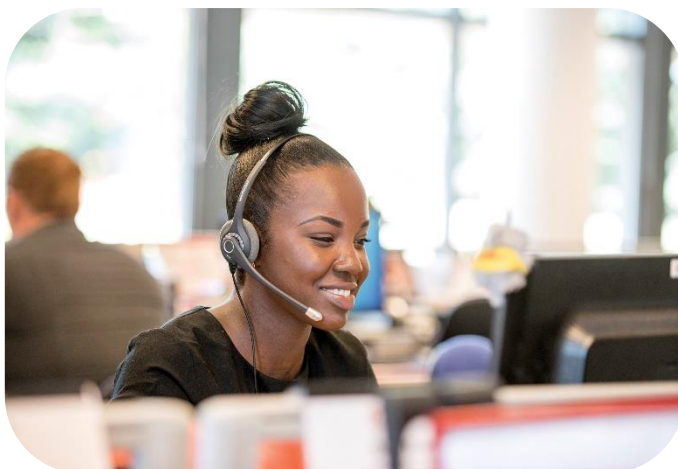


# Proactive Tracking Support

**Increase the success rate of your shipments with predictive technology.**



**Save time**

**Save money**

**Improve marketplace feedback**

**Increase success rate of shipments**

**Innovative SMART Notifications identify delivery issues such as bad addresses, refused parcels and return to sender incidents and our customer services team solves them before they negatively impact your business**

With complete transparency, see where your item is at every stage of its journey so you can confidently keep your customer up to date.

Strengthen your performance as a merchant and enhance your customers' delivery experiences by identifying issues with items' routes and solving them before your customers are aware.

Our Proactive Tracking Support platform has been developed in-house to analyse delivery data and identify non-deliveries and exceptions, allowing them to be monitored and action taken as required.

We have carefully mapped out and identified sequences in carrier scan events to reduce the likelihood/instances of delivery problems to help protect businesses and carriers brand performance.

## How you benefit

- **Time Saving** – proactive notifications flag potential delivery issue and our customer service team can solve it before it happens, saving you time to focus on core activities.
- **Bespoke** – SMART interceptions can be tailored to your business' needs
- **Brand Protection** – increase your seller performance with best-in-class delivery experience
- **Cost Efficient** – can prevent returned items or costs for sending out another item on non-deliveries
- **Fully Supported** – dedicated account management team, access to an in-house UK based software development team
- **Wealth of Experience** – with over a decade in the industry, we have built robust relationships with carrier and technology partners

## How does it work?

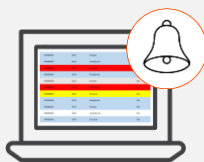
SMARTs are proactive notifications that increase the effectiveness of delivery queries by targeting problems more quickly.

We have identified that each carrier has different tracking patterns and scanning events, and each service within a carrier has different patterns.

We have then taken each service by carrier and uniquely mapped them against a 'Type' and a 'Sub Type' which allows our Proactive Tracking Support team to identify and pick up not only problem scans but also sequential scan events that may result in a parcel being returned.



Your item is injected into the carrier network and sent out for delivery



Our SMART technology notifies our customer services team the likelihood of a delivery issue



Our Proactive Tracking Support team will work with you and the carrier to solve issue to increase likelihood of on-time delivery



Item is delivered to your customer without any delivery issues

## Features:

- Whistl customer services proactively monitor your parcels
- Faster response to tracking queries
- Deep expertise and robust carrier relationships
- Address validation
- Colour coded tracking statuses
- Every touchpoint recorded and timestamped
- Full reporting and accountability
- SMART interceptions can be tailored to your business' needs
- Option to utilise our Enhanced Delivery Management solution, where we answer your customers' Where is My Order queries as you

## Why Whistl?

As the UK's leading logistics specialist, we provide efficient, high-quality and competitively priced services across [Business Mail](#), [Parcels](#), [Fulfilment](#), [Contact Centres](#) and [Doordrop Media](#) both in the UK and internationally.

We help brands and businesses overcome challenges and help them be more efficient, deliver a high-quality level of service and delight their curiosity, through a range of delivery management and customer service solutions.

Our mission is to grow by doing a great job, with can-do people working efficiently to deliver exceptional services to all of our customers.

## For more information:

Call: [01156 724 020](tel:01156724020) | Email: [moreinfo@whistl.co.uk](mailto:moreinfo@whistl.co.uk) | Visit: [www.whistl.co.uk](http://www.whistl.co.uk)

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