



## First-time delivery is more important now than it ever has been

With technology advancements and more choices for consumers, delivery is critical for online businesses.

“When addresses are inaccurate or incomplete,  
41% of deliveries are delayed, and 39% simply fail.

The latter statistic alone is eye-watering:  
fulfilment failure is costly”

*Loqate - provider of leading data management solutions*

One of the key factors to first-time delivery success is **correct address capture**. This promotes a positive delivery experience for customers, reducing address correction costs and delivery delays and failures. The average cost of each failed delivery is likely to be as much as £14.35 when you take into account the cost of returns, putting items back into stock, and customer retention.

Whistl has been Thompson & Morgan's delivery partner since 2015 and in recent years has been working collaboratively and proactively for solutions to better the address query process when they do occur.

Whistl implemented a proactive SMART delivery solution for Thomson & Morgan which captures a bad address event in real time as it occurs. The consumer addresses can be validated and confirmed to the carrier, ensuring a successful delivery experience, in real time.

The live status update is key in:

- aiding faster delivery,
- providing an improved customer experience,
- lessening the need for repeated deliveries
- reducing carbon footprint with more efficient deliveries, and
- cutting the financial cost of bad addresses.

Within 2 months of implementation:

- over **3,000** address issues were eliminated,
- **97%** of address issues were picked up by Whistl, and
- issues were actioned within **4 hours** of the scan being applied.

As address issues are significantly reduced by Whistl, Thompson & Morgan's customer services team can remain dedicated to dealing with the more complicated queries and focusing on better customer experience.

