



LEVERAGING MESSAGING TECHNOLOGY IN THE COURIER AND LOGISTICS INDUSTRY

A Whitepaper by [Cellfind](#)

Author: Product Team

SAY HELLO...

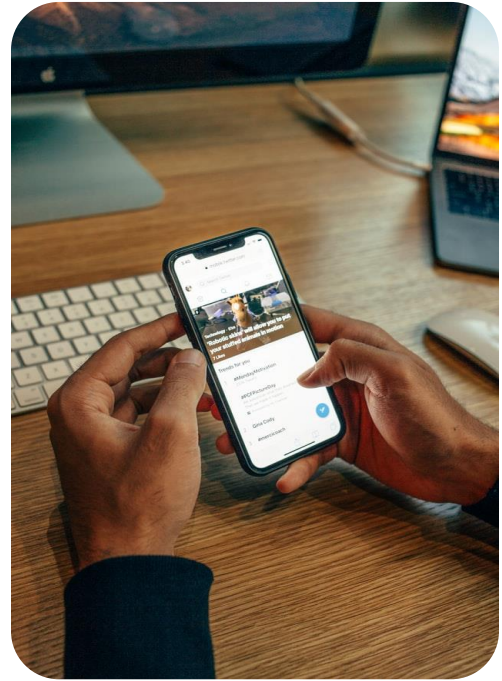
300 Witch-Hazel Avenue, Eco Fusion 4 Office Park, Centurion, Gauteng, 0169, South Africa

Phone: +27 (0)10 442 3100 | **Email:** sales@cellfind.co.za | **Web:** <https://www.cellfind.net.za/>

MAXIMIZING DELIVERY EFFECTIVENESS WITH SMS

Delivery, haulage and logistics companies all have the challenge of managing many moving parts. Multiple vehicles and drivers transporting items, food, or goods all to separate destinations sometimes make it difficult to know exactly what is going on at any one time. While there are many tools already in use to help, SMS messaging is one of the best.

This field is constantly evolving, as more companies are embracing mobile technology. Mobile is changing the way people browse the internet, shop, and interact with brands. Text messaging represents a powerful, yet underrated marketing medium. Real-time updates provided by two-way SMS have become an efficient way of improving customer relationships and streamlining internal operations. Logistics companies can also use SMS solutions for mobile marketing and customer engagement, but the greatest benefit of SMS is, undoubtedly, its operational value.



Advantages of Using SMS in your Transport & Logistics Operation

Improved Safety

Your company may use mobile voice calls to communicate with your drivers. This method requires the driver to respond whenever they are called. But talking on mobiles while driving is illegal and unsafe and not all drivers have or use hands-free car kits.

By using text messages to communicate with your drivers, you can relax knowing they will get the message immediately but can check it when it's safe for them to do so.

Manage Customers

Another great use of SMS is keeping customers informed. This could include updates on where their delivery is in the network, confirmation of delivery (safe place, with a neighbor, at reception, etc.) or even special discount offers.

The more you communicate with your customers about information relevant to them (orders, bookings, shipments, etc.) the more likely they are to return to use your services again. It will show them how much you care about your customers, and build their loyalty over time.

Delivery confirmations



Let your customers know when their package has been dispatched with an estimated date of delivery

Gather Feedback



Send surveys & request feedback from your customers showing your care about the level of service you provide

Marketing



Texting can also be used to increase brand awareness and inform customers of new deals or specials

Pickup requests



Give your customers the option to request a collection using an USSD menu with a time-slot in the reply options

Order tracking



Automatically send tracking information to both sender & recipient using a URL in a text message

Reorganize Deliveries



Give your customers the option to rearrange a delivery or give instructions such as a 'deliver before midday' or 'leave with reception'

SMS Case Studies

Online Freight Operator's Marketplace – an online marketplace platform for freight where shippers and fleet operators can engage seamlessly utilized SMS successfully recently. With the vision to make freight a seamless experience, and to ensure it happens efficiently, the company had been rigorously working on establishing a robust communication network for their customers' satisfaction.

Knowing that a well-established communication channel with customers is a key requirement to ensure better operations and setting up seamless operations while maintaining a wide range of customers without a robust and secure communication channel is a challenge.

Thus, to convey important information like offers and updates for building a strong system, a communication channel targeting a wider reach was required.

The company utilized a messaging API to trigger SMS's based on certain events. As a result, their customers, truck owners and drivers get regular updates and ongoing offers via a secured channel, making the operations reliable and seamless, which resulted in a better rapport with the team and customers and thereby, an increase in sales.

Contact us for more information on our messaging API's.

24H Same-day Courier Provider – The company needed a fast, cost efficient and reliable method to send details of transport jobs to the driver. Knowing that email and phone correspondence are not as suitable as texting is in the transport industry.

By utilizing SMS, all jobs and instructions are sent, received and replied to. This results in messages being identified as delivered. This saves time re-sending messages and the company can receive responses quickly so they know that everything is going as planned.

Refrigerated Freight Hauler – With trucks spread all over Europe, the company was looking for a fast to implement, fair priced service for sending SMS messages to trucks or drivers, not equipped with one of their telematics onboard computers. They wanted to copy-paste info (loading addresses, reference numbers) from their planning tool into a SMS in one mouse click.

The company is now sending information to their drivers more quickly than before and without typos (compared to typing an SMS on mobile phone manually). They actually copy info from their Transport Management System into the SMS dashboard before sending it to the relevant driver.

OMNI-CHANNEL LOGISTICS

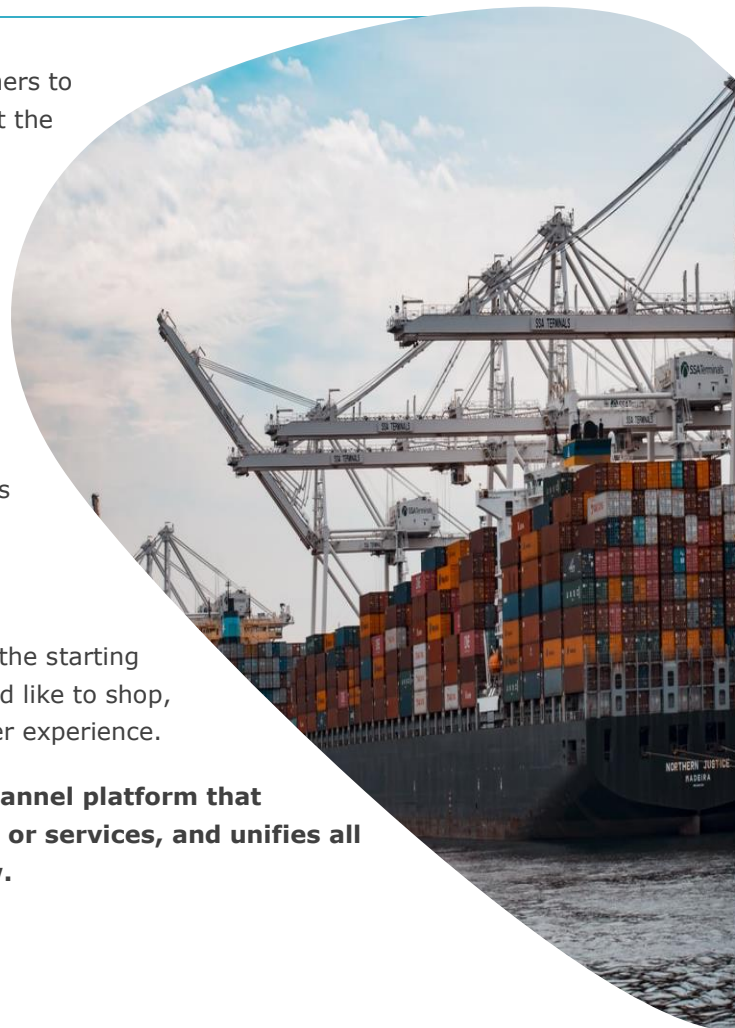
Omni-channel is here to stay. Companies that enable consumers to find, buy, receive, and return goods most conveniently and at the lowest cost are being rewarded with increased customer loyalty, revenue growth, differentiation, and profitability.

Right now, omni-channel is bringing companies closer to customers with more real-time and personalized engagement. Looking ahead, we expect to see the physical assets of logistics networks being virtualized and managed much more dynamically in line with customer demands. We also anticipate more focus on predictive logistics and analytics to support the omnichannel network.

For any company embarking on the journey to omnichannel, the starting point is clear. You need to consider how your customers would like to shop, and then commit to enhancing and personalizing the customer experience.

At Cellfind, we're building a low-code, low-cost omnichannel platform that connects your business to popular messaging channels or services, and unifies all customer interactions into a persistent, connected flow.

Please contact our sales team for more information.



Omni-Channel Supply Chain Case Study

When Ryan and Andrew Beltran launched their bespoke timepiece company, Original Grain, on Kickstarter, they had their goals set high. In their first crowdfunding campaign, they raised nearly \$400,000 and realized firsthand that their logistics and supply chain would be the backbone of their company.

Flash forward four years, Original Grain has hit the eight-figure sales mark while selling across various channels like brick-and-mortar retail, Amazon, and their own Shopify Plus store.

They took an omni-channel logistics and supply chain approach early on and, as a result, have earned five-star reviews across channels. When shipping from their Shopify store, they work with a third-party logistics partner who batches shipments within a one-or two-day period. This enables them to optimize the actual fulfillment process by shipping similar products at the same time.

Leveraging Cellfind's customizable LiveChat platform combined with WhatsApp based commerce will help to ensure that your company upholds similarly efficient order fulfillments. Reach out to us for more info.

CUSTOM PANIC BUTTON FOR DRIVERS

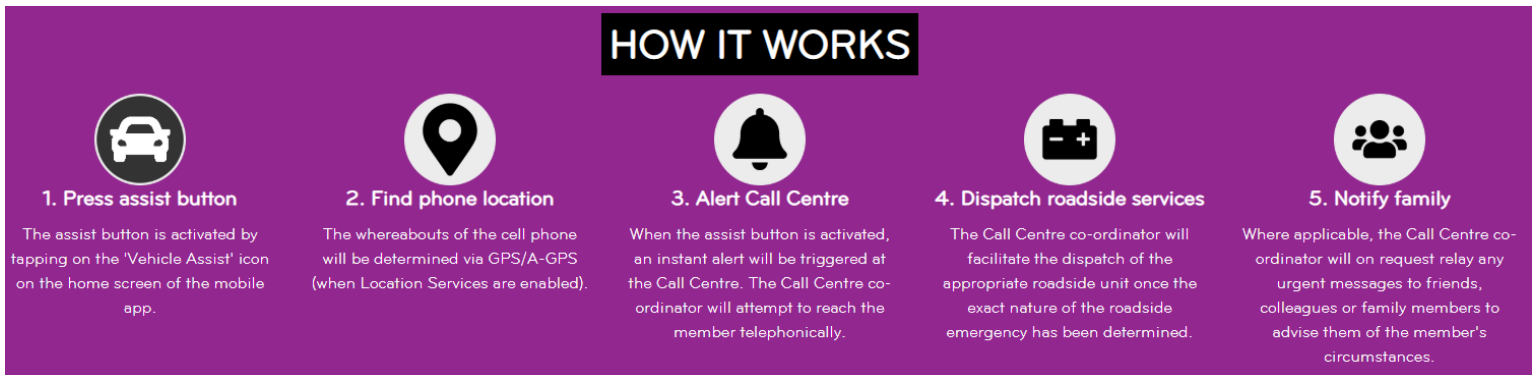
We know that healthy, safe drivers are core to your business. Without them, many of the goods and materials we need in the South Africa would be stuck in the mud, and with the popularity growth in online shopping, everyone wants their items within a short time.

Truck drivers are the answer for those consumers. When you break something and you order a replacement, don't you want it fast? Well, truck drivers will get it to you fast, otherwise, you're on your own. They spend all that time away from home, family, and friends, so all the products that people rely on go where they need to be.

In order to keep them optimally safe, why not consider a custom, branded panic button solution?

This is a cell phone based, voice-free product button that is used in any emergency or when you require assistance. It is the quickest way to request emergency assistance. By using the GPS location of the driver, we're able to quickly dispatch our trusted partners and service providers to assist them.

Here's the typical high-level process:



Go ahead and contact our expert sales team to find out more.

Cellfind is a leading mobile communications company enabling YOU to easily and effectively communicate and engage with YOUR customers through multiple communication channels via one integrative provider.

Communication channels

- ✚ Messaging services: B2B
 - ☑ BULK SMS, USSD, LIVE CHAT, SHORT CODES for mobile messaging campaigns.
- ✚ Value added services: B2B
 - ☑ MOBILE PAYMENTS & PAYSLEIPS which are legally compliant.
 - ☑ LOCATION BASED SERVICES for the approximate location of users and/or incidents.
 - ☑ MOBILE IDENTITY for preventing SIM-swap fraud.
- ✚ Mobile applications: B2B2C
 - ☑ MIASSIST (digital panic-buttons, emergency services, service providers)
- ✚ Omnichannel communication: B2B
 - ☑ FLOWBUILDER enables you to communicate with your customers on their messaging channel of choice to create a unified customer experience throughout all your digital messaging campaigns.

THE CELLFIND VALUE PROPOSITION

Your leading mobile communications partner enabling you to:

- ☑ Communicate and engage with your customers quickly and efficiently, on their preferred device.
- ☑ Deliver your messages on time, every time, at the preferred time.
- ☑ Use the correct mobile partner in delivering your message.
- ☑ Easily leverage and customize our white labelled solutions and market them as your own, without the expense of development costs.
- ☑ Boost your business by adding our products to your digital messaging product lines – Hello resellers!

Cellfind draws on a strong base of technical skills and locally-owned intellectual property to create innovative mobile solutions to a wide range of industries including, Supply-Chain, Logistics and Courier services.

Reach out to us at sales@cellfind.co.za and let's chat about how we can be of service.