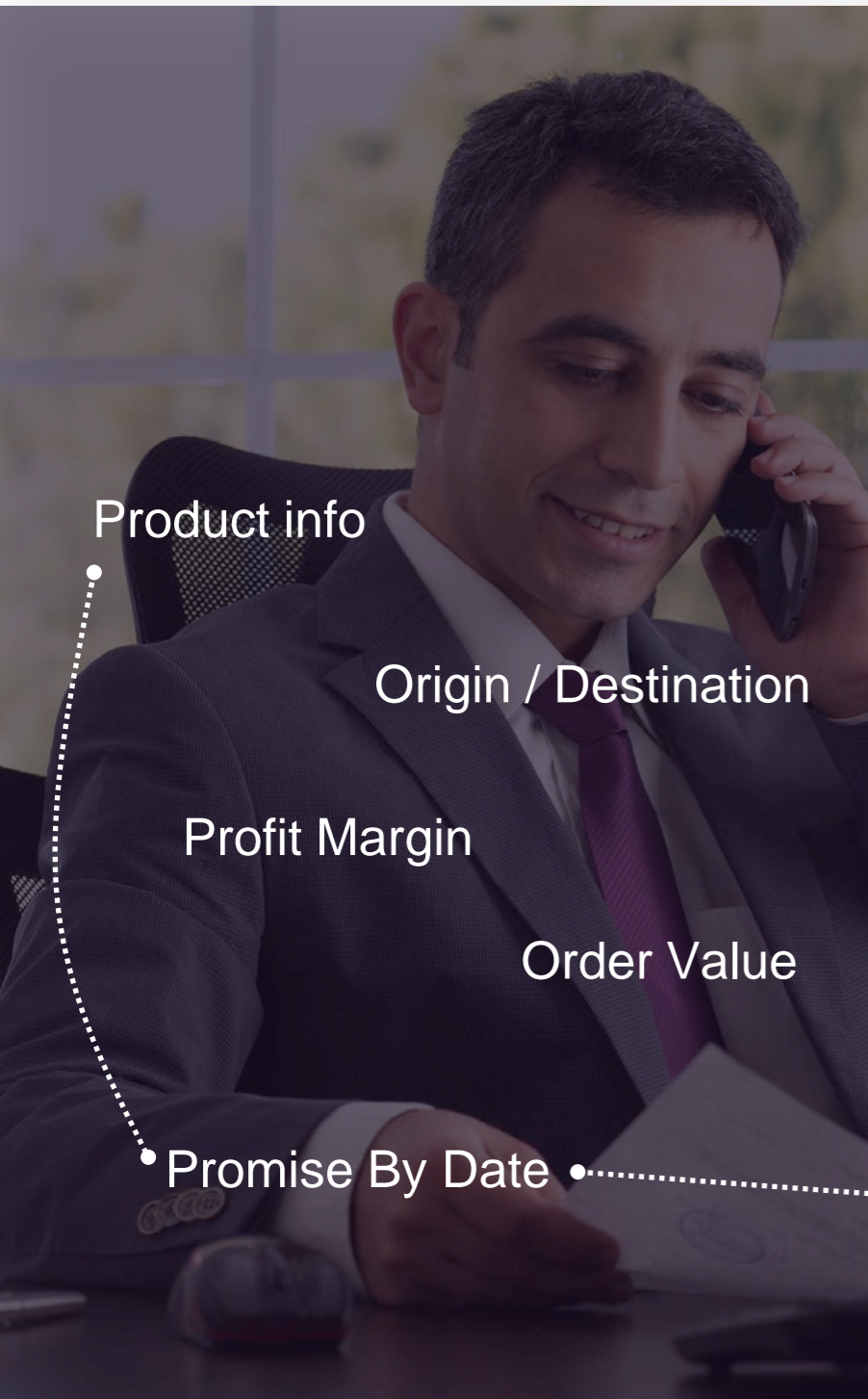
Historical
Performance

Estimated
Delivery Date

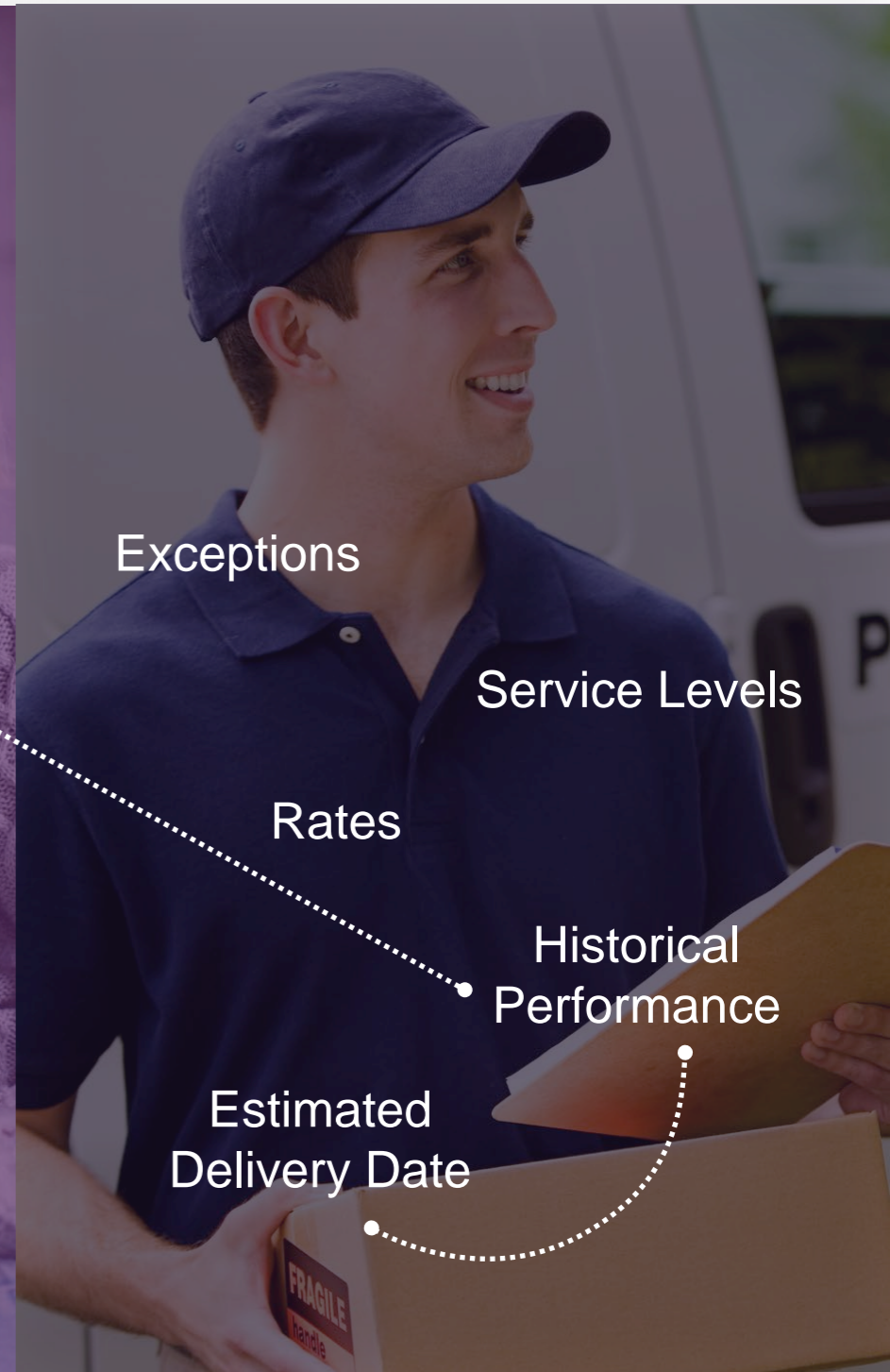
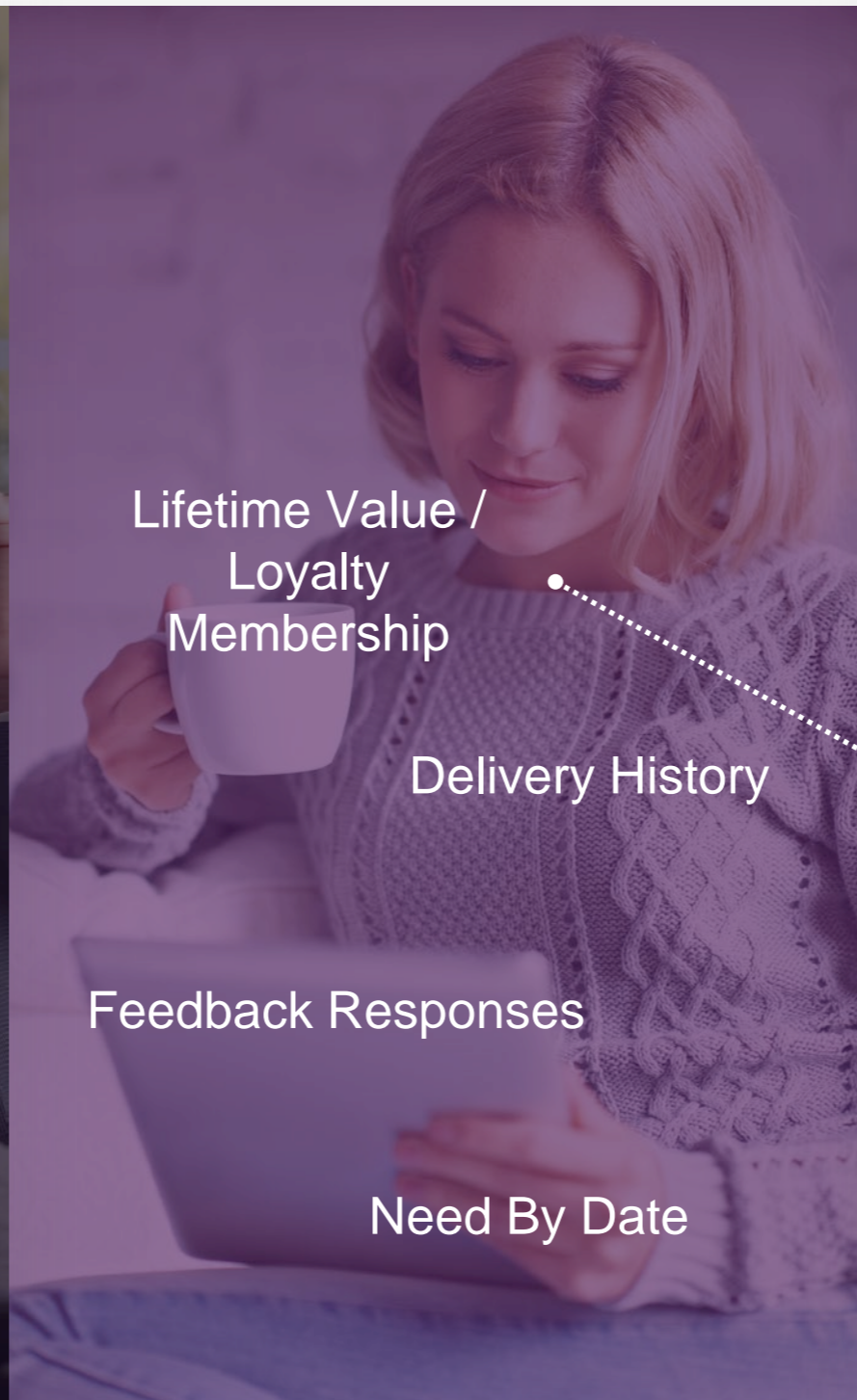
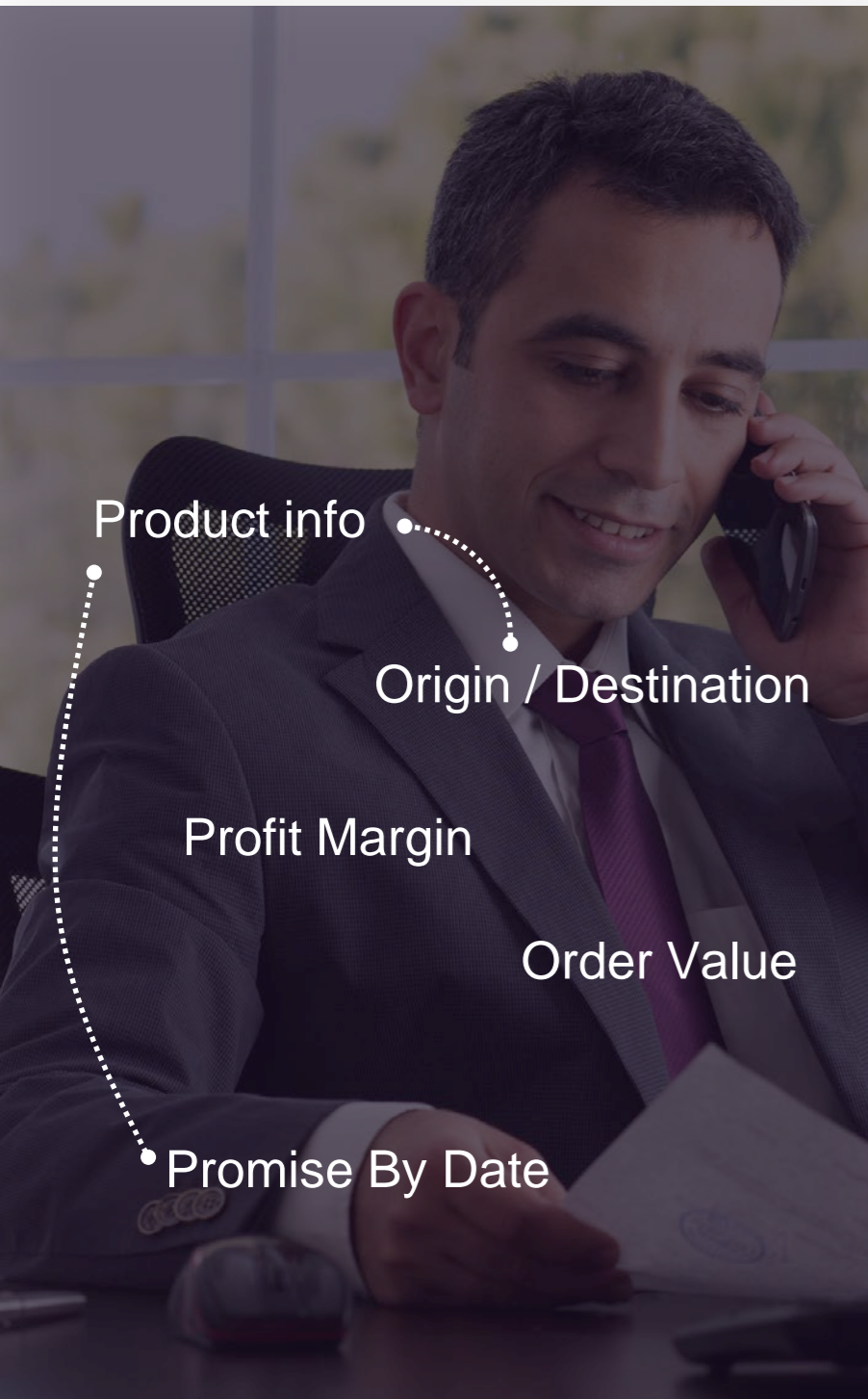
Bridging the gap requires connecting the dots



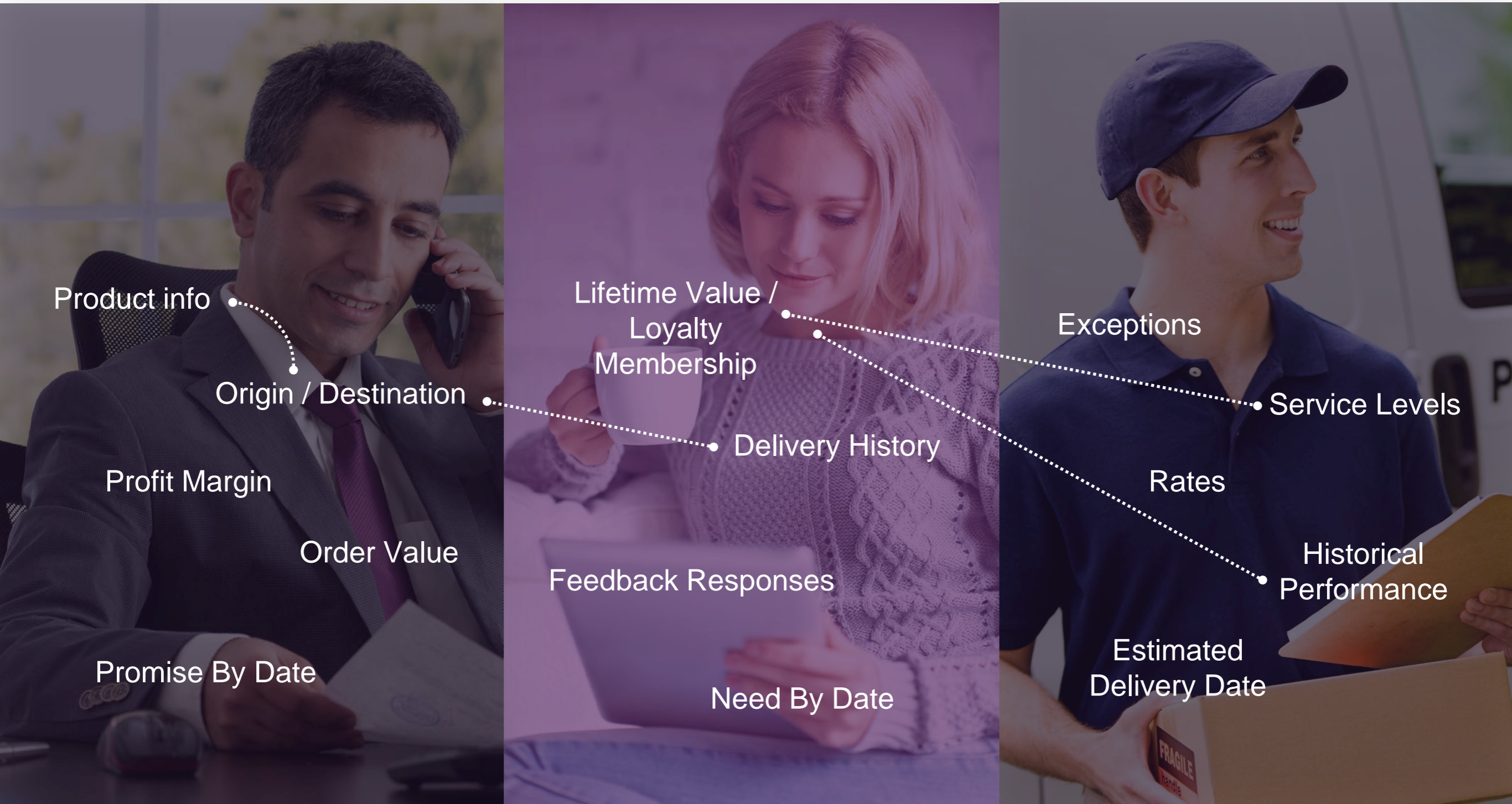
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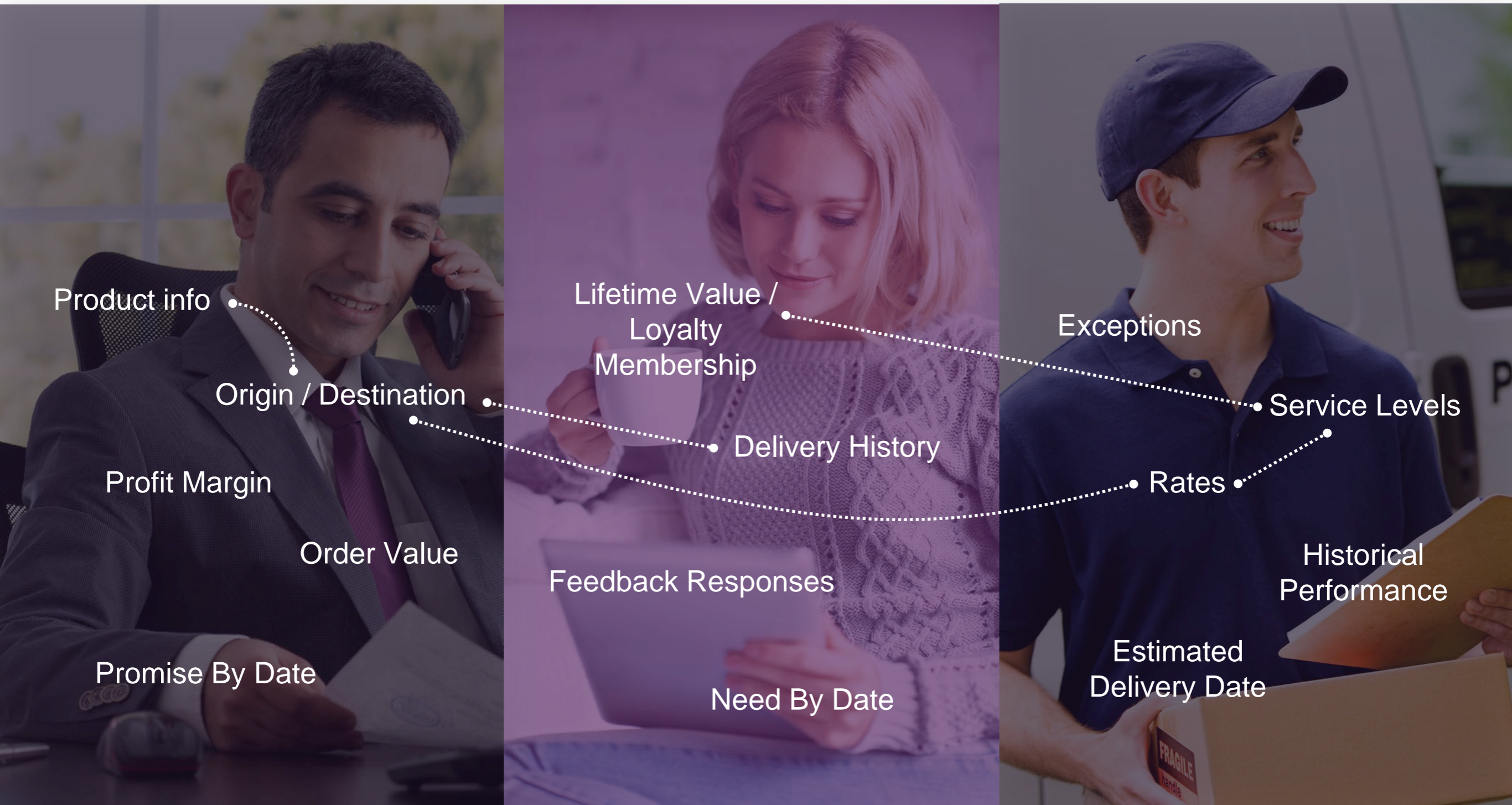
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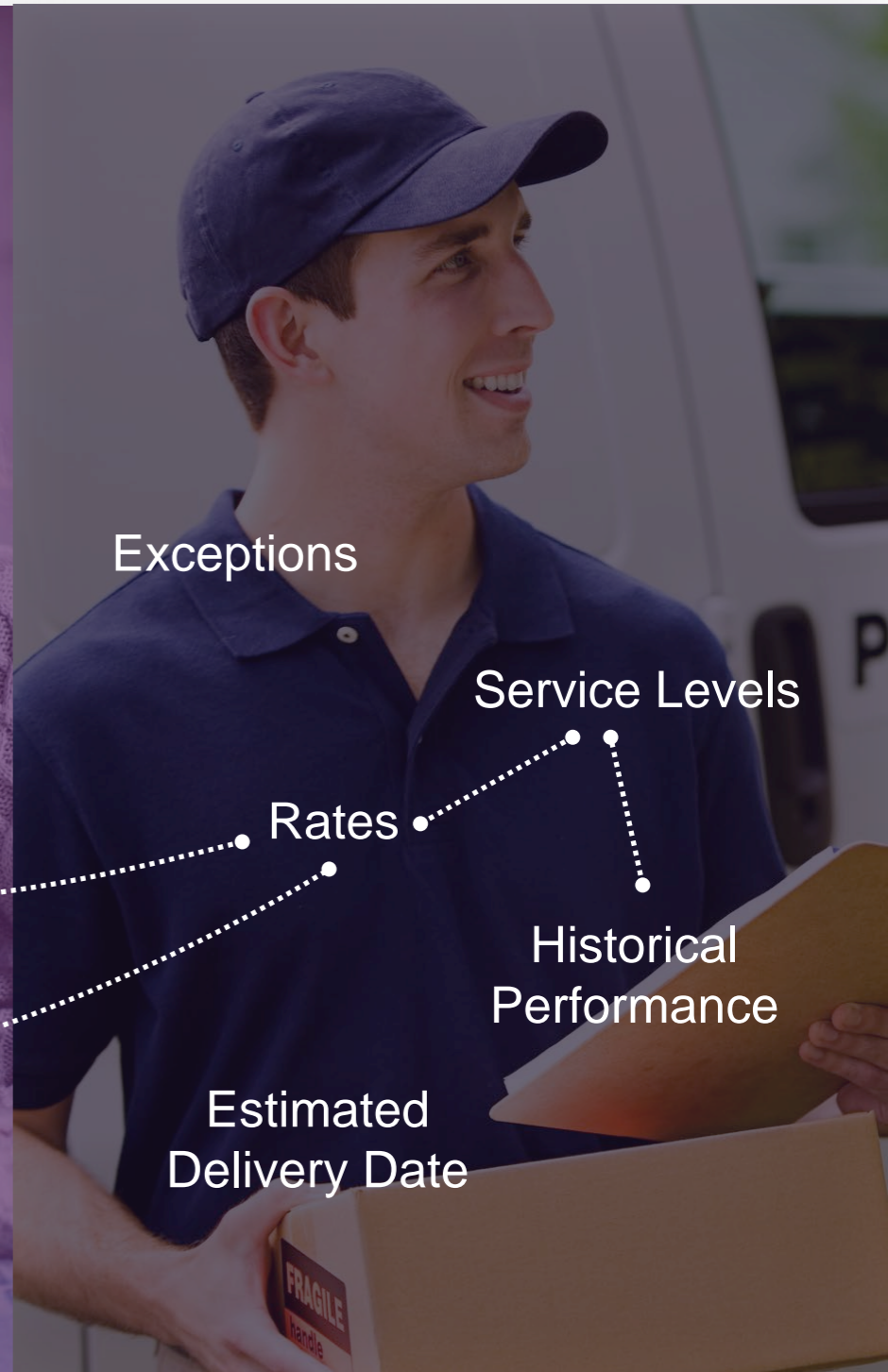
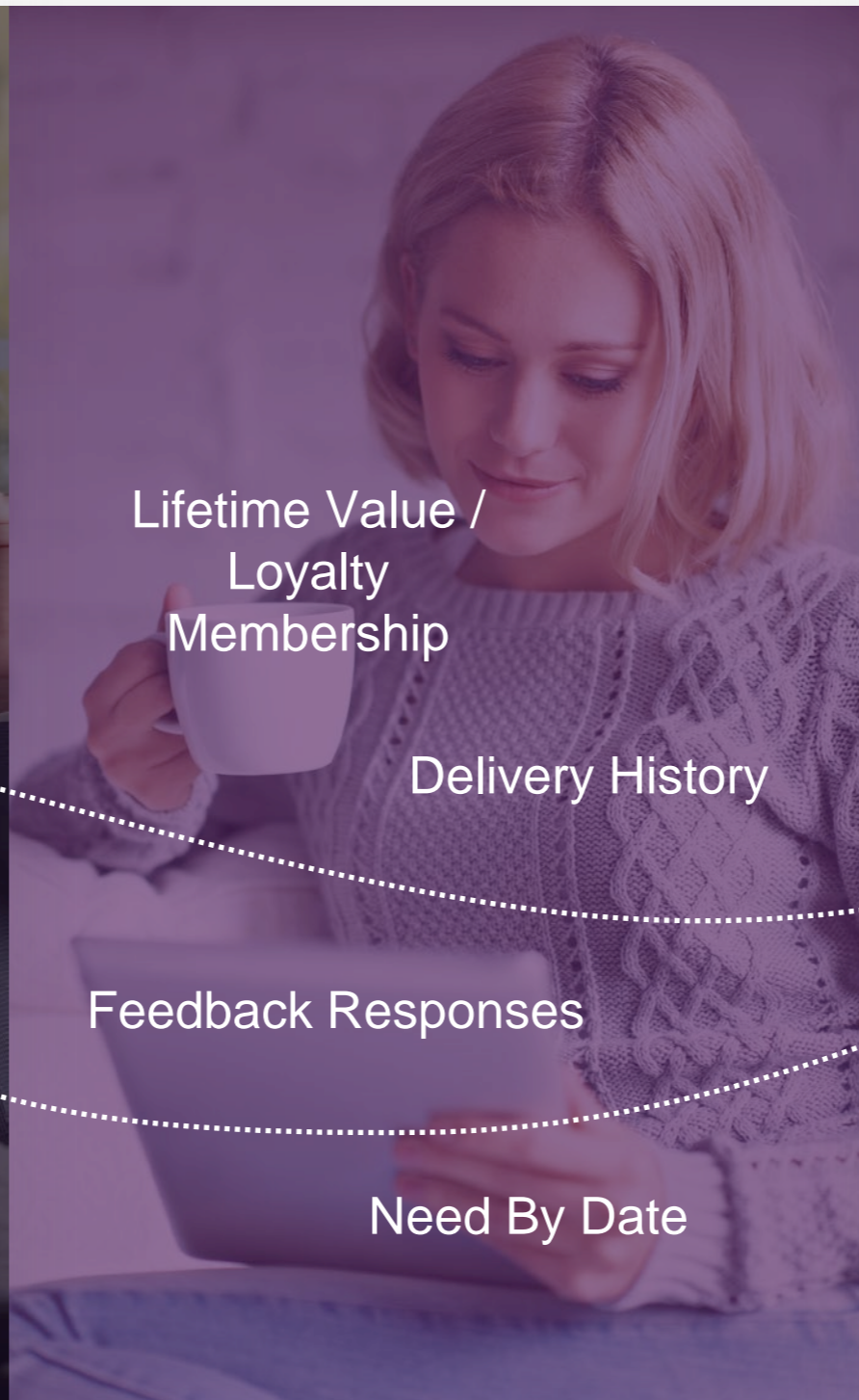
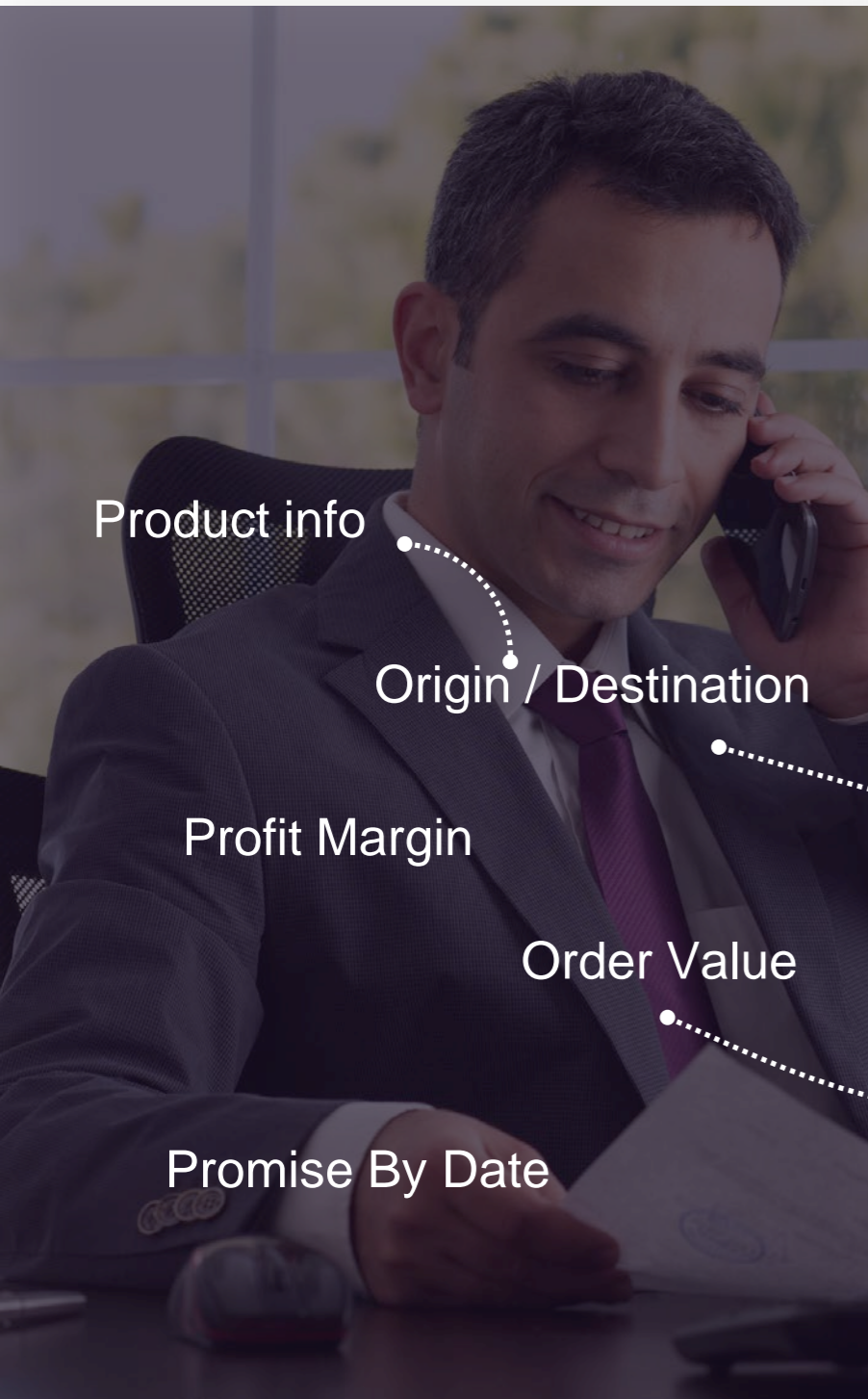
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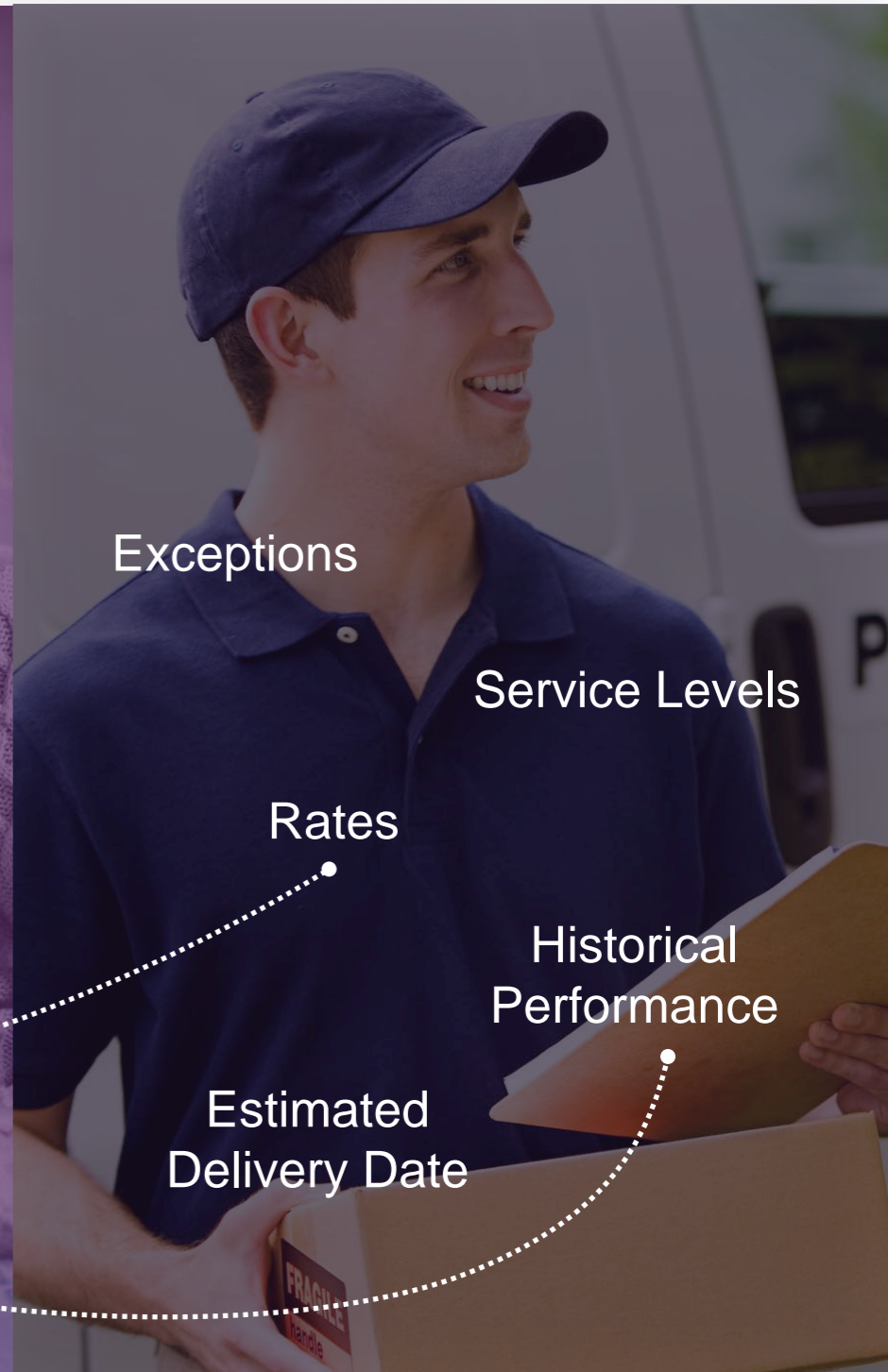
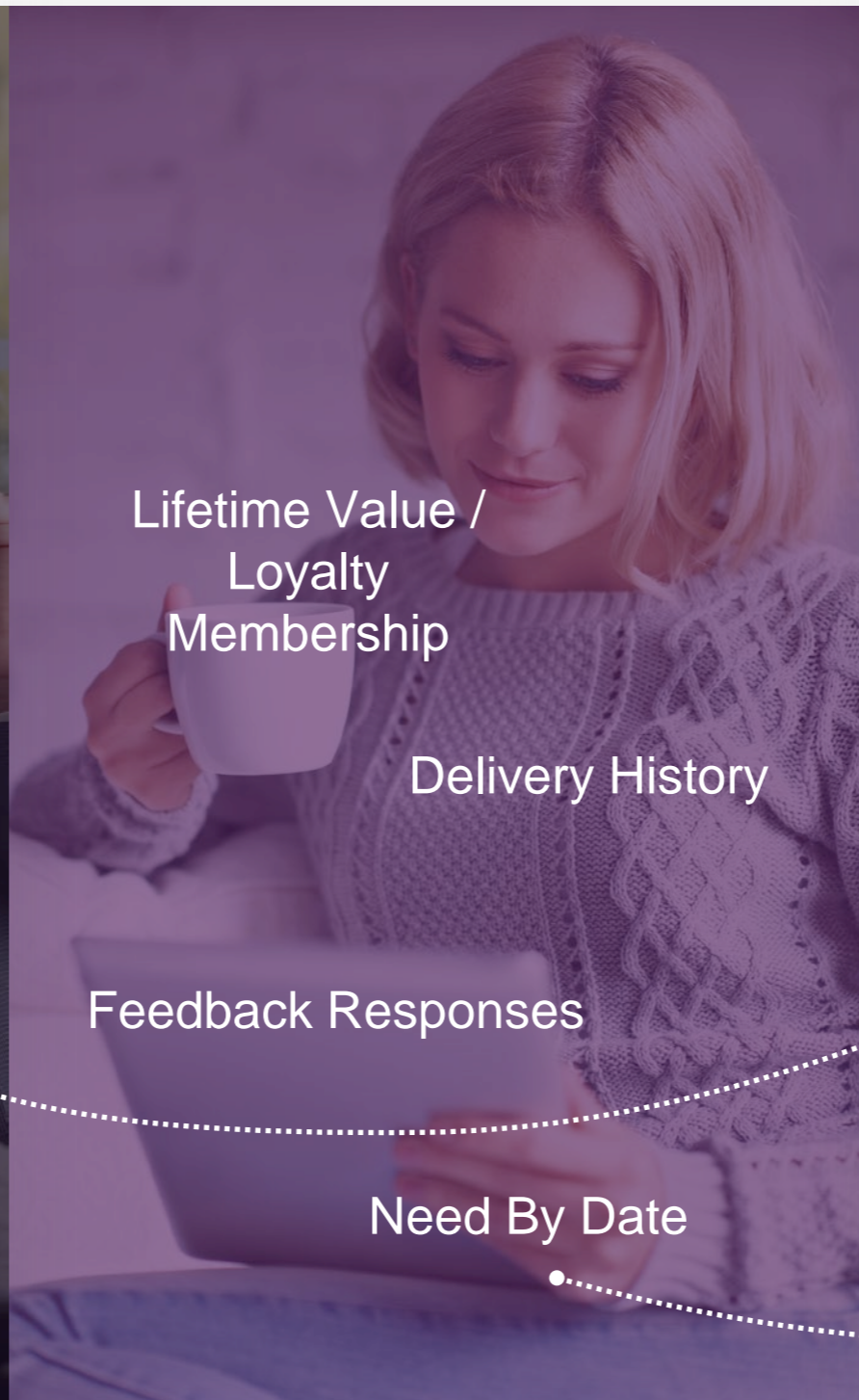
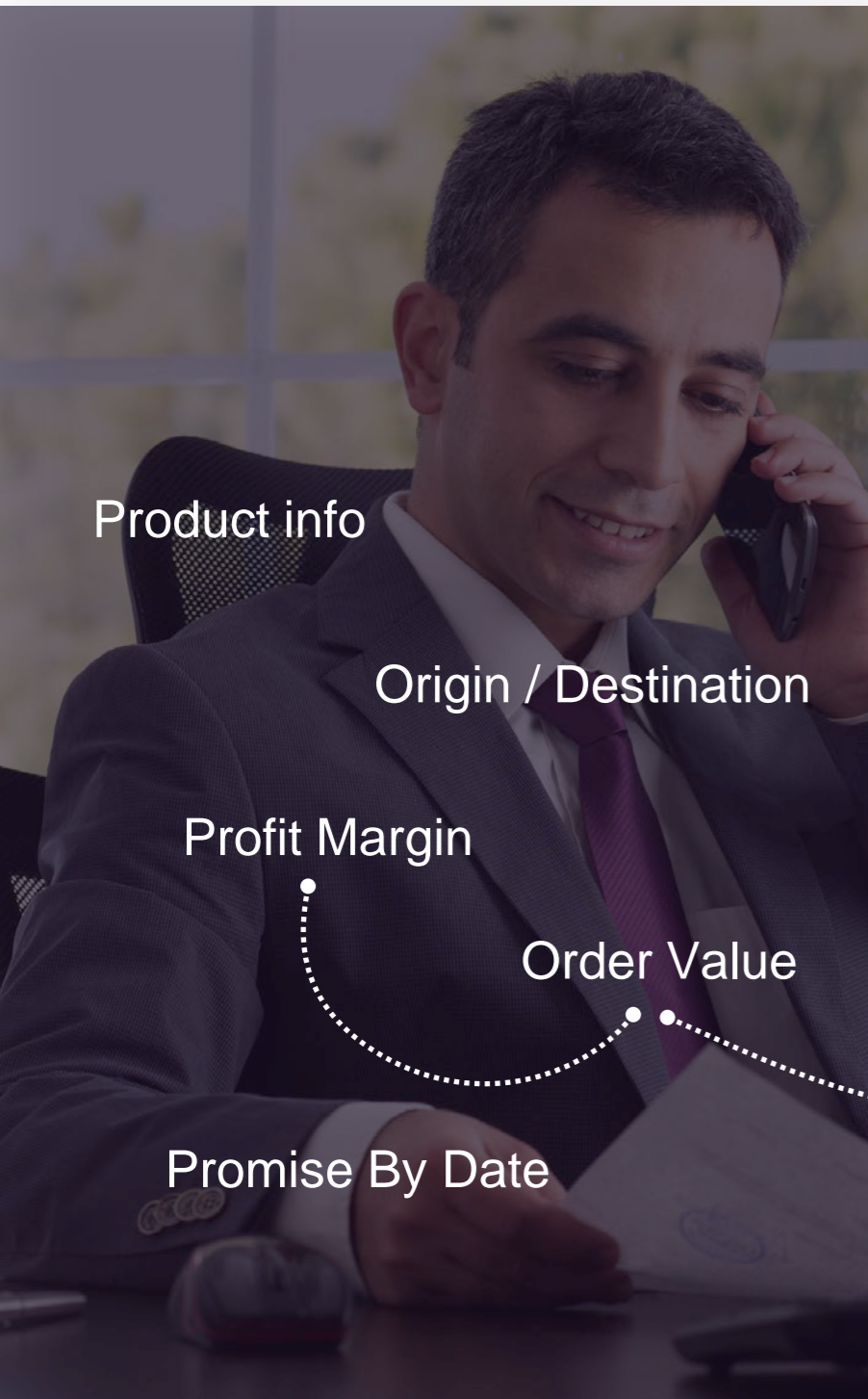
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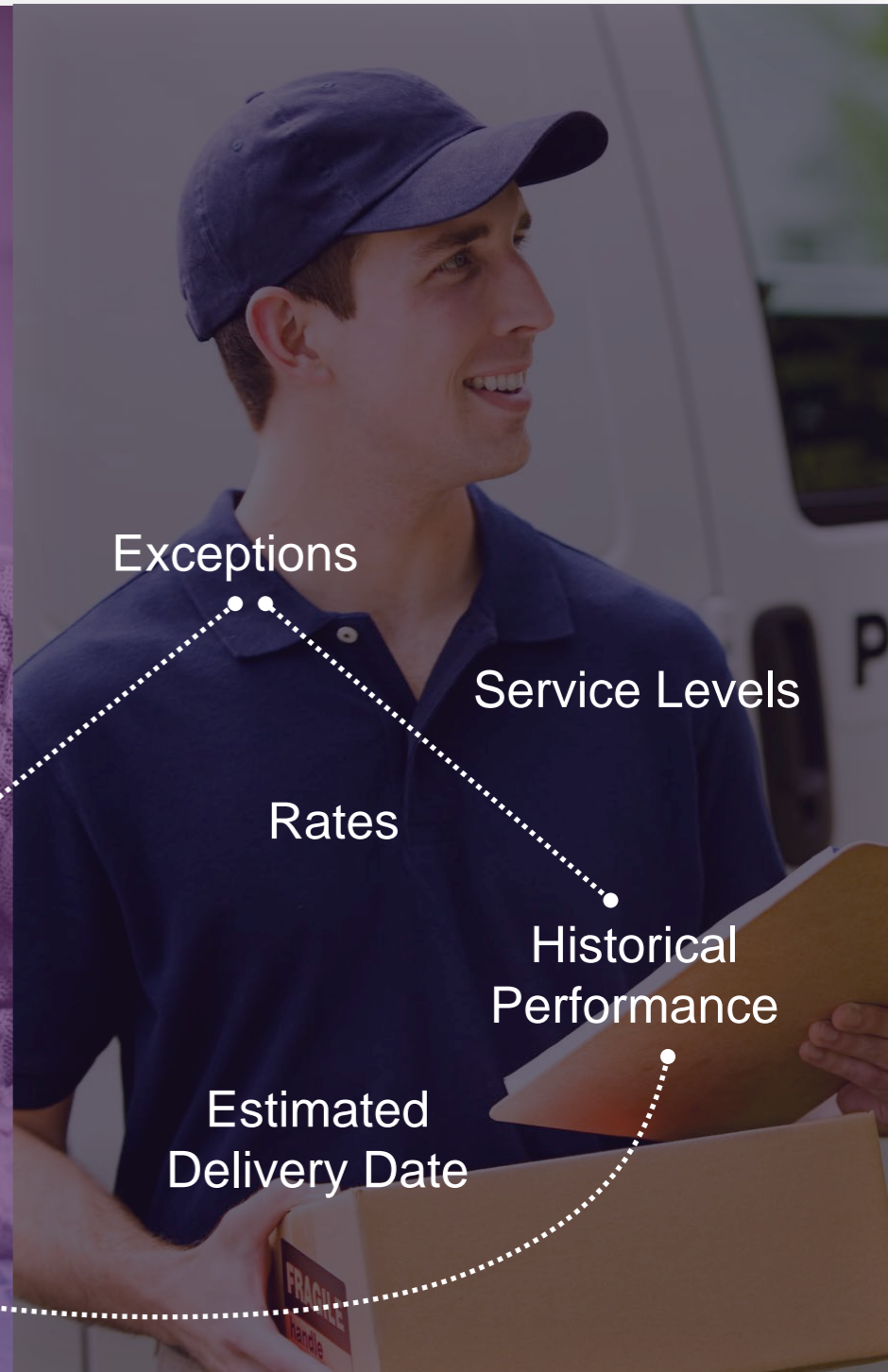
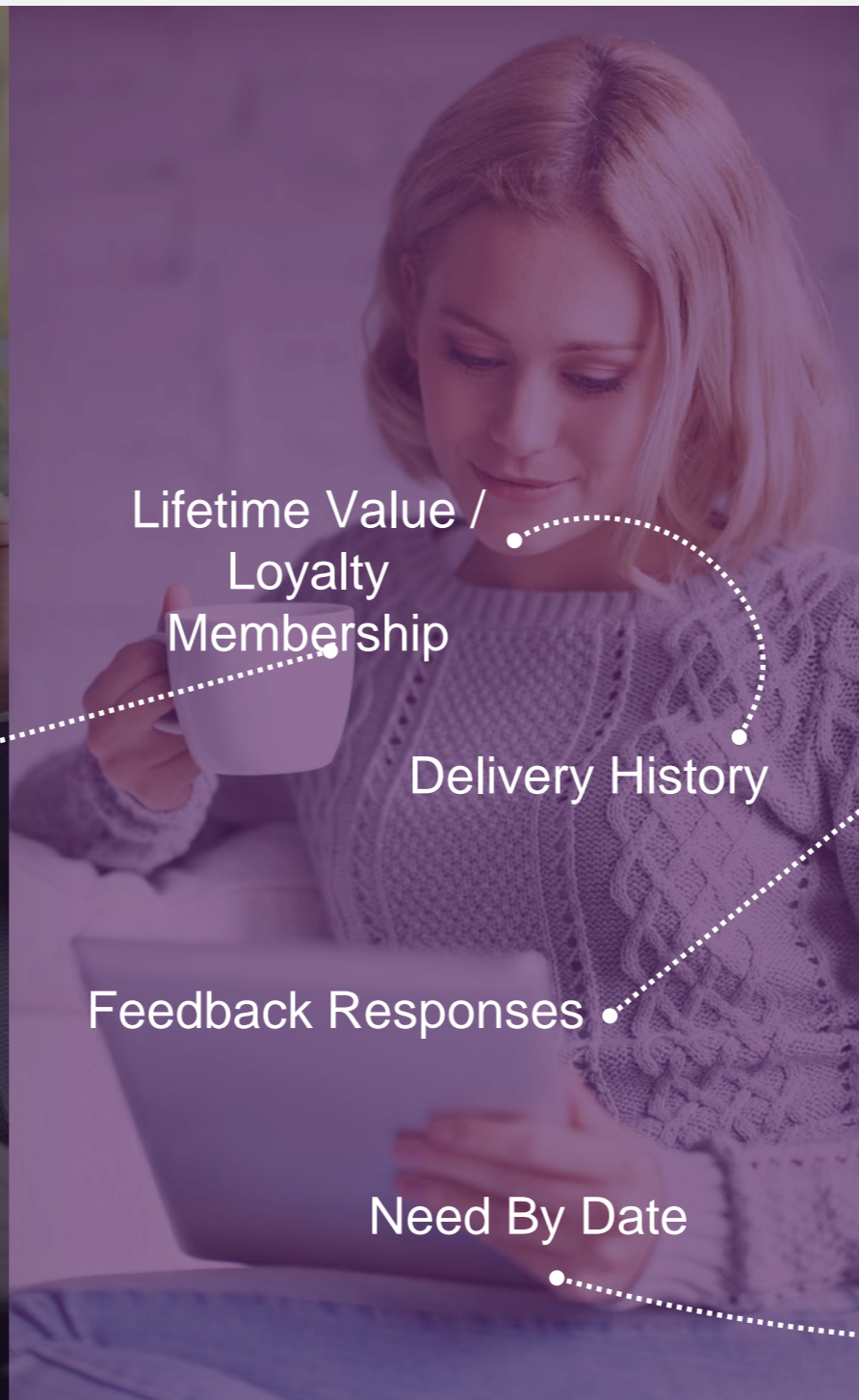
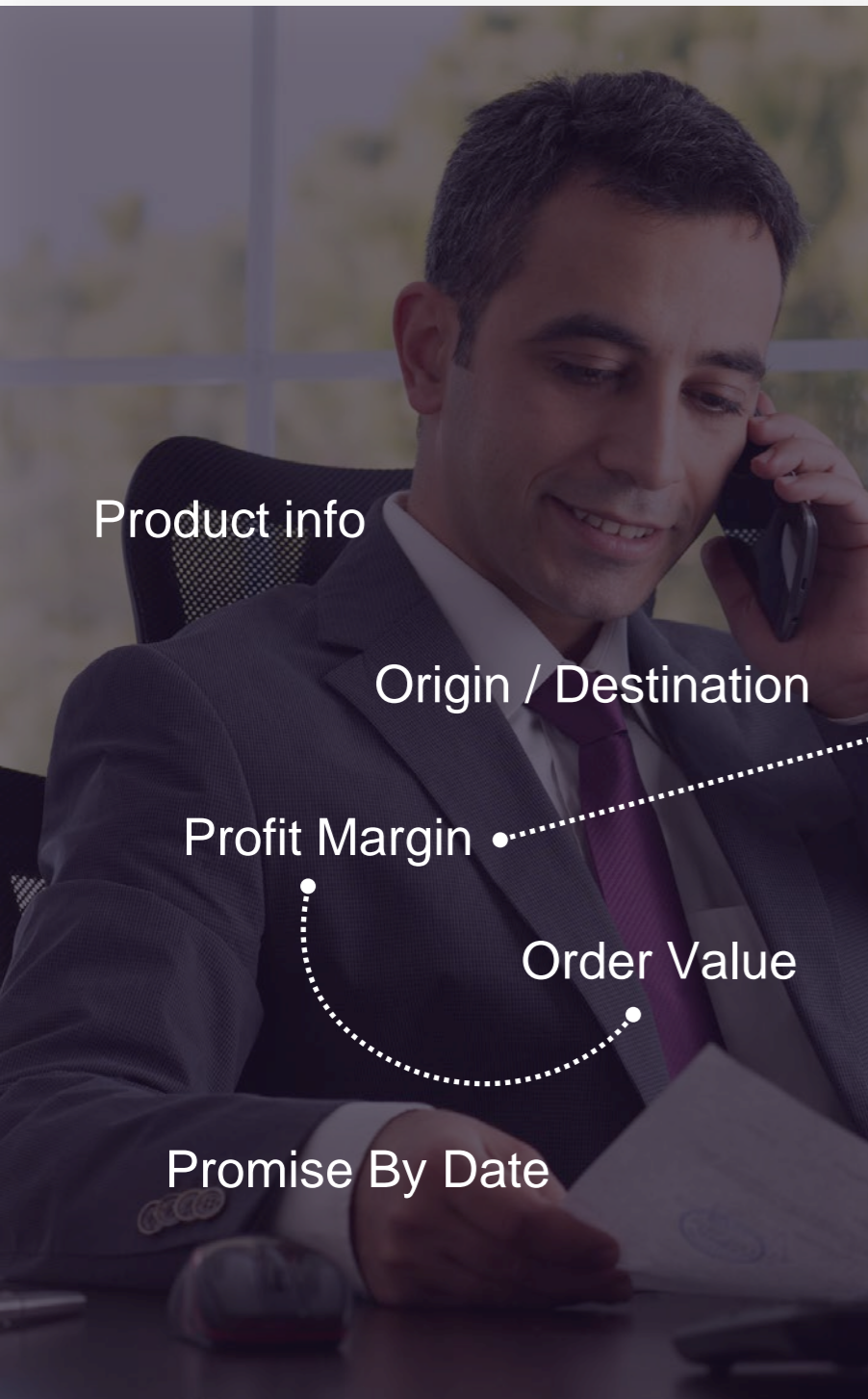
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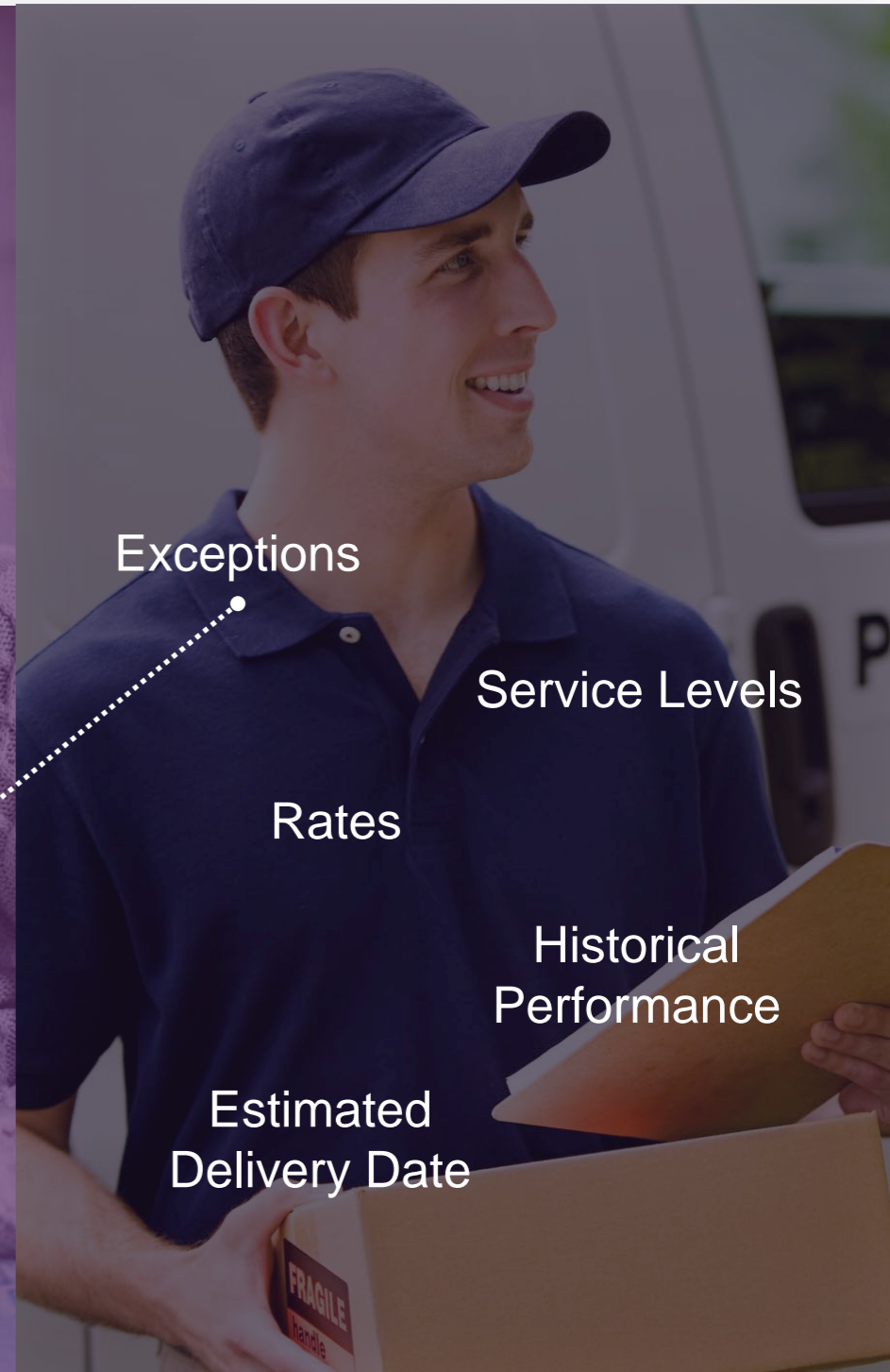
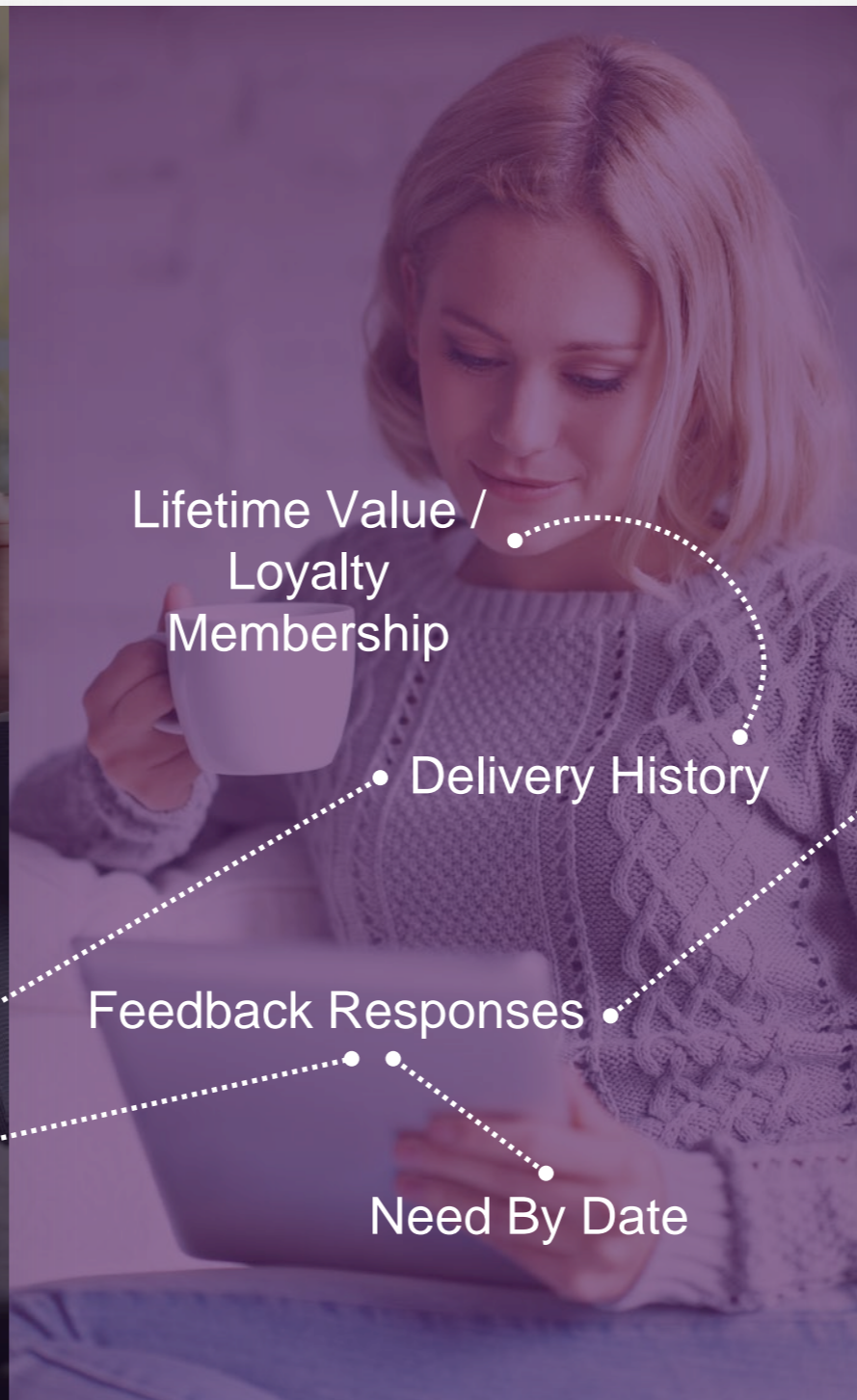
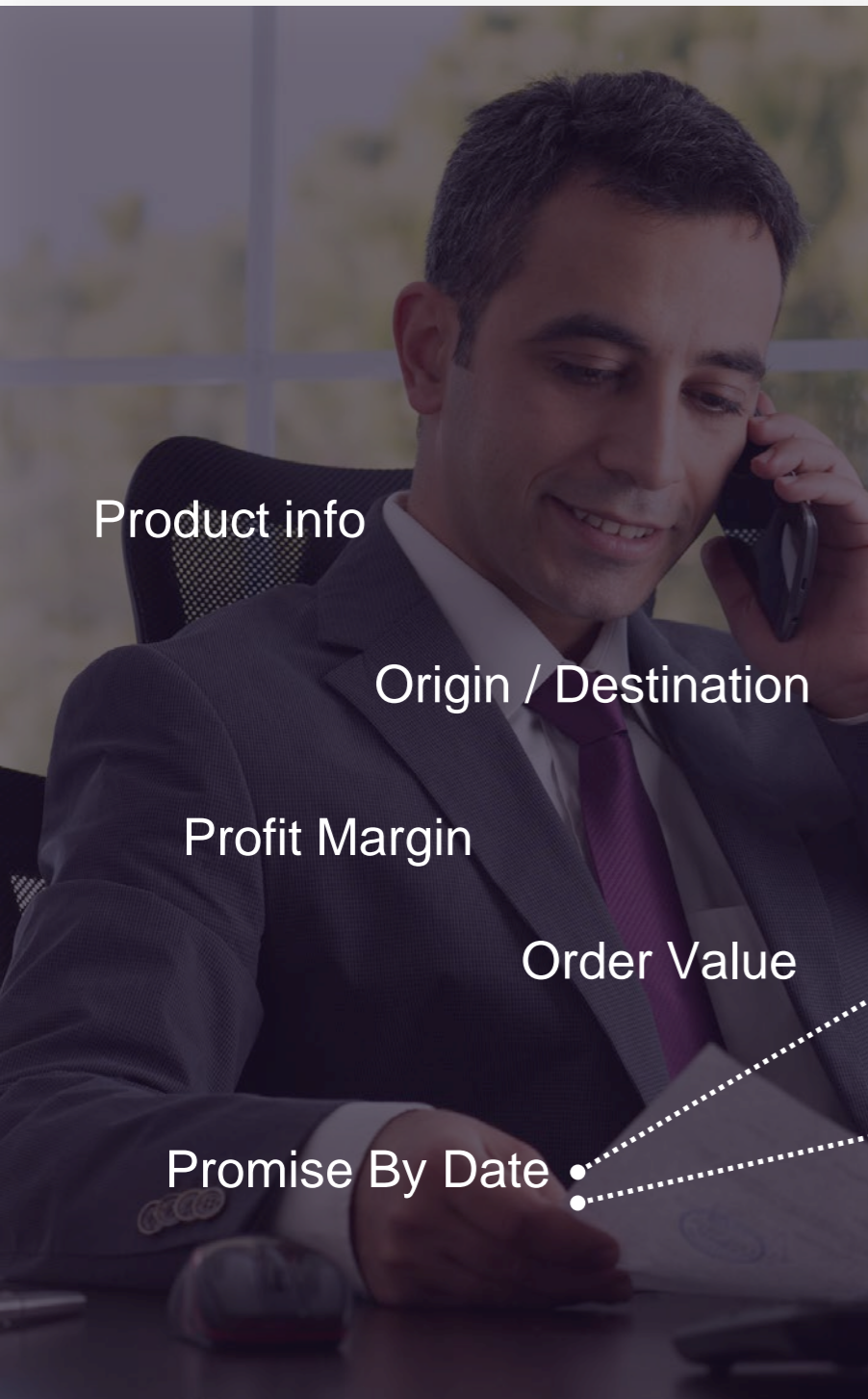
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Bringing it all together



Step 1: See the unseen



KEYS TO SUCCESS:

- ✓ Identify the data points you want to focus on
- ✓ Find out where that data lives (i.e. ERP, OMS, CRM, TMS, Carrier Systems, Feedback etc.)
- ✓ Aggregate data in a single location to form a holistic picture of any given shipment
- ✓ Slice, dice and track this data over time to reveal common and/or costly issues

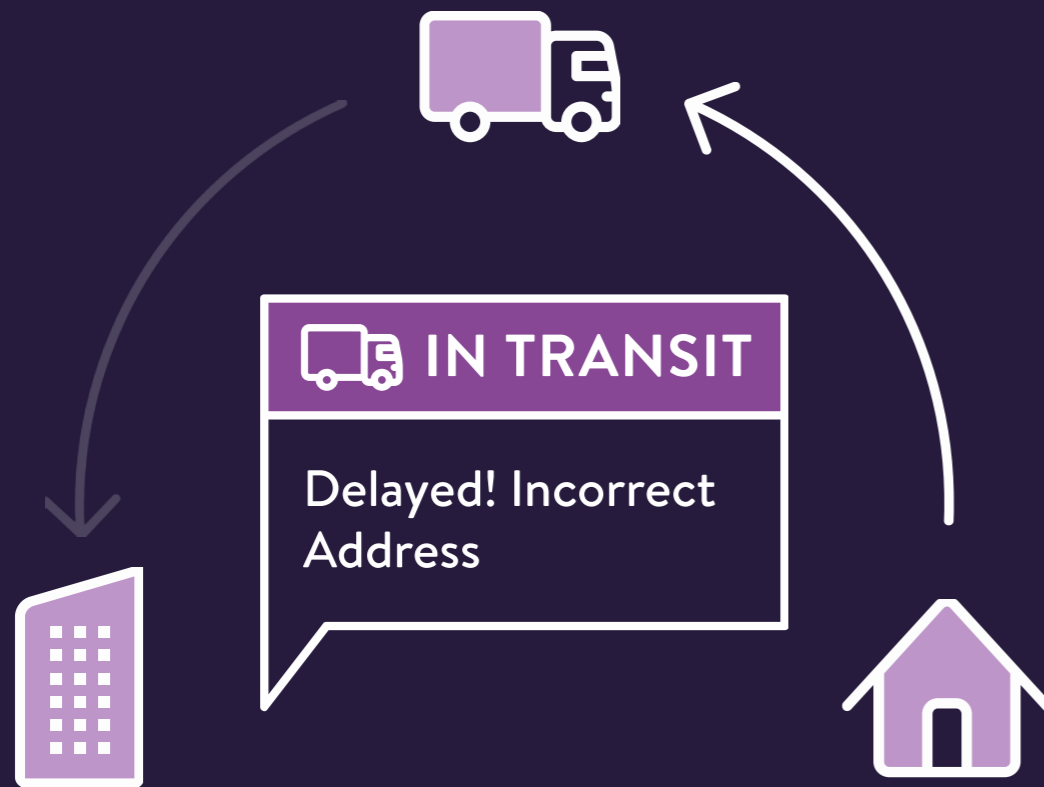
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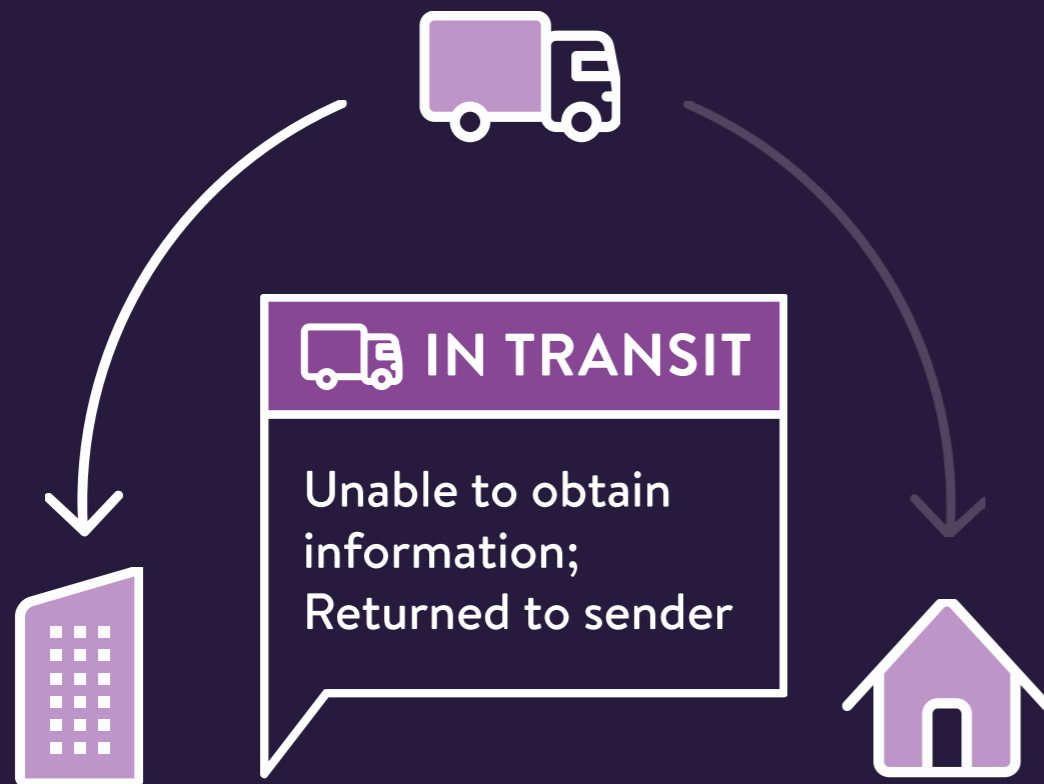
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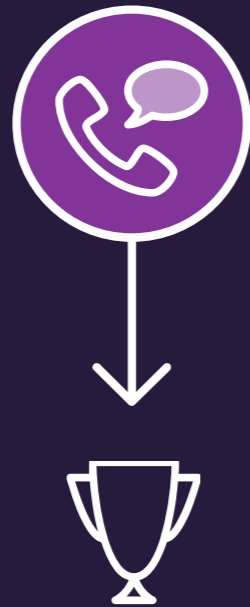
Step 2: Align on desired outcomes & ownership



KEYS TO SUCCESS:

- ✓ Aligning all teams around common metrics and definitions of success
- ✓ Create company wide policies for when and how you will balance cost and experience
- ✓ Collaborate around how to communicate choices and upgrades with customers
- ✓ Identify what to automate and when to provide high-touch, concierge-like service

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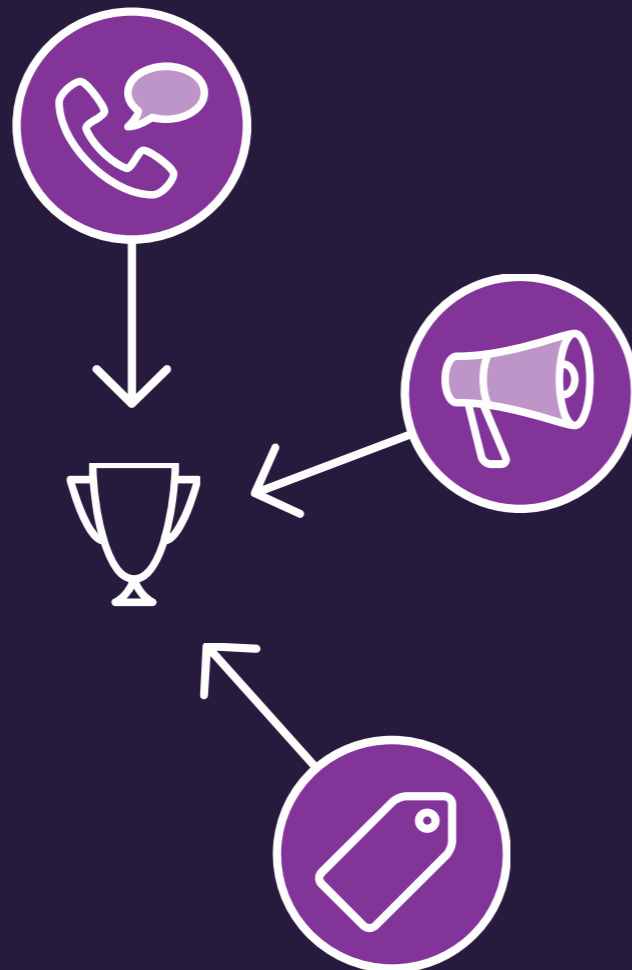
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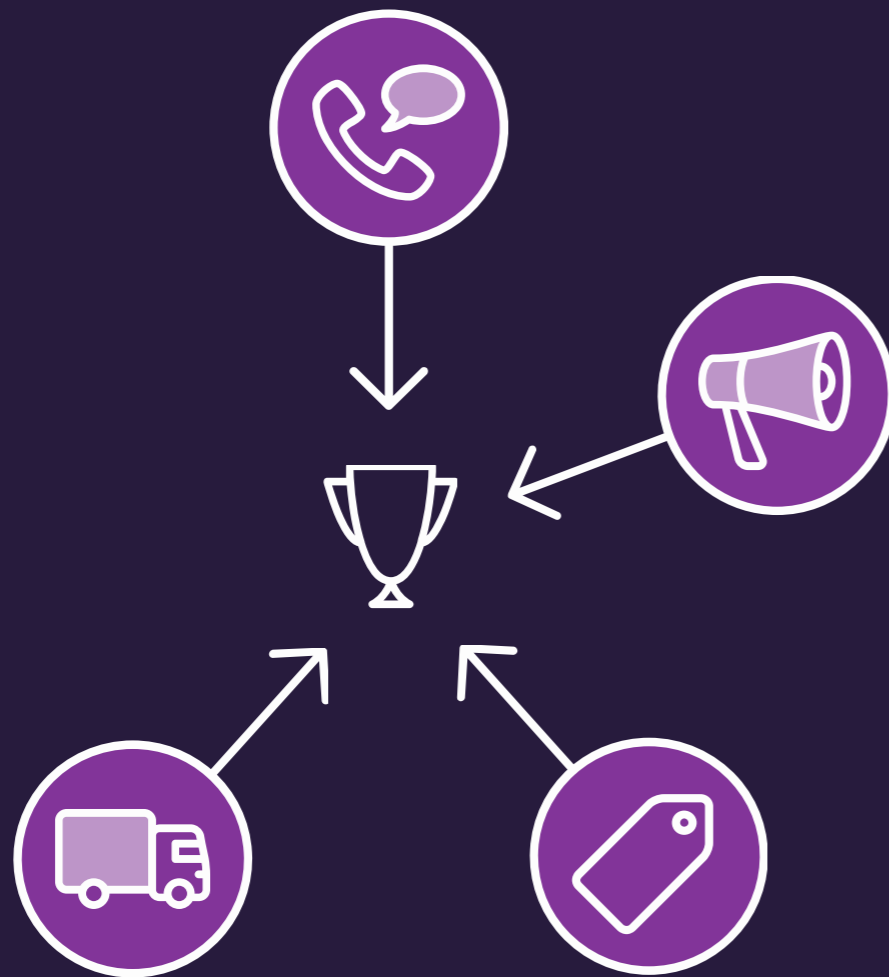
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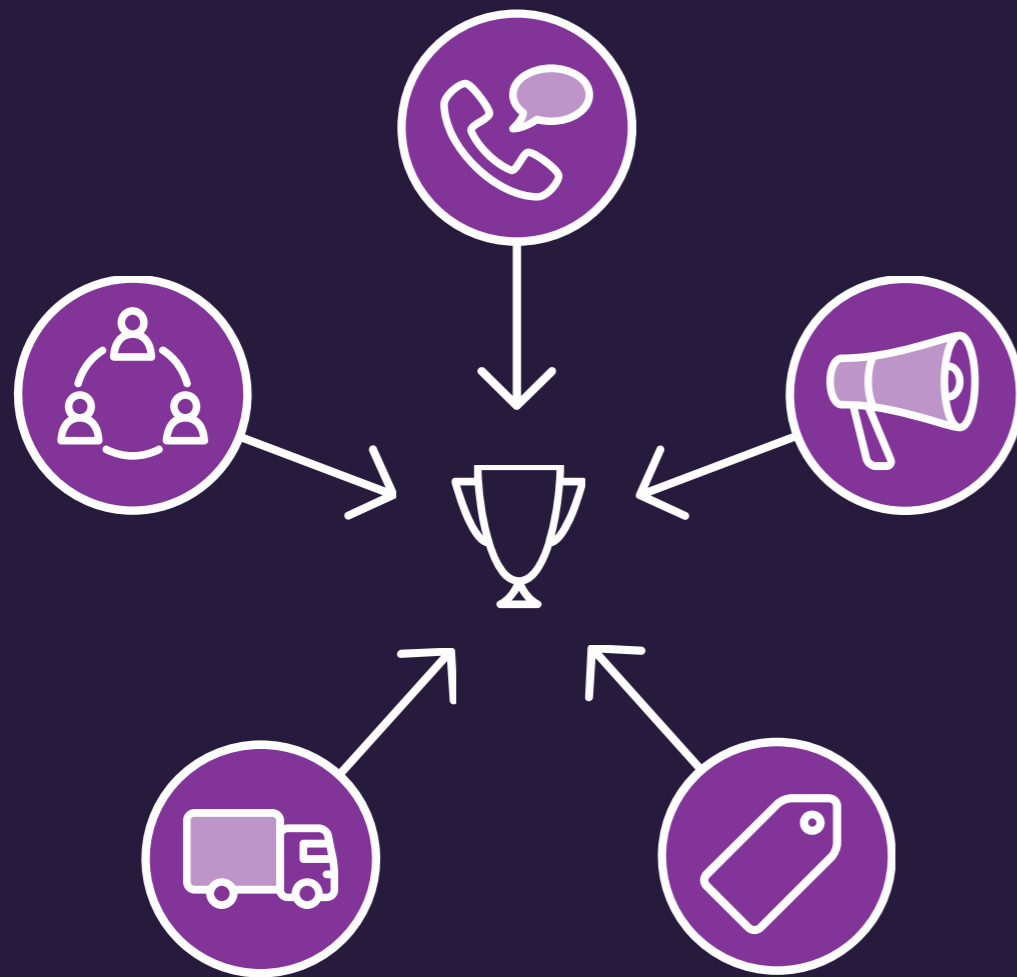
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Step 3: Activate with technology & process

IF EXCEPTION IS:

Incorrect Address



KEYS TO SUCCESS:

- ✓ Compile the insights around common and costly issues you want to address (step 1)
- ✓ Assign ownership (i.e. CSR's are responsible for customer generated issues, logistics is responsible shipment corrections)
- ✓ Create standard operating procedures for how to address your most common issues
- ✓ Analyze customer sentiment by issue over time. Regularly re-evaluate SOPs to optimize

Step 3: Activate with technology & process

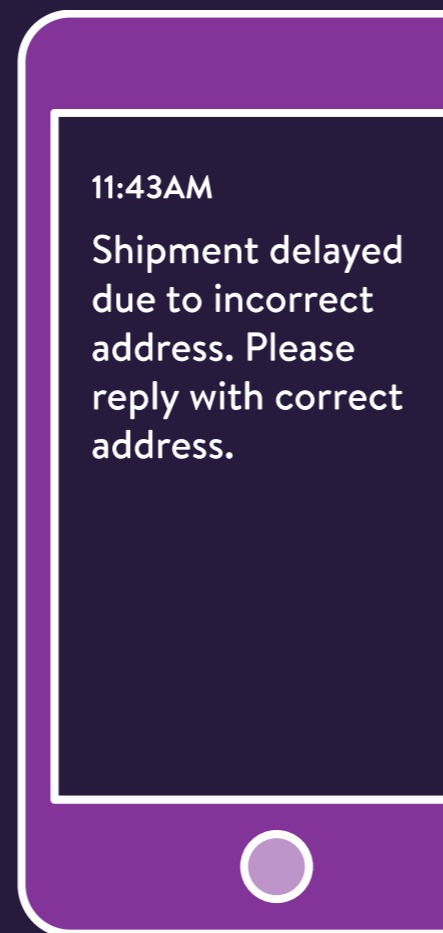
IF EXCEPTION IS:

Incorrect Address



THEN:

Send customer alert



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Incorrect Address 

THEN:

Send customer alert 

AND:

Add to CSR watchlist 

 **ALERT**

Add customer to
watchlist!

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What benefits does bridging the gap create?

Increased
CSAT/NPS
Scores



Increased
CLTV and
Competitive
Differentiation



Decreased
time to First
Call
Resolution



Decreased
quantity of
WISMO Calls



How can technology help?



Analysis

Tracking Number: 068814684

TIMELINE DETAILS ANALYTICS

Command Center 1245

Address Issue 15

Contact Carrier 55

Damaged 18

Return to Sender 1

Missed Pickups 733

Low Priority 423

1/23/17 Mon 5:19 PM Left n

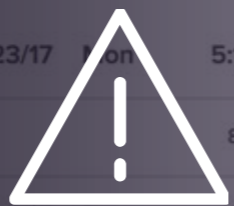
8:30 AM ARRIVE

1/21/17 Sat 12:28 AM In trans

1/20/17 Fri 8:49 PM PICKED

SHIPM

10:13 AM Pickup



Escalation

Add Rule

Name

Damage and Shortage Exceptions

Conditions

Exception Type

+ Add Condition

Action

Ticket: Priority

Notifications: Email Customer

+ Add Action

Save Rule



Automation

FURNITURE RUGS LIGHT

Uh oh!

Unable to deliver because of incorrect apartment/suite number.

Recommended Action:

Please tell us your apartment/suite number and we will n

e.g. 2505 Send

7:18 A On FedEx vehicle for delivery

4:17 A At local FedEx facility

7:40 P Departed FedEx locatio

5:28 P Arrived at FedEx locatio

3:02 A Departed FedEx location

7:40 P Arrived at FedEx location

5:28 P Picked up

1:25 P Package label created



Communication



QUESTIONS?

Chris Richter, VP of Revenue

 /crichter1

 chris@getconvey.com

convey 

getconvey.com