

## What is Shipster After-Sales?

Shipster After-Sales is a new tool that allows you to create a fully branded delivery experience. It gives customers a webpage that they can visit to check the progress of their order and receive tracking update emails from your company. These personalised emails can also be enhanced with product recommendations, related promotions and your artwork.



### An exclusive platform

From customisation to post-sales communication, only Shipster clients are able to access these exclusive features - putting you ahead of the competition.



### Removes reliance on courier comms

Unhappy with your current courier communications? Shipster After-Sales provides you with the opportunity to keep everything in one place and relieve your customers of frustration.



### Complete customisation for your brand

From email content to product recommendations, even down to your tracking URL - each and every one of these elements can be customised to your brand.

## Build on customer experience



Customers have high expectations when it comes to tracking their packages. With Shipster After-Sales, create a seamless journey from dispatch to delivery, updating your customers every step of the way.



89% of consumers are more likely to make another purchase after a positive customer experience



65% of consumers want greater delivery flexibility



More than half of customers want real-time order status visibility

Flexibility is essential for consumers too. Having options to change delivery dates, safe spaces to store packages, and even the delivery address, instil that sense of ease when ordering from your business.

A post-purchase customer experience, that puts the consumer in control, enhances their perception of your brand, increasing the likelihood of future purchases. That's the magic of after-sales.

## How to customise

Your shipping experience should be as custom as your brand. Here are just a few of the ways you can customise your shipping experience to provide your customers with a seamless journey.



### Web updates page

Keep your delivery experience consistent with a branded web updates page - customisable from the colours, imagery and language to the page URL. Attention to these details assures customers every step of the way that they're still in the hands of your brand that they trust.



### SMS Updates

Beat competitors at giving customers next-level communication with SMS delivery updates from your brand. The ultimate convenience for an eCommerce market where expectations are constantly rising and trust with growing retailers is essential.



### Email updates

Customise the copy, content and design of the automated customer update emails, with your brand colours, images, CTAs and promos. These can even be personalised to the recipient.



### CTAs

Maintain interest with engaging call-to-actions throughout the email. This could include promotions, subscriptions, or social media links.



### Promotions

Customise promotions to match your customers' buying patterns. This could include a unique discount or referral code, or artwork promoting a recent sale.



### Product recommendations

You can also automate related product recommendations within your email communications, prompting customers to make secondary purchases.

## Optional: Returns Portal

Continue to weave your brand experience into the return process by opting to use our fully featured returns portal. This optional features includes:

- A fully branded returns portal
- Branded return progress emails
- SMS updates
- Return reason selection per item
- Refunds & Exchanges
- Pre-paid label and QR code options
- Data collection for returns analysis
- Optimised for all devices



For more info visit [www.shipstersolutions.com/returns-portal](http://www.shipstersolutions.com/returns-portal)