

Predictive delivery promise date on Product Detail Pages (PDP) and at checkout reduces consumer uncertainty and increases conversion. Flexibly configured to consider delivery impact factors along with historical data and current trends.

## Standard Features

### > Low Latency API

Out-of-the-box API with flexible request pattern based on data available to the Retailer. Delivers extremely fast responses (<8 ms) to ensure no impact on PDP and checkout load times.

### > Machine Learning (ML) Algorithm

Random Forest based data model with zip-code level accuracy, ready with only two weeks of retailer-specific training and continuously learning on historical carrier and customer data.

### > Configuration

Retail business users can easily configure set-up by providing warehouse information, carrier delivery methods, additional handling or processing time, and ad hoc adjustments or changes including holidays, delivery method changes, closures, and staffing shortages.

### > Reporting & Analytics

Full visibility of historical customer promise attainment, segmented by origin, carrier and geography, with Power BI data visualization.

## Supported Use Case Examples

### > Include buffer for linehaul

Use parcelLab's "handling time" attribute to configure linehaul for specific delivery methods or markets.

### > Enable shoppers to input zip for increased accuracy

Create a zip input within the website UX to collect shopper zip codes and make an updated API request for the Promise.

### > Base Promise on saved customer address

Provide a more seamless experience for logged-in customers by querying the Promise API with their saved address.

### > Monitor against Promise during post-purchase experience

Leverage parcelLab Track & Communicate to monitor against the customer Promise and communicate accordingly during the post-purchase journey.