

Delivers end-to-end post-purchase communication with personalized emails and an embedded Order Status Page. Hyper-relevant content engages your customers to drive web traffic and repeat purchases.

Standard Features

> Order Status Page

Embed the responsive Order Status Page on your website via a fast JavaScript snippet, owning all styling via CSS, to drive traffic on-site.

> Unlimited Emails

Send proactive milestone email communications, with best-in-class deliverability, based on any defined Triggers. Can include attachments.

> Click & Collect

Manage store collection flows with milestone updates, an additional store data connection indicating “Ready to Collect” and “Collected” events, visual maps within emails and on the Order Status Page, and importing store-specific opening times.

> Trigger Builder

Create triggers for personalized customer journeys based on multiple inputs and conditions, e.g. carrier scans, non-carrier events, and time-based logic. Trigger Builder enables communications to incorporate additional logic to go far beyond simple carrier updates.

> Conditional Placeholders

Display personalized and contextual content within emails or notifications based on any inputs and conditions provided. This powerful engine often leverages shipment status, customer data, order data, shipment data and other Retailer-defined segmentation rules.

> parcelLab NPS

Embed an NPS rating question within customer communications and link to a landing page with additional feedback questions.

> Order Summary

Provide a comprehensive Order Summary for Split Orders, showing all items in the order, which items will arrive in each shipment, and when each shipment is due to arrive.

> Single Sign-On (SSO)

Simple and secure access to parcelLab’s customer service and reporting portal for unlimited users.

> Reporting & Analytics

Full visibility of carrier SLAs, historical performance, customer promise attainment and more with Power BI data visualization.

> Live Monitoring

Live data of the current day compared to the average of the previous week, including outbound orders, email performance and orders with issues.

> API & Standard Webhooks

On-demand (API) or event-based (webhook) access to all tracking information, statuses, and communication triggers, for use in internal systems, or to power mobile app use cases, chatbot, and alternative messaging channels.

Add-ons

> SMS

Send order status updates via parcelLab SMS.

> **Split Shipments**

Build an intuitive experience for Split Shipments by leveraging the Order Summary in notifications to provide an overview at a glance: use the Order Status Page's native multi-shipment display, combine updates for multiple shipments into a single communication with Trigger Builder, and provide clear information to shoppers with Conditional Placeholders (e.g. "Part of your Order has been Delivered").

> **Empower chatbot**

Empower your chatbot with order status information to enhance existing conversational capabilities with our chatbot-ready API.

> **Serve content based on customer opt-in**

Use existing customer opt-in and marketing preferences to serve the right content to each shopper with Campaign Manager and Conditional Placeholders.

> **Segment order experience**

Deliver segmented and personalized content based on existing customer and order segmentation rules with Campaign Manager, Conditional Placeholders and Trigger Builder.

> **Mobile App**

Update customers on their order status with a responsive or native status page powered by parcelLab's API, and app push notifications powered by our Standard Webhooks for Tracking.

> **SMS**

Send order status updates via SMS with parcelLab SMS, or connect your own SMS provider with our Standard Webhooks for Tracking.

> **Untracked Deliveries**

Engage customers with order follow-up communications even if shipments are sent with an untracked delivery method, by using Trigger Builder and Conditional Placeholders to create follow-up message flows (e.g. "Your order should now be with you").

> **Recommendations**

Make personalized product recommendations using Campaign Manager or by integrating your own recommendation engine.

> **Trust Platforms**

Amplify customer ratings and reviews by integrating your existing Trust Platform.