



MASTERCLASS SERIES



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PEAK SEASON TIPS & REAL-LIFE LEARNINGS: HOW TO REDUCE WISMO BY 25% AND INCREASE RETENTION BY 75%



Petra Dobrocka
Chief Commercial Officer
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Head of Marketing Communications
EMEA at ParcelLab

byrd

x



parcelLab®

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LEARNINGS: HOW TO REDUCE
WISMO BY 25% AND INCREASE
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Katharine Biggs

Head of Marketing Communications –
EMEA at ParcelLab

Katharine is Head of Marketing Communications – EMEA at ParcelLab. An avid shopper herself, Katharine is particularly passionate about helping brands create end-to-end personalized customer experiences.



Petra Dobrocka

Chief Commercial Officer at byrd

Petra is co-founder at byrd and has 10+ years of startup experience, with a strong focus on logistics. At byrd she is responsible for commercial topics, mainly relating to Marketing, Strategic Partnerships and Sales.

About ParcelLab

ParcelLab is the leading Operations Experience Management platform globally. ParcelLab brings people and brands closer together by closing the experience gap post-sales and beyond, transforming operational complexity into opportunities to outperform global brands such as IKEA, Bose, Puma, Farfetch, and Nespresso. With offices in Munich, London, Paris, and New York, they have been highlighted by the Financial Times as one of the fastest-growing technology companies in Europe in 2021.

<https://parcellab.com/>



About byrd

We are a tech-driven third-party logistics and fulfillment company that provides scalable fulfillment services for e-commerce businesses and fast-growing d2c (direct-to-consumer) brands. From warehousing, pick and packing, delivery, and returns management, we take care of the whole fulfillment process for online shops. We aim to become the #1 European e-commerce fulfillment provider, by enabling our customers to access our pan-European fulfillment network and manage their whole fulfillment with our cloud-based all-in-one tool.

www.getbyrd.com



Peak Season Tips:

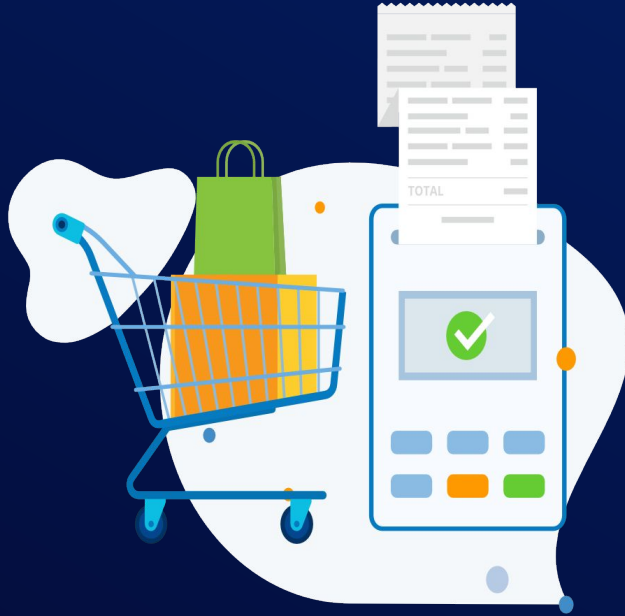
How to reduce WISMO by 25% and
increase retention by 75%





We bring
people and
brands
closer together.





E-commerce sales
will hit **\$4.2 trillion**
this year



WISMO (where is my order?) enquiries can reach up to **70-80%** during peak periods





87%

of retailers stop
communicating with
their customer after
dispatch





Dear Miss Katharine Biggs,

We've received your item **VC158209603GB** from **Customer Service** today 3rd August, at Hammersmith DO. We'll attempt to deliver it between **08:35** and **12:35**, unless we have alternative arrangements with you.

Alternative arrangements would include the Keepsafe service, where we store your mail whilst you're away, or the Redirection service to move mail to your new address.

Your item will not require a signature on delivery

[See latest tracking information.](#)

Please be aware that any delivery timeframe offered is an aim, not a guarantee.

Regards,

Royal Mail

Automated message, please do not reply.

Download our app!

Keep tabs on your parcels with the **Royal Mail** app.



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£2.50 - £5.00

**WISMO calls cost retailers a
lot of money**





Tip 1

**Proactive multi-channel
post-purchase communication**





Tip 2

Communicate delivery delays
at checkout





Tip 3

Keep shipping status up-to-date





Tip 4

Set up Peak FAQ page





Tip 5

**Direct support traffic
to other channels**





Tip 6

Measure satisfaction using NPS





35%

of consumers said
they would not buy
from a retailer again
after a bad delivery
experience





2.14
billion

people bought
something online last
year





Tip 1

Ensure tracking page is working immediately or has a holding page





Tip 2

Direct customers to a branded order status page for tracking updates





Tip 3

Send proactive, up-to-date branded communication





Tip 4

**Review which channels
communication is sent via and when**





Tip 5

**Include cross/up-selling
opportunities in communication**





Tip 6

Include social links, product recommendations and helpful content on order status page and in comms





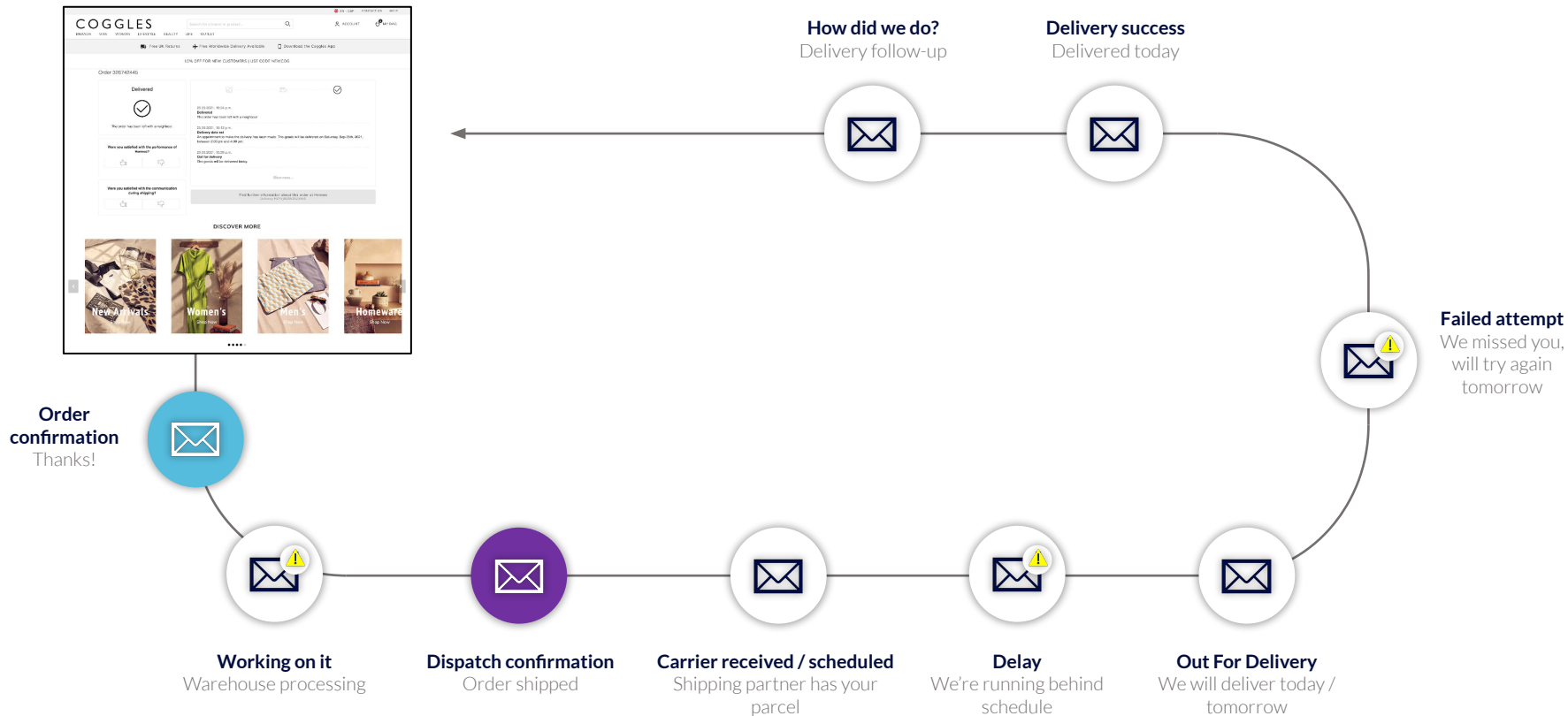
How can parcelLab help?





OWN THE EXPERIENCE

Fully managed end-to-end communications & tracking



ANNA

Q&A



Get in touch



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THANK YOU

www.getbyrd.com