

How Candere implemented the perfect e-commerce shipping process

CLICKPOST



Candere enabled proactive tracking messages to customers...

- Order Placed
- Dispatched
- In transit
- Order delayed
- Out for delivery
- delivered

Hi Naman, Your order #123 from Candere is out for delivery. Click here to [track](#)



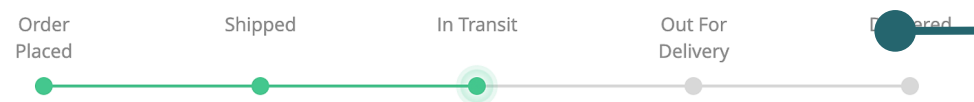
... and got its own branded tracking page



Candere branded experience

Courier: Delhivery | Tracking ID: 3400510087275 | Order ID: 861746 | Last Update: In Transit on 27th Nov, 01:40am

Order Placed On 13th Nov 20 | Shipment delayed: Courier Partner notified to get the shipment delivered to you at the earliest



Neat Tracking details

23 Nov	Jalandhar_QajiMandi_P (Punjab)		
23 Nov	Location: Jalandhar_QajiMandi_P (Punjab)	Time: 00:50	Remark: Vehicle Arrived
22	Location: Chandigarh_Bairua_GW	Time: 20:57	Remark: Connected to destination

A promotional banner for 'BESTSELLERS' jewelry. It features the text 'Our most-loved designs right here.' and an image of two diamond rings. A 'SHOP NOW' button is located at the bottom of the banner.

Cross-selling opportunities

This led to a measurable improvement in operations KPIs



3.8 times an average customer visited tracking page for getting shipping updates, eliminating logistics-related customer calls



40% lower logistics-related customer queries compared to industry due to proactive updates to customers



14% customers went from tracking page to product purchase page, leading to significant cross-selling opportunities

Logistics automation

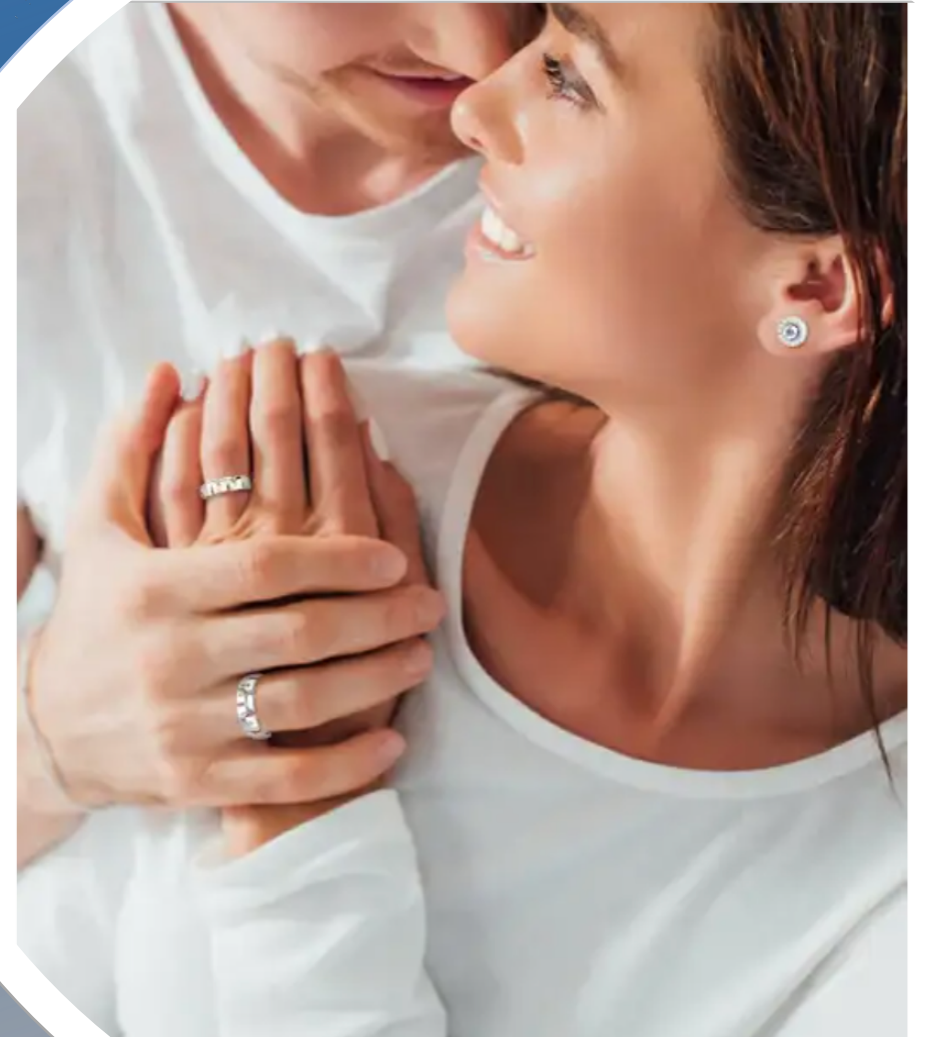
22 man-days saved every
month for central logistics team
by automating courier selection &
waybill generation



RTO% reduction

5% improvement in
converting failed deliveries to
fulfilled orders

STONE COLLECTIONS WEDDING



“

ClickPost has helped us **reduce RTO%** and **automate logistics operations**.

It also helped us create **good shipping experience** for our customers - We're able to send them **tracking updates** on different milestones, show tracking details on our website and **reduce queries**

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Rupesh Jain
Founder & CEO, Candere



Candere is at the forefront of e-commerce Logistics

- ✓ **Algorithmic courier selection**
- ✓ **Automated manifestation**
- ✓ **Branded Tracking Page**
- ✓ **Courier performance analytics**
- ✓ **Auto-resolution of delays & SLA breaches**
- ✓ **Proactive NDR Management**
- ✓ **Integrated logistics data pipeline**
- ✓ **Smart Estimated delivery date Prediction**

Thank You

CLICKPOST

