

# Case studies



interlink  
express

# Delivering first class customer service





## The challenge

For over a decade DPD and Interlink Express have relied on Rant & Rave's proactive communication solution, for effective incident management. In February 2013, they decided to use the same technology to deliver their already established 'Predict' service.

First introduced to the UK in 2010, DPD and Interlink Express developed the 'Predict' solution to ensure that the delivery service they were providing on behalf of some of the country's most well known brands was not only efficient, but also a seamless extension of the shopping experience for the recipient. When customers aren't available for delivery their parcel is returned to a depot and automatically re-delivered the following day. This is attempted twice before the customer is asked to visit the depot and collect the parcel. The 'Predict' solution not only increases the number of successful first time deliveries made but it also enhances customer experience by proactively keeping customers informed about when to expect their parcel.

## The solution

Rant & Rave's proactive communication solution is now used to notify customers by text message about when to expect their package. An initial message informs them which day to expect the delivery and a second, sent on the day of delivery, advises them of a one hour timeslot. This second message also contains a link to a 'follow my parcel' map so that customers can follow the progress of their delivery driver in real-time. This countdown system is so accurate it can predict the time of delivery to within fifteen minutes. If the recipient knows they won't be in to sign for their package, they can reply back requesting for the delivery to be made at a more suitable time or for the parcel to be left with a preferred neighbour. A confirmation text message will then be sent acknowledging the revised delivery or advising successful delivery to their neighbour for total peace of mind.



The benefits Rant & Rave has brought to us are twofold. Not only do our customers enjoy a reliable, convenient and efficient delivery experience, the proactive communication solution has also allowed us to introduce additional resilience, streamline our processes and enjoy significant cost savings as a result. The collaborative efforts of the Rant & Rave and DPD technical teams allowed for a smooth, effective and highly successful implementation.



**Steve Mills**  
Director of IT  
DPD and Interlink Express

## The benefits

Since implementing the solution DPD and Interlink Express have recorded a significant reduction in calling cards left to inform customers of a missed delivery. In addition, anecdotal evidence supports a marked improvement in customer experience and improved brand perception. Following the introduction of the option for customers to request that their delivery is made to a preferred neighbour initial uptake was almost 20% of customers, showing both a desire and need for the service.

By choosing the proactive communication solution, DPD and Interlink Express have not only enjoyed an improvement in the service they deliver to their customers, they've also enjoyed an increase in the performance of their supplier. In less than three months they had recorded an ROI on the proactive communication service. The enhanced reliability of the solution also means they now deliver more messages - since implementing the solution they have experienced 0 "dropped" web comms requests.

Total project implementation time: 6 weeks.



**IMPROVED  
1ST TIME  
delivery**



**SERVICE PAID  
FOR ITSELF  
in less than  
3 MONTHS**



**INCREASED  
service performance  
0 MESSAGES  
"DROPPED"**

# Who we are

**Rant & Rave provides customer engagement solutions with a difference.**

Created with the belief that fundamentally brands and consumers want the same thing – to deliver and receive great service – half of the FTSE rely on the Rant & Rave platform to proactively communicate with and gather fast feedback from their customers.

By reducing customer effort and taking real-time inspired action, brands are able to transform Ranters into Ravers and happy customers into engaged Ravers – lifelong advocates.

For more information visit, [www.rantandrave.com](http://www.rantandrave.com)

Copyright © Rant & Rave 2014