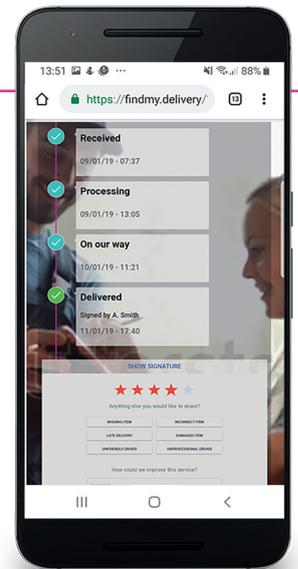# Customer Notifications - Logistics

Enabling you to provide an excellent delivery experience to your end customers

End customers have high expectations of the physical delivery of their purchases. They want fast delivery, short delivery windows, and to be able to track their delivery at every stage of the way.

Our Customer Notifications service for the Logistics sector enables you to keep end customers informed and puts the control over their delivery firmly into their hands.

Customer Notifications offer:

- Interactive email and text notifications
- Real-time visibility of the delivery process
- Customisation of the delivery experience
- Delivery quality and performance assessment

The benefits

Customer Notifications for the Logistics sector will:

IMPROVE END CUSTOMER EXPERIENCE	Real-time notifications for the entire last mile delivery cycle, including pre-delivery and en-route, ensures end customers know where their delivery is at all times. Customers can also amend delivery dates and divert the delivery to a designated safe place, giving them control of the process.
INCREASE FIRST TIME DELIVERY RATES	Customers can schedule a delivery according to their preference, or designate a safe place for delivery if they are out, which reduces delivery attempts.
IMPROVE EMPLOYEE ENGAGEMENT	Drivers know they will be making fewer failed deliveries, and that end customers will be expecting them. This makes access easier in situations such as businesses or blocks of flats, which saves them time and makes them more profitable.
IDENTIFY AND RESOLVE ISSUES EARLY	Because our Customer Notifications service gives end customers the option to give detailed feedback, including open-ended comments, you can easily pick up early warnings of any issues that may require driver training or a change in process.
INCREASE BRAND RECOGNITION	End customers care about delivery options, and the delivery brand is becoming more important. With an option to show driver photos to customers, and to brand customer communications, the service becomes more personal and your brand is showcased.
STAY COMPETITIVE	The delivery business doesn't stand still. Driver visibility together with end customer communications and control of delivery options are more than just 'nice to have' – they are essential to stay competitive. Customer Notifications will help your clients to differentiate their products – and with the ability to brand customer touchpoints, your clients can personalise your service to fit their brand.

Cognito iQ

REDEFINING SERVICE

Customer Notifications - Logistics

Key product features

INTERACTIVE EMAIL NOTIFICATIONS	Email notification of delivery itinerary, and confirmation that order is progressing via regular updates - with options to personalise notifications.
INTERACTIVE SMS NOTIFICATIONS	SMS notification of impending parcel delivery. Imminent delivery updates provided through a less formal channel designed to maximise customer engagement.
REAL-TIME TRACKING	Real-time last mile tracking on interactive map interface throughout the last mile journey: pre-delivery information about driver and parcel; proximity information – understand delivery in relation to your location; review of item delivery journey and proof-of-delivery information.
PERSONALISATION	Scheduled delivery windows provided via notifications and web interface, which gives the end customer the ability to provide special instructions such as nominating safe place delivery. Branding can be added at all consumer touchpoints, either yours or that of your clients.
END CUSTOMER REVIEW	Capture customer feedback via customisable questionnaires, to gain insight into performance, monitor customer satisfaction levels and set realistic improvement goals, identify and address emerging trends affecting the customers, recognise training requirements, and demonstrate the value placed on customer experience.
LOW COST INTEGRATION	This is a completely independent service, all it requires is an integration to your order system or similar.
MOBILE APPLICATION AGNOSTIC	Designed to work in conjunction with Cognito iQ Mobile but just as seamlessly with any other mobile application too.
HARDWARE AGNOSTIC	SMS and email notifications provide secure access to web interface via a unique url. Any consumer device able to browse to the internet will be able to view delivery details.
FULLY SUPPORTED BY COGNITO IQ	Our highly trained team of Cognito iQ support engineers are here to provide excellent technical support.
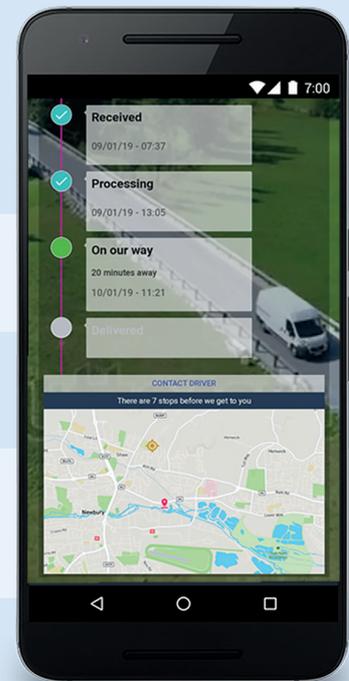
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