

# Delivery and Logistics

SMS guide for the delivery and logistics industry

**mediaburst**





## Did you know?

90% of people think uncertainty over delivery time is the biggest frustration of shopping online.

One in five customers agreed retailers could do more to keep customers informed about their delivery.

A massive 91% of people said they would be happy to receive details about their delivery via text message.



## Reap the Rewards

84% of small businesses that have invested in a mobile presence have seen immediate, longterm benefits and new customers.

# Why use SMS in business?



**91%**

Smartphone users that always keep their phone within arm's reach.

**150**

Number of times the average person checks their phone per day.

**68%**

People who would like to receive offers to their mobile.

**84%**

Small businesses who have invested in a mobile presence have seen immediate, long term benefits and new customers.

**57%**

Consumers would be interested in a brand's SMS loyalty program.

**98%**

Text messages read, compared to 22% of emails.

There are officially more mobile devices than people in the world.

SMS coupons are redeemed **8%** more than email coupons.

**19%** URL click through rate through SMS compared with **4.2%** through email.

Text messages are read on average within **5 seconds**.

SMS produces engagement rates **6 to 8 times higher** than email.

# Read on for 7 ways SMS can benefit your Delivery Service



1

## Order Confirmations

Confirming an order with a text message reassures your customer their order is being processed. You can also include contact details for them to use if they have any questions.

With 91% of smartphone users always having their phone within arm's reach, they'll never be without a way to contact you.

"Your order has been placed and our dispatch team are packing it up for you as we speak! Any questions, contact us on 0161 359 3100. Thanks for your order."

2

## Increase sales

Use this opportunity to increase your sales even further. Send customers a text with a 'thank you' coupon or promotional code to use on their next purchase.

"Hi Gareth, we hope you're enjoying your new wheels! Enjoy 20% off your next online order as a thank you for being such a great customer! Enter the code BIKE20 at the checkout - [www.textburstbikes.com](http://www.textburstbikes.com)"

3

## Dispatch and Delivery Updates

Eliminate uncertainty over delivery times and missed deliveries by sending automatic order updates using our API, ClockworkSMS or send these out manually using Textburst.

Give your customers a delivery window. Not long ago these windows tended to be AM/PM, which meant being house bound for most of the day. Now with the use of SMS, you can let your customers know almost exactly what time their parcel will arrive and if they won't be in they can give you an alternative place to leave the it.

Why not add a little extra message and get the customer excited about their new delivery?

"Morning Ellie. It's delivery day! We'll deliver your parcel between 3.30pm and 5pm today. If you won't be in, click on the link and let us know where to leave it - [www.tb/leave-parcel](http://www.tb/leave-parcel). See you soon!"

**Important** – Let your customer know if there is a cancellation or delay as soon as possible to avoid disappointment.

## 4

## Communication with Employees

Dispatch and delivery updates heavily rely on close communication with your drivers. Ask them to communicate any traffic delays or schedule changes with you. This way, texts can be sent to update customers to bring their delivery time forwards or backwards accordingly.

Textburst can be used for [business continuity](#) to send important updates to staff, to inform them of weather conditions or traffic news which may affect their journey, to schedule meetings or to ask them about overtime.

“Morning guys! We’ve got overtime both Saturday and Sunday this weekend. Call 0161 359 3100 to book in. Have a great day!”

## 5

## Be Personal

78% of consumers believe companies who send personalised communication are interested in building good relationships and 61% of consumers are more likely to buy from these brands.

Take advantage of Textburst’s merge feature to personalise your texts to increase customer satisfaction. You can merge in up to 3 extra columns so feel free to experiment!

“Hey #FNAME#, thanks for ordering with Textburst! Your #CUST# is on it’s way! Enjoy!”  
“Hey **John**, thanks for ordering with Textburst! Your **MAC Laptop** is on it’s way! Enjoy!”



## Gain Feedback

Send a text to the customer after they've received their delivery. You could ask for an online review or ask what they thought of the product or service they received from you. It'll give your customers a voice, make them feel valued and it's a great way of getting feedback to help you when working on improvements.

Our new, exciting product [SurveyMill](#) is a great way to ask your customers a series of questions relating to their experience and to collect valuable data.

SurveyMill also has an API, so these surveys can be integrated with and triggered automatically from your apps and website.



## Collect Numbers for Future Marketing Campaigns

SMS can help you collect mobile numbers from your customers in a number of ways. Ask customers to text into a shortcode to enter a promotion, to join your SMS "insiders club" or for money off their next purchase.

Companies have been known to collect as many as **5,000 numbers in 24 hours when offering a discount.**

You can use this new data for future marketing campaigns and to send out promotional codes and coupons.

"Text TWENTY to 84433 to join our insiders club and for 20% off your next purchase"

# Do's and Don'ts of Delivery and Courier SMS

Do you want to use SMS to increase customer satisfaction and improve the customer experience by making the delivery process smoother and more informative?

See our rules for successful SMS notifications within the Delivery and Courier industry.



## Do



**Do** provide customers with relevant information regarding their order.



**Do** track links to review data.



**Do** make sure you time your messages well.



**Do** build a marketing list and follow-up with promotions relating to each individual customer.



**Do** follow the tone of your company. If you're texting on behalf of a formal law firm then a different tone will be taken than a children's toyshop or florist.



**Do** keep delivery windows as small and accurate as possible.



# Don't

**Don't** bombard customers with too many reminders and updates.



**Don't** text irrelevant deals.



**Don't** send in the middle of the night or at inappropriate times.



**Don't** set expectations too high. It's better to pleasantly surprise customers than disappoint them with delayed deliveries.



**Don't** text customers who haven't opted-in to your messages. Be careful buying data. Texting contacts who don't wish to receive your messages is not only illegal but also damaging for your brand.



# What do our existing clients have to say about Mediaburst?



Mediaburst has over 50,000 users.

Here's what a few of those had to say about us.

Our business has increased tremendously by this easy to use text programme. Combined with our loyal database we can instantly target our core of customers in a personal and cost effective way with good reporting tools. Great customer service from the team at Mediaburst.

**Neville, Director**

The service Mediaburst has offered us over the years has been first class. The systems are easy to use but at the same time very detailed which allows us to be very specific in who we mail. Any updates we have asked for have always been considered and most of the time implemented as new ideas arise. I would certainly recommend Mediaburst as your SMS provider.

**Simon, Marketing Manager**

Textburst has enabled us to keep in touch with our customers in a quick and effective way. We have a better response to any campaign through texting our customers directly. Textburst is easy to use and the support team are very helpful. I can thoroughly recommend using Mediaburst to any small business!

**Gill, Owner**

# How to get started with SMS

Mediaburst has three speciality tools you can use to fulfil your SMS needs.



## TEXTBURST

Textburst is a simple web application which allows you to send SMS directly from the website. You can upload individual contacts or bulk upload from Excel so that you can send a message to 10 or 10,000 contacts at one time.

Once you've written your message and set your 'from' field you can decide to send now or schedule for later.

Have a look for yourself:  
[www.textburst.com](http://www.textburst.com)

It's free to sign up so there's no commitment!



Clockwork is our API, which lets you integrate SMS into your current system or website.

You'll either need to be a developer or have access to one to use Clockwork because you'll need to use our code wrappers or one of our plugins to connect your server to ours.

If you'd like to know a bit more about Clockwork, have a look at our website:  
[www.clockworksms.com](http://www.clockworksms.com)

Sign up for free!

The [Documentation](#) page will give you more information on our collection of code wrappers.



**SurveyMill**

SurveyMill is our simple to use SMS survey application.

It allows you to create up to five questions. You can send surveys to individual contacts or you can upload groups of contacts from Excel when sending to a larger group of people.

SurveyMill also has an API so you can integrate it into your own apps, to send surveys automatically.

Once your survey has a few responses, the results page will start to take form. It'll show trends and patterns in your results with our clever graphs and diagrams.

If you'd like to sign up for a free account, check out the website:

[www.surveymill.co.uk](http://www.surveymill.co.uk)

## *Convinced? Have questions?*

We understand you need a partner you can rely on. We send worldwide and our platform is secure, reliable and robust and we only send through the best routes. Our support and technical team are always on hand to help, so join thousands of other businesses and start sending SMS through us today.

**Speak to our friendly support team for help with setting up your brand new account:**

hello@mediaburst.co.uk | 0161 359 3100

We're here to help you get all the information you need.

**If you're looking at sending volumes of 1,000+ UK messages per month, give our sales team a call to discuss rates:**

hello@mediaburst.co.uk | 0161 359 3100

[www.mediaburst.co.uk](http://www.mediaburst.co.uk)

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