



TRANSIT TRIGGERS

NEW OPPORTUNITIES TO CREATE CUSTOMER TOUCH POINTS ARE ON THE WAY.

Promote repeat business while improving processes across departments with our Transit Triggers™ shipment notification service.

The anticipation begins as soon as your customer places an order. But awaiting the item's arrival doesn't need to be agonizing. In fact, the period between purchase and delivery can actually present key opportunities to build customer loyalty. Even when orders are returned, you can transform the anxious wait for an account credit into a positive brand interaction that promotes repeat purchases. You hold the power to enrich the customer experience while parcels are en route—plus gain new efficiencies—with Transit Triggers notifications, only from Newgistics.

TRANSIT TRIGGERS: DRIVEN BY DATA

Our Transit Triggers service starts with dynamic barcodes on our delivery and Newgistics SmartLabel® return shipping labels. They're embedded with an extraordinarily rich level of data, integrating tracking information with order-specific details such as:

- Order number
- Product serial number
- Customer profile
- Size, color and quantity
- RMA and reason code (for returns)

With these data-rich barcodes, simple parcel scans can prompt a wide variety of actions that help you improve

customer satisfaction and streamline operations. What's more, the opportunities to take advantage of this service are countless thanks to the high level of parcel visibility that we provide. These opportunities can be extremely valuable, yet they cost you nothing since our Transit Triggers service is included in all Newgistics solutions.

DELIVERY WITH TRANSIT TRIGGERS

Once an order ships, parcel scan events can generate automated customer emails containing updates on shipment status as well as precisely targeted marketing messages. So while you're providing peace of mind, you can cross-sell similar merchandise or offer promotions based on the customer's order history.

Newgistics even enables you to start notifying customers about tracking events sooner, since we provide visibility on outbound parcels as soon as they enter our network. This eliminates the "black hole" left by other carriers, helping you reduce inbound call-center volume and improve customer service.

RETURNS WITH TRANSIT TRIGGERS

Newgistics typically provides visibility into returns within 24 hours after parcels are tendered to the U.S. Postal Service®. Your customers can then receive emails acknowledging the returns process has been initiated, easing the universal worry that the return will get lost and the account won't be credited. At the same time, you can deliver personalized offers for future purchases, encouraging the customer to buy from you again.

All the information embedded into the Newgistics SmartLabel barcode gives you greater flexibility in monitoring critical inventory levels and addressing backorders in a timely manner to preserve sales. Knowing what's coming back and when also helps you improve labor planning and management of inbound lanes on the dock.

EMPOWERING MULTIPLE DEPARTMENTS

The diverse wealth of data available through our Transit Triggers service improves communication both with your customers and among departments. From providing greater customer convenience to allocating human resources more efficiently, the opportunities extend across your entire organization.

TRANSIT TRIGGERS IN ACTION

DELIVERY – Your customer orders a blue sweater. Soon the parcel reaches the local USPS® DDU. The customer receives an email stating the item will arrive in 24-48 hours—and providing more information on your blue sweaters and accessories.

RETURNS – A first-time customer sends an item back. The USPS scans the parcel. An email informs the customer when the account will be credited—and offers a discount on a future order since the first one didn't go exactly as you both would have liked.

ADVANTAGES	OPERATIONS	MARKETING	CUSTOMER SERVICE	IT	FINANCE
Proactive delivery/return notifications enrich customer experience	●	●	●	●	●
Better information for CSRs streamlines call-center activities	●	●	●	●	●
New cross-sell opportunities promote repeat business		●			●
Customized consumer tracking tools build brand loyalty		●	●	●	●
Enhanced visibility facilitates vendor management and monitoring of delivery performance	●	●	●	●	●

Take advantage of our free Transit Triggers service, and you're on the road to raising your repeat purchase rates—and profitability. Call [866-647-0688](tel:866-647-0688) or visit www.newgistics.com to get started or find out more.