What you're risking by relying on third-party tracking

86% of consumers say tracking is important. So that just means you need to keep passing on carrier updates about their order, right? If only it were that simple! If you're relying on third-party tracking sites to keep your customers informed, chances are you're:

- Generating unnecessary customer contact
- Doing your brand a disservice
- Missing out on the opportunity to upsell

Many retailers assume that the tracking experience is too hard or costly to manage, so after sending the order confirmation to a customer they leave tracking to third parties. But actually, that's not the case. In this guide we explain how easy it really is to take back control of your tracking experience.

Challenge

Your tracking confuses customers... they'll call customer service anyway

One major benefit of tracking is that it keeps your customer proactively informed about their order. They don't need to contact you, and you can reduce customer service costs. Given one retailer we work with estimates customer service calls cost £4 apiece, these are some significant potential savings!

But you can forget about it if your customer doesn't actually understand the tracking updates you provide. Unconsolidated third-party tracking updates are inconsistent, and filled with jargon that simply won't mean anything to your customers. Each carrier does things very differently. Some may have 50 events and others might have 50,000, each with their own terminology, formats, and processes. As a consumer, the data and different UIs can be incredibly hard to interpret.

If your customer doesn't understand what's going on, they'll call you anyway. Then no one is happy.

Solution

Reduce unnecessary contact with a branded tracking portal
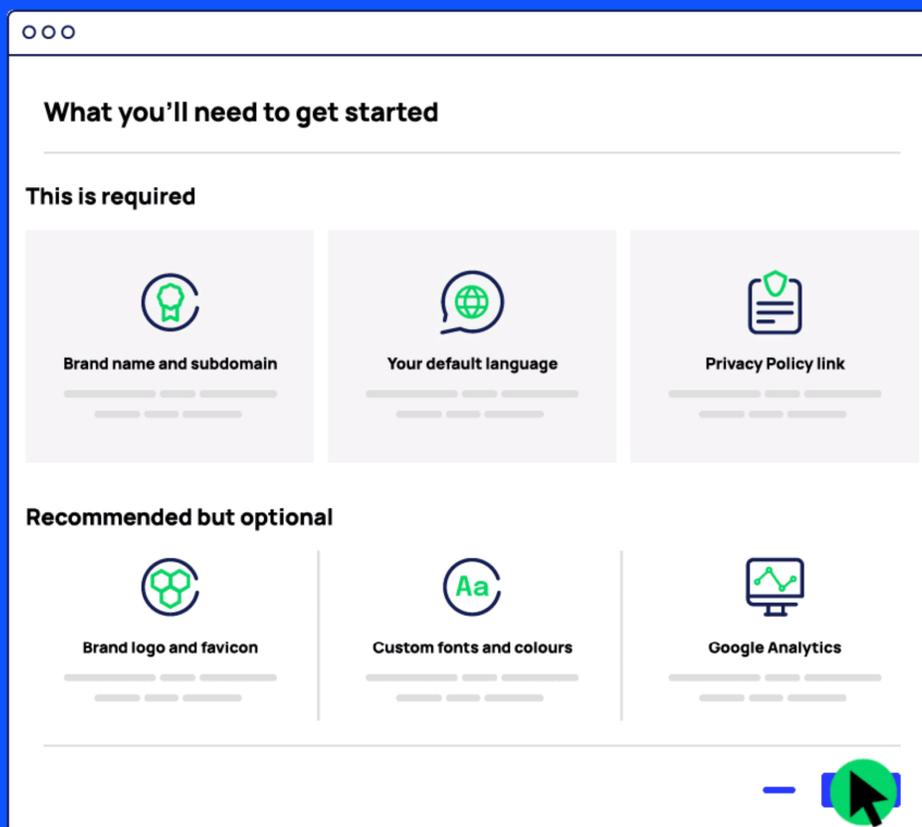
With Metapack Delivery Tracker, third-party tracking data is consolidated into consistent, easy-to-understand, jargon-free updates, which are available via a self-service portal.

All status updates are displayed using best-practice terminology and layout, developed by Metapack based on years of experience.

You can manage all ecommerce orders through one single solution: collection points, own store collection, multi-parcel, and multi-carrier. Yes, all of them! Your customer is served relevant content, based on the delivery stage that they're at. The portal can be easily accessed on any device, and updates are available in 17 languages.

Content is automatically prioritized ensuring the most relevant messages are placed at the top of the page. Any exceptions are highlighted, helping to communicate clearly with customers and avoid unnecessary customer contact. Best of all, Delivery Tracker can be launched in a matter of minutes.

You can quickly customize branding using our self-service wizard. It's as easy as uploading your brand assets and selecting your colors using code-free click-to-publish admin tools.

What you'll need to get started

This is required

Brand name and subdomain

Your default language

Privacy Policy link

Recommended but optional

Brand logo and favicon

Custom fonts and colours

Google Analytics

Here's what we've calculated you can achieve using consolidated tracking:

30%
...reduction in customer service contact

20%
...increase in click throughs

20+
...net promoter score

Your shopping experience is disjointed

Would you let a third party take over your website? Or your checkout page? We didn't think so. So why are you letting them take over your tracking experience?

Tracking forms a major part of your overall brand experience. If you rely on a third-party to provide these updates, just think how much of that experience you're ceding control over.

Post-purchase share of voice

Touch point	Retailer	Carrier
Order confirmation	✓	✕
Dispatch confirmation	✓	✓
Out for delivery	✕	✓
Delivered	✕	✓
Issues/exceptions	✕	✓
Inflight changes	✕	✓

Total retailer % of communication:

Total carrier % of communication:

33.33%

83.33%

**82%** of consumers have told us they want tracking to come from the seller.

You have spent all your Marketing budget acquiring these customers. Then by handing over your hard-earned customers to third-parties you're putting their customer lifetime value at risk. Not to mention missing out on the opportunity to upsell and drive further conversions.

Take control of your tracking with a Tracking API

Be the boss of your delivery experience with Metapack Tracking API. This is a more bespoke solution for retailers who want to maintain complete control of the tracking experience, down to tone of voice and messaging.

Embed rich tracking data across your entire ecommerce experience, creating tracking features on your website and apps, for example in your "My Account" section. You can even integrate tracking data to your customer service tools to reduce time to resolution or even automate customer service response to tracking queries entirely.
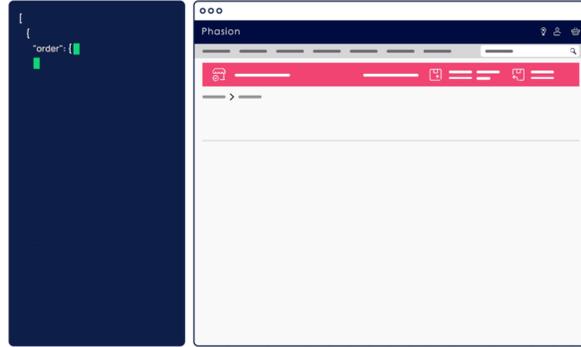
Challenge

You're missing out on precious upsell

Every stage of the ecommerce experience is an opportunity to retain customers and drive them towards additional products. Tracking is no exception to this. So why are you sending your customers directly to carrier websites where these third-parties are only promoting themselves?

Solution

Drive additional revenue in your branded tracking portal

Using an owned tracking site allows you to leverage a high-trafficked page to highlight your own products and promotions. For example, Metapack Delivery tracker allows you to easily upload static banner advertising, and include links to high performing pages on your website.

You can even integrate the portal with Google Analytics to test and track promotions and advertising.

Delivery Tracker ▷

Book a demo today to discover how easy it is to get started with **Metapack's range of tracking solutions**, and select the product that's right for you.

Schedule Demo