DESCARTES™

INTRODUCING THE
DESCARTES **CUSTOMER
ENGAGEMENT PLATFORM**

GET STARTED >

Overview

In the fast-paced world of logistics software, there's an often-overlooked aspect: the customer. While systems focus on "jobs," "orders," and productivity, the real person at the end of the chain is forgotten. But what if you could put the customer back at the heart of your business while driving operational efficiencies in last mile delivery and field service?

Customer Engagement is a process that transforms how you interact with your clientele throughout their entire journey. It's about building relationships and empowering customers to take action through their preferred channels. No more passive information consumption. Instead, they self-serve, make decisions, and actively communicate with your business.

Customer Engagement goes beyond Customer Experience (CX). While CX refers to the overall impression of your brand, Customer Engagement is the catalyst for an exceptional CX. Prioritising engagement unlocks better experiences, deeper connections, and increased loyalty.

In this eBook, we explore the power of Customer Engagement. Discover strategies to transform your logistics software stack and see how the Descartes Customer Engagement Platform can help.

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The Importance of Customer Engagement

Imagine a world where end customers are no longer left in the dark, but instead empowered with real-time order tracking and seamless communication.

By fostering strong customer engagement, businesses not only enhance the overall customer experience, but also reduce operational costs. With self-service information readily available, you can eliminate the need for time-consuming calls to customer service, freeing up valuable resources. Prevent missed appointments and unnecessary rescheduling costs by providing customers with the visibility they deserve.

By employing a customer engagement strategy, businesses can:

- Reduce no-access rates and failed appointments
- Retain more customers and keep them happy
- Reduce inbound call volumes for order status and ETAs
- Gather actionable and timely customer feedback
- Streamline and speed up click and collect order collection

Embracing customer engagement gives you a competitive edge, unlocks new opportunities, and positions your company as a trusted partner.
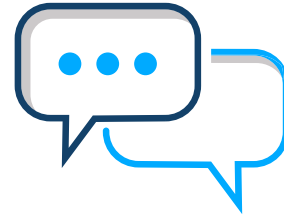
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How to Engage with Customers

So, what does customer engagement mean in practice? Last mile delivery and field service providers can use tried-and-tested techniques to drive customer satisfaction and increase fleet efficiency. Using real-time data such as job status and driver geolocation, you can take customer experience to the next level.

Order tracking notifications

Give customers the information they need from the moment an order is created, during the final mile, and after the order is completed. Send automated notifications based on status updates or the geolocation of the driver.
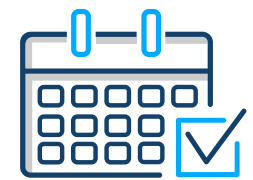
Self-service order details

Offer a link to a web-based customer portal with order details, including real-time status updates and information about the driver. This helps customers find all the information they need without downloading an app or waiting on the phone.

Customer-led appointment management

Allow customers to confirm, reschedule, and cancel their appointments online. This empowers customers to manage their busy schedule, leading to a reduction in missed appointments. You'll also free up your contact center to speak to customers who really need a human conversation.

Last mile tracking

Engage customers with real-time tracking information about their appointment or delivery. Provide a link to a dynamic tracking map so that customers can see their place in the queue and actively follow a driver's arrival.

Interactive chat

Give customers the opportunity to share vital details such as entry instructions, or to let the driver know that they have headed out for a few minutes.
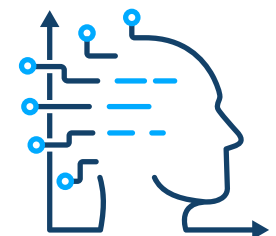
Customer ETA sharing

For click and collect orders, let customers share their location to provide store staff with an ETA for collection. Allow customers to check in and indicate their pickup location for a faster handover.

Collect actionable feedback

Request feedback immediately once the order is complete, via a convenient channel such as an SMS with a link to a short survey. Allowing customers to provide feedback on their own device – and while the experience is still fresh in their mind - increases engagement in the feedback process.

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Implementing an Effective Customer Engagement Strategy

The ideal customer engagement strategy uses existing information to add value and improve the customer experience in a way that creates a competitive edge.

The next step is to allow customers to take action on this information – for example, by interacting with their driver – in a way that improves their experience. With Descartes, you can enhance your routing and mobile technology with customer-facing solutions such as order tracking, appointment management, and click and collect technology.

Descartes Customer Engagement Platform

Introducing the Descartes Customer Engagement platform: a branded web-based customer portal that revolutionizes how you connect with your customers. With real-time driver tracking, seamless chat options, instant access to order or appointment information, and dynamic feedback forms, you can provide customers with the digital-first experience they've come to expect.

Track My Appointment

Automated customer notifications with a branded web-based customer portal, real-time ETA tracking, chat options, and feedback.

Manage My Appointment

Digital self-service appointment confirmation, rescheduling, and cancellation through the customer portal.

Click & Collect

Streamlined in-store or curbside options for order collection through the customer portal and store app.
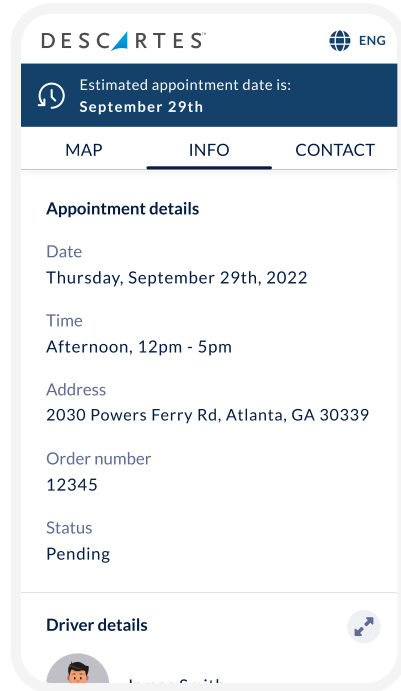
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Track My Appointment and *Manage My Appointment* Customer Journeys
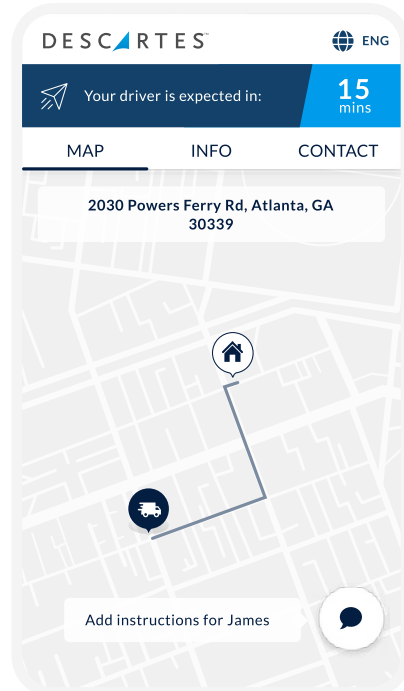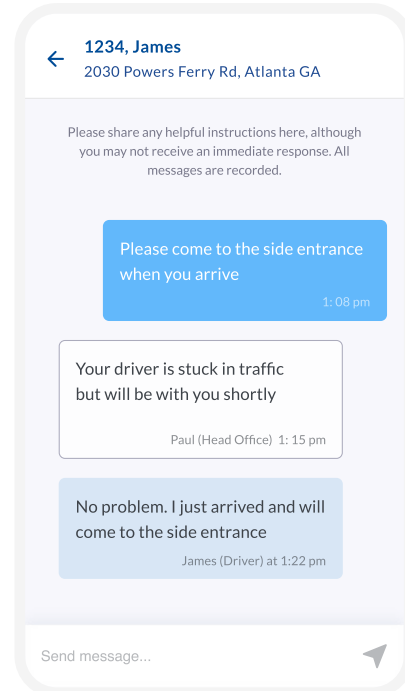
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Track My Appointment
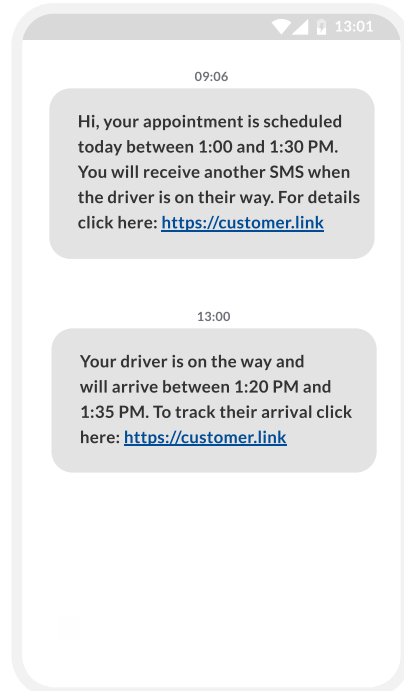
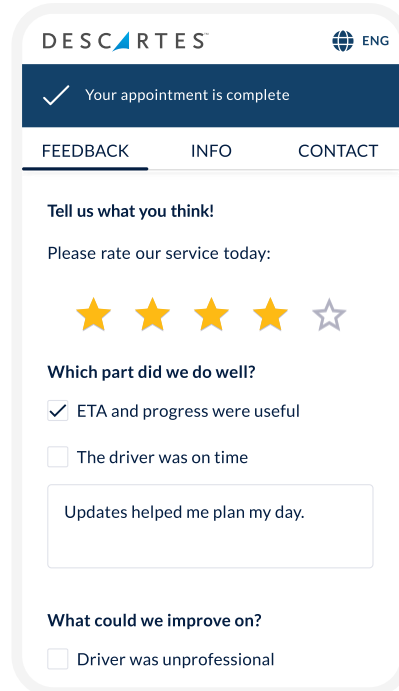Get notified throughout the appointment or delivery lifecycle

View detailed appointment or delivery information

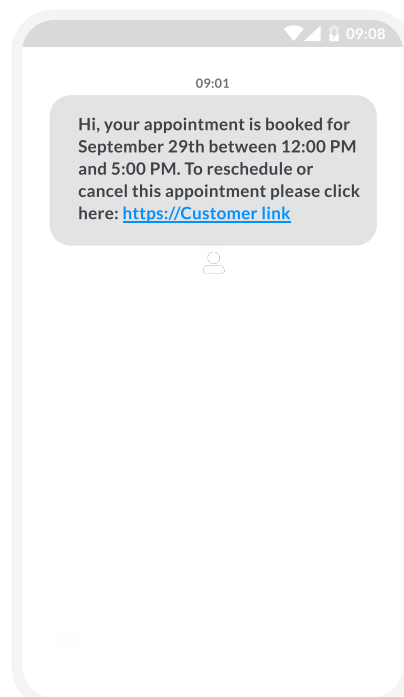Track the driver's arrival on a map or see place in the queue

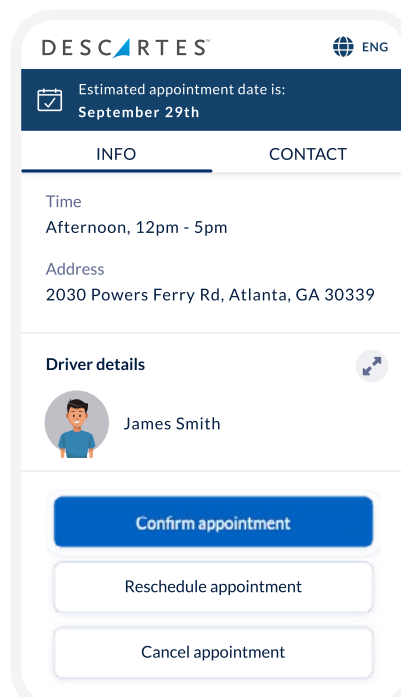Share information with the driver or customer service representative

Easily provide feedback via a quick form on device

Manage My Appointment

Get notified as the appointment approaches

Easily confirm, reschedule, or cancel
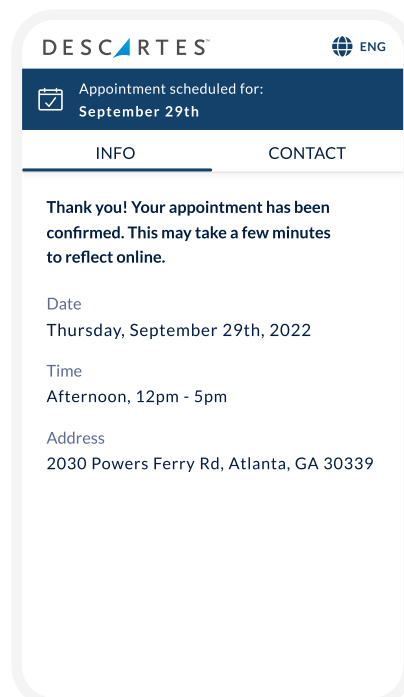
Get notified of confirmation
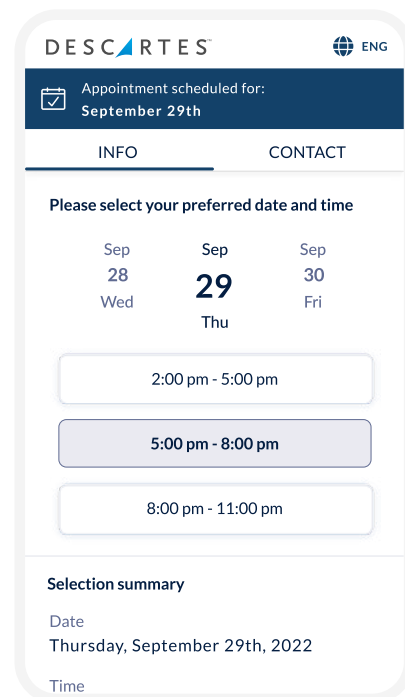
Reschedule to a convenient time
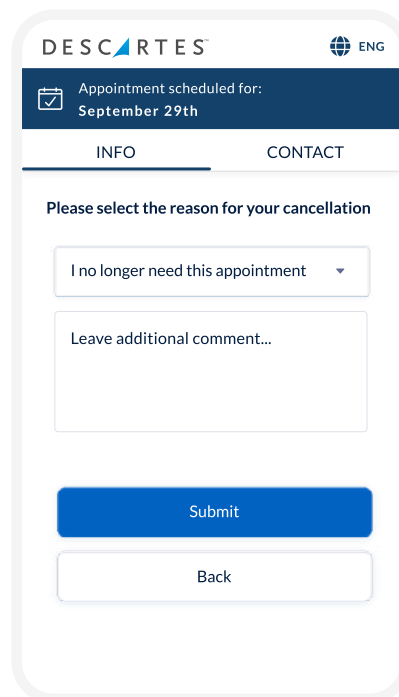
Provide a reason for cancellation

Track My Appointment and Manage My Appointment Return On Investment

20%+ reduction in no-access rates

30%+ reduction in inbound calls

15pt NPS improvement

83% fewer follow-up calls needed

45% increase in driver retention

Increased customer feedback

Limited impact on driver day-to-day

Decreased feedback resolution time

Disclaimer: The statistics presented in customer case studies are specific to individual cases and may not reflect typical results, as outcomes can vary depending on various factors.

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Click & Collect Customer & Staff Journeys

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Click & Collect: Customer

Hi, your order #1234 is ready to be collected at Store A! Please check in online for a speedy pick up: customer.link Your PIN for collection is 007983.

Get a notification when the order is ready

DESCARTES
Check in | Info
On my way! · Arrive · Collect order · Done

Your order is ready to be collected! Let us know when you're on the way to save time on your arrival.

Pick up date
Friday, August 26th 2023

Time window
11:30 am - 12:00 pm

Pick up type
Drive up

Store location
Store A, Atlanta

Important Info

I'm on my way

View order details and pick-up instructions

DESCARTES
Check in | Info

Your order is ready to be collected! Let us

Want a faster pick up?
Do you want to share your location with the store for a faster pick up? Sharing will stop once the collection is complete or the webpage is closed.

No, thanks | Yes

Store location
Store A, Atlanta

Important Info

I'm on my way
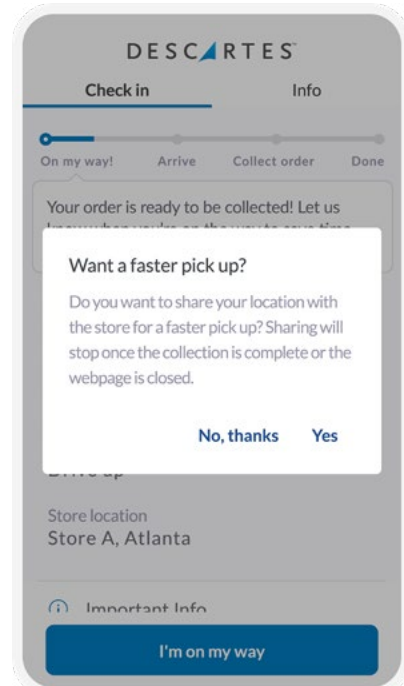
Share location to notify staff of ETA

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Check in | Info
On my way! · Arrive · Collect order · Done

Once you arrive, please select which parking space you're at. We'll bring your order to you.

Parking space
1 | 2
3 | 4

I'll come into the store

Pick up date
Friday, August 26th 2023

Time window

Confirm pick up space
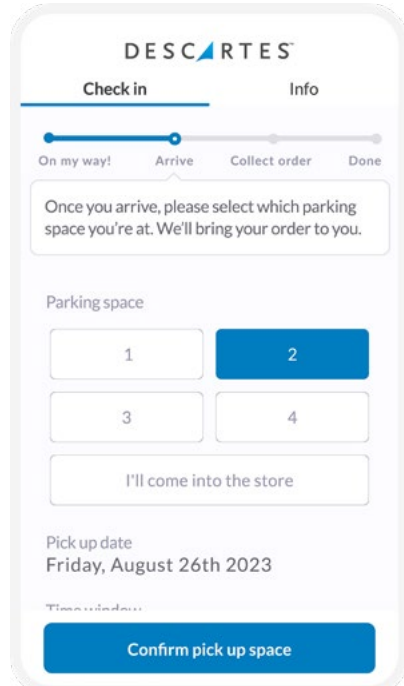
Check in on arrival and share pick-up location

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Feedback | Info
On my way! · Arrive · Collect order · Done

Thank you! Your pick up order is complete. We value your feedback.

Tap on the emoji that best describes your experience here today

😣 🙁 😐 😄 😁

Which part did we do well?
☐ Order was ready on time
☐ Staff were helpful

Tell us more ...

What could we improve on?
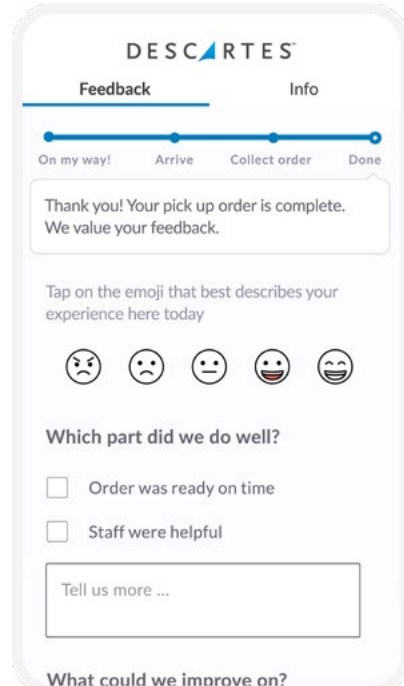
Easily provide feedback via mobile device

Click & Collect: Store Staff

16:54
☰ Pending | Ready | Handover | PIN
Search by name, order number

All orders | Notification sent | On the way

Carrier #111213
Acknowledge customer is OMW
Handover: Pick up room
Parcels: 3
Storage: 1234abc
2 mins

Express #123456
Acknowledge customer is OMW
Handover: Express
Parcels: 5
Storage: 1234abc
2 mins

Jane Smith #789101

Urgent tasks (2)
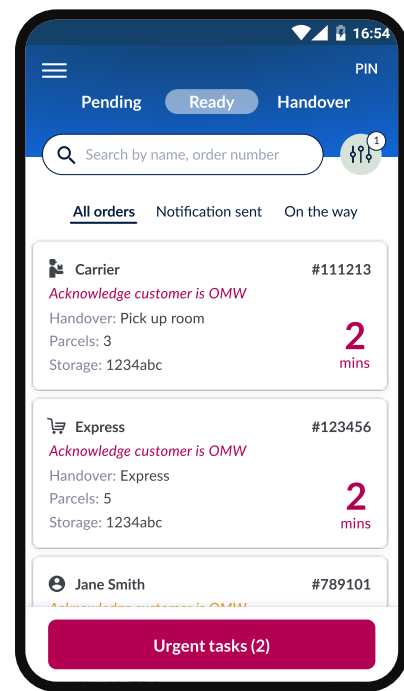
Orders, tasks and audible alerts

16:54
✕
Please select which handover locations you want to see and be alerted for.

Filter orders and alerts
☑ Pick up room
☐ Express counter
☐ Drive up

Reset | Done

Filter by locations

16:54
‹ Order details ✎
Customer's on the way

John Smith #123456
Handover
Handover: Pick up room
Parcels: 5
Storage: 1234abc

Order summary
2 Ambient | 1 Frozen
1 Deli | 1 Chill

Customer instructions:
Please don't damage the item, thanks.
Call customer:
12345678910
Nominee name:
Mr Dave Taylor
Pickup date:
February 19th 2022

Handover

Order details

16:54
✕ Pin check out
Enter customer pin

Please enter customer PIN number to verify order. If the customer does not have a PIN available, please skip, and confirm ID in the next screen.

Confirm
Skip

er does not have ID
mer is over 21
Next

2 ABC | 3 DEF
5 JKL | 6 MNO
8 TUV | 9 WXYZ
0 | ›

Contactless workflows to fit business needs

Click & Collect Return On Investment
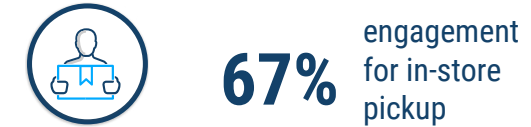
80% reduction in handover time

38% improvement in operational efficiency

3.5-day stock efficiency improvement

89% customer engagement for drive-up

67% engagement for in-store pickup

15pt NPS improvement

Increased customer retention

Increased customer satisfaction

Disclaimer: The statistics presented in customer case studies are specific to individual cases and may not reflect typical results, as outcomes can vary depending on various factors.

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Integration with Descartes' Routing Solutions

With highly configurable workflows and smart location tracking, the Descartes Customer Engagement Platform enhances Descartes' routing technologies to automate customer communications and engagement.

Customers use a web-based portal without an app

Drivers can chat with customers in the Descartes mobile app

Customer service can chat with both customers and drivers

View chat, feedback, customer, and driver insights

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About Descartes Systems Group

Descartes (Nasdaq:DSGX) (TSX:DSG) is the global leader in providing on-demand, software-as-a-service solutions focused on improving the productivity, security and sustainability of logistics-intensive businesses

Customers use our modular, software-as-a-service solutions to:

- route, track and help improve the safety, performance and compliance of delivery resources

- plan, allocate and execute shipments

- rate, audit and pay transportation invoices

- access global trade data

- file customs and security documents for imports and exports

- complete numerous other logistics processes by participating in the world's largest, collaborative multimodal logistics community

Our headquarters are in Waterloo, Ontario, Canada and we have offices and partners around the world.

Learn more about our UK solutions, and connect with us on LinkedIn and Twitter.

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Uniting the People & Technology
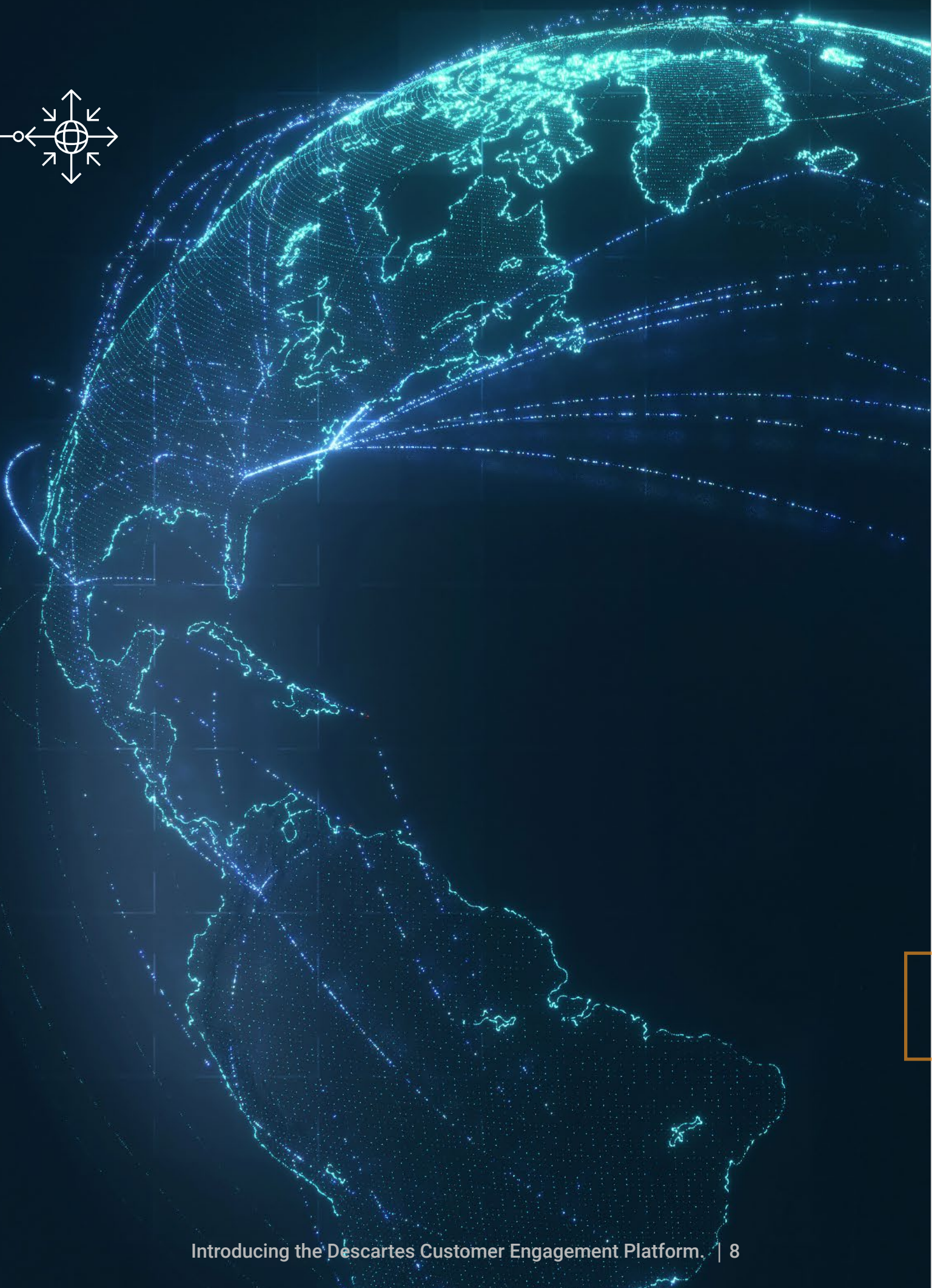That Move the World

Network.   Applications.   Content.   Community.