

eCommerce Guide

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How to improve your eCommerce emails about shipments

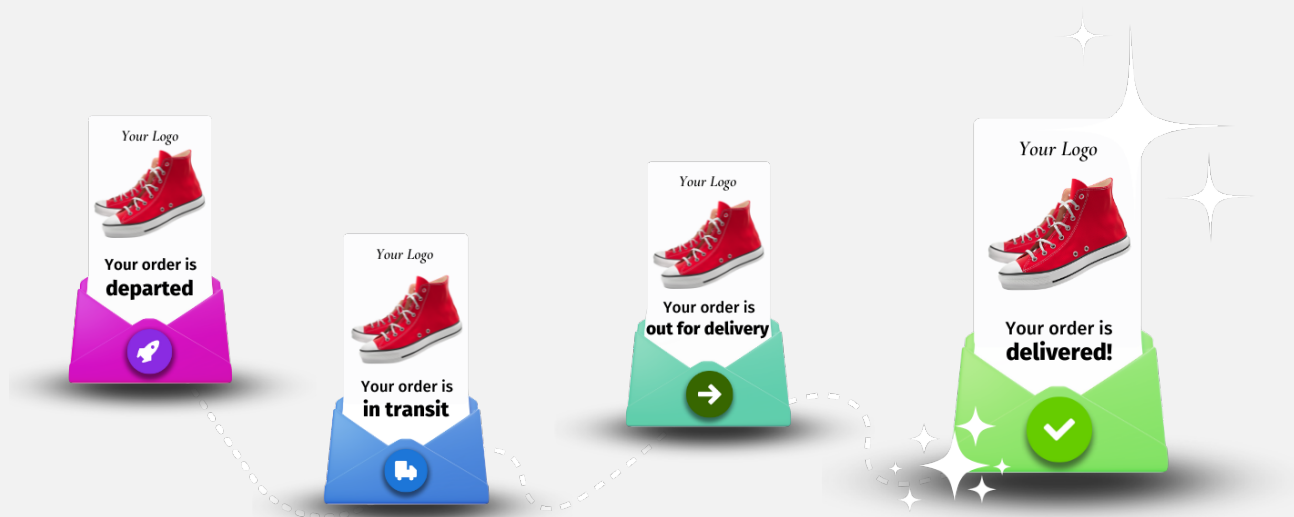
Always up to date customers, less calls to customer care and new orders from emails about tracking

Emails about delivery: the most desired from eCommerce customers

There are several kinds of emails that eCommerce stores send periodically to their customers or registered users. They can be grouped into 2 categories:

- **promotional emails**, such as the launch of a new collection of products, an offer or a giveaway, welcome emails, emails for abandoned cart recovery or "reactivation" of old customers
- **informational emails**, that aim to increase brand trust or to create a community of loyal customers: newsletters with guides or tutorials about the use of the product, videos and user-generated content, articles related to the sector.

The most recent statistics from MailUp ("Osservatorio Statistico 2021") reveal that **only 13.3% of the total emails sent by B2C eCommerce companies are opened**. The click-through rate on the links inside them is 11.99% if we consider the open emails and only 1.6% if we consider the total emails delivered.



The inboxes of online shoppers, therefore, often fill up for nothing and the risk of being labelled as spammer is high. This can take place despite an in-depth work of segmentation and selection of the content, that are long and expensive activities.

However, there are certain emails that the customer wants to receive from eCommerce sellers.

Which are they?

According to a Salesforce survey, 81% of consumers declare that receiving order updates plays a decisive role in their future repurchase decisions. The customers appreciate that the company they have just ordered from notify them directly about the order confirmation and the various steps of the shipment ("departed order", "in transit", "delivered", ...). Many companies still delegate this task to carriers: in this way the merchant is invisible during this crucial phase and the customer can feel to be "abandoned".

>70%

When these notification emails are sent, **more than 70% are opened and have conversion rates above 3%** (average data based on eCommerce stores that use Qapla').

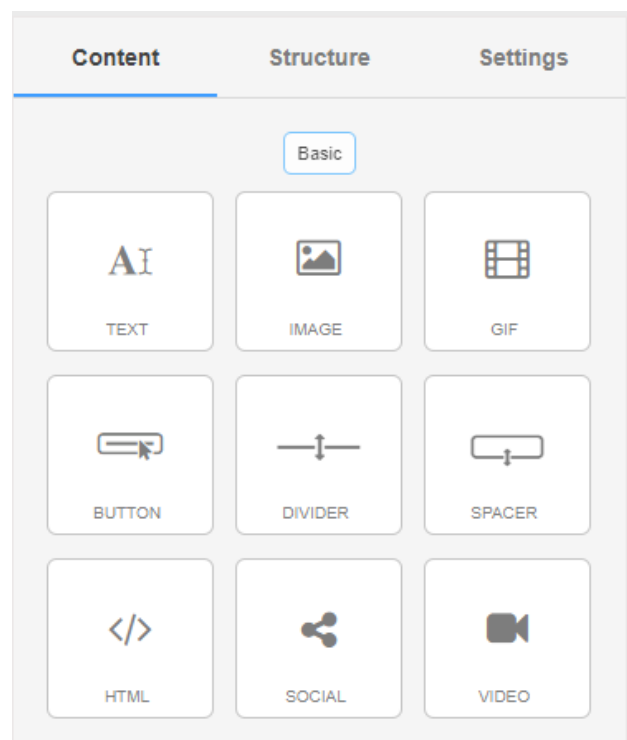
Shipments management software such as **Qapla'** allow you to achieve these results and, at the same time, simplify your workflow.

Such a platform, by communicating with your sales channels and your used carriers, automatically **sends emails about deliveries to your customers**, at the exact moment when the shipments change into a "status" you decided to notify (such as said above, for example, "*departed order*", "*order out for delivery*"). Most of your effort will be about configuration.

This includes the creation of email templates, which can be differentiated for each status and to be updated based on ongoing marketing campaigns.

For this purpose, software like Qapla' provide **advanced visual editors** (in addition to the classic html editor), you can use in a intuitive user-friendly way and open to the integration of all your external marketing tools (the image here shows the elements that you can embed).

Let's see how to set up the sending of these emails in the following pages.



On time tracking notifications thanks to email marketing automation

Receiving shipping notifications from eCommerce websites can have negative effects if they aren't sent at the right moment and if the information is not accurate.

With Qapla' you can set up the **automatic real-time sending of emails triggered by the verification of the shipment status** you wish to communicate:

Management of transactionals			Deactivate
Status	Situation	Configured languages	
☐  WAITING FOR PICK-UP	Not Active	4 configured languages  Display	Manage
☐  DEPARTED	Active	3 configured languages  Display	Manage
☐  IN TRANSIT	Active	2 configured languages  Display	Manage
☐  OUT FOR DELIVERY	Active	3 configured languages  Display	Manage
☐  FAILED DELIVERY ATTEMPT	Not Active	3 configured languages  Display	Manage
☐  DELAY	Not Active	one configured language  Display	Manage
☐  EXCEPTION	Not Active	one configured language  Display	Manage
☐  PICKUP POINT	Not Active	one configured language  Display	Manage
☐  DELIVERED	Active	2 configured languages  Display	Manage

Our advise is to write **a different text for each “shipment status”**, keeping the same graphic layout. Try to **empathize with your customer**. The cheerful or even enthusiastic tones will only be appropriate for emails about the *"departed order"* or *"delivered order"*.

For communications relating to intermediate statuses and problems (for example a delay) the customer needs to be reassured you are actively monitoring the delivery: highlight your contact channels for assistance, so that they know where and at what times you can be found online (you can also choose to activate a virtual assistant on your website, always operational, to answer the most common questions).

Be careful to include banners or promotional codes in emails about shipment problems, as they could be irritating. But we will come back to this later.

The language is another crucial aspect that you can take care of with Qapla': for each status you can create different templates in 17 languages. The system will then associate the correct language to the recipient basing on the shipment destination. Another option you can also choose is sending communications only in English if the destination is different from Italy.

You can differentiate the templates basing on the sales channel: it's a very useful feature to sell also on some marketplaces that have strong restrictions on communication to customers (e.g. Amazon)

DO'S

- ✓ Synchronize the sending of emails with the progress of the shipment
- ✓ Send the emails in the recipient's language

DON'TS

- ✗ Don't notify each shipment status but only the most relevant not to overload your customers' inbox
- ✗ Don't trasgress marketplaces' policies (like Amazon's) regarding email sending and customization

"By using Qapla' we're able to give more timely answers to customers. The transactional emails help users in the retrieval of information, for sure"

Gionata Galdenzi, eCommerce Manager, **Moschino**

"Our goal is to remain available to the customer for as long as it's necessary and for this reason Qapla' is the perfect link between our cellar and the most important moment of the shopping experience: the opening of the bottle"

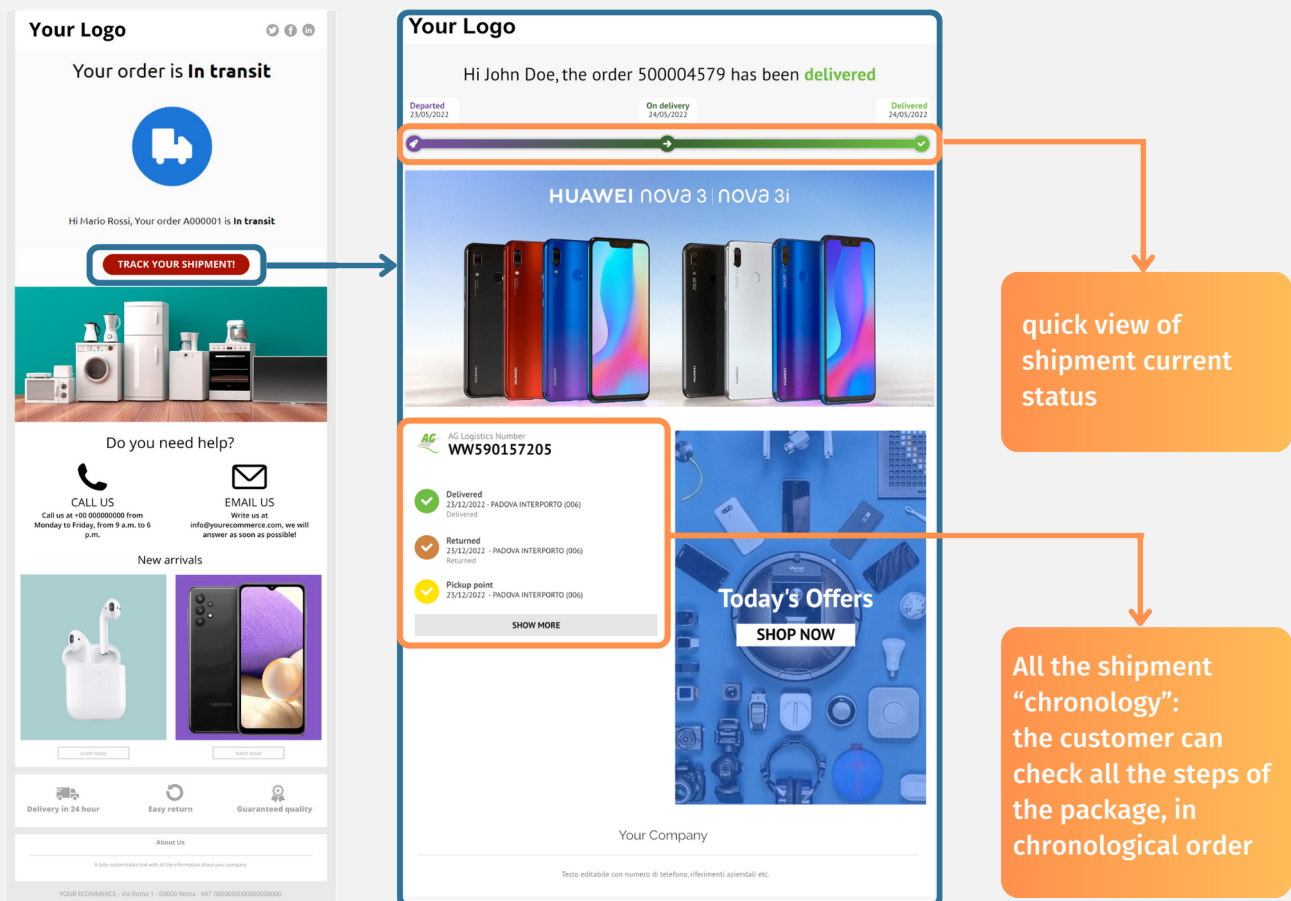
Andrea Nardi Dei, Chairman & CEO, **Vino.com**

A link against consumer anxiety: the tracking page

You can make emails about delivery an up-to-date means of information. How? By placing a **link to the tracking page**. This is a landing page where the customer can check the position and status of his order at any time. At every "refresh" the tracking page updates the information sent by the courier, through Qapla'.

It is a truly valuable resource for the eShoppers, eager to know where are their packages. This common state of anxiety explains why the tracking page is **one of the most visited pages in eCommerce**: re-opening rates reach up to 350%.

By providing the tracking page to your customers, you can finally reassure them and reduce the number of their requests. On average, we measured a **54% reduction of calls to Customer Care** is recorded.



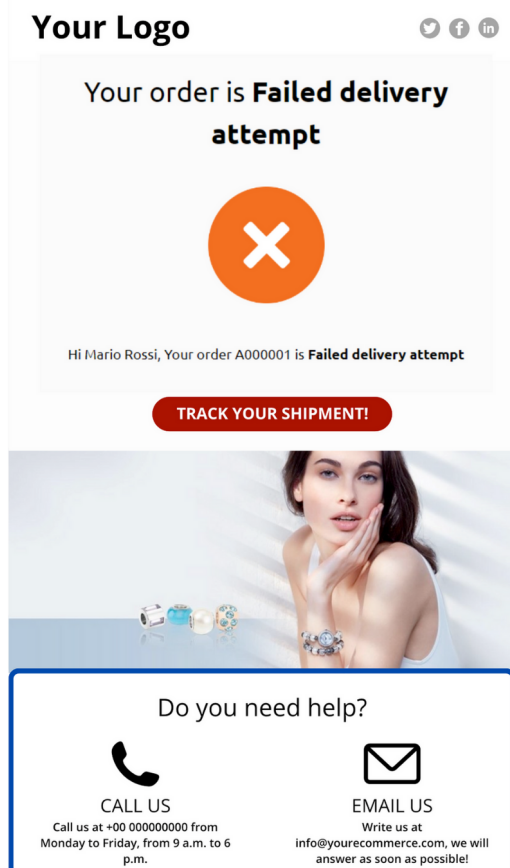
On your customer's side in case of shipping problems

An inconvenience can be an excellent opportunity to leave good memories of how it has been solved or managed by the support team.

First, by sending the communication from your address, with your logo and graphics, **the customer will know that you are taking care of the problem firsthand.**

The exact opposite is perceived if you let the carrier notify the customer on your behalf and you don't have the certainty or control that this really happens.

The effectiveness and courtesy in assistance, in addition to constant contacts and updates, can instead result in a **good customer experience** and even in positive reviews.



Let your customers find you:
highlight your contacts and
opening hours of your
support team

DO'S

- ✓ Highlight your contact channels and timetable of your assistance team
- ✓ Disable the sending of similar emails by the carrier in order not to have duplicated communications, that are inconsistent with your brand

DON'TS

- ✗ Don't include promotional offers in emails relating to shipment "problems"
- ✗ Don't use inappropriate tones with respect to the inconvenience experienced by the client

"The customer often contacted our customer service for information on shipments and this resulted in a lot of pressure on the department. Sending transactional emails reduced contacts to customer service about shipping by 60%"

Beatrice Montanari, Marketing Manager, **Profumerie Sabbioni (Ethos Profumerie)**

"Email requests from customers for shipping information decreased by 80%, thus also decreasing the work of the Customer Care team members. With our previous workflow an employee was dedicated only to answer these inquiries, now, he is able to manage this task in a very short time what he used to do before in a whole day and can focus on other activities"

Riccardo Di Marco, Founder & eCommerce Manager, **GoCamera**

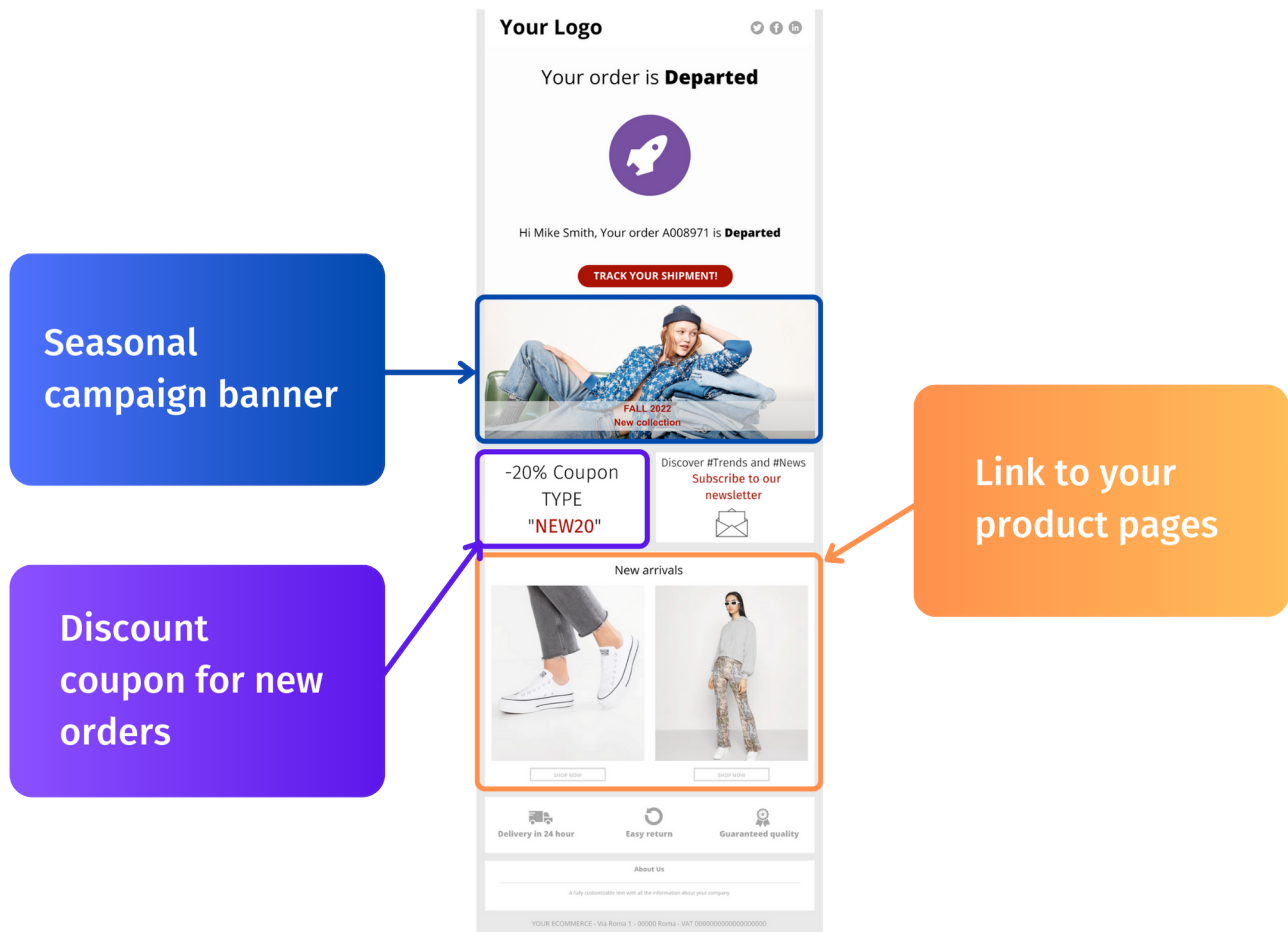
The business potential of emails about shipments

Due to their high open rates and high interest from the customers, emails regarding positive shipping updates are perfect to **encourage the customer to buy more** or to push them towards other desired actions.

For example, you can include **banners** that direct them to a section of your shop or to discounted items. You can insert a box with a **coupon** that is reserved for those who have made a first order.

You can drive them towards the **subscription to a newsletter** or a **loyalty program**. The opportunities are limitless.

If acquiring customers is at least 5 times more expensive than keeping them, with this kind of activities that you can get a return on investment (in advertising, PR, costs related to the website, etc.).



DO'S

- ✓ Align the graphics of these emails with that of your website and with that of your active advertising campaigns
- ✓ Enter the the UTM codes in the links inside the emails to monitor the acquired traffic and conversions on Google Analytics

DON'TS

- ✗ Don't forget to update the email templates basing on the currently valid offers and coupons
- ✗ Don't link to pages with a different language than the one used in the email or to offers that aren't not valid for some countries

“Transactional emails are a very powerful tool, I have several opportunities to interface with the customer and cross-sell. The first purchase can occur from an emergency, it's all about the second potential order. We have increased the reorder rate by at least 50%”

Marco Divita, CEO & coFounder, **Amastone**

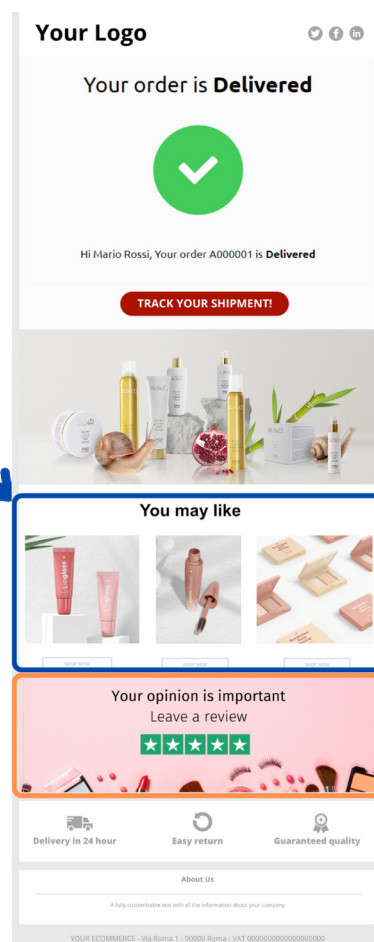
Combine your marketing tools for one-to-one communication and high conversion rates

Qapla' email editor not only allows to create the templates with no need of html language knowledge thanks to a visual interface but also has the highest possible degree of **flexibility** and **openness**.

Indeed, you can **embed external tools widgets** within these transactional emails: for example, the ones to show the recommended products based on the characteristics of the user or offers from your own catalogue or some of your partner's.

This way, you can **make the most of all your upselling and cross-selling tools** in a channel with very high traffic. This customization brings one-to-many communication closer to one-to-one. The effect on **conversion rates** are remarkable: the average is higher than **3%** but in some periods it reaches up to 10%.

Recommended products based on users' collected data



Ask for reviews of your store

DO'S

Carry out A/B tests to increase your emails conversions, editing only one element at a time (otherwise, you will not know which one causes potential variations)

DON'TS

Don't ask for reviews in emails other than the one about the end of the delivery, otherwise the buyer will not be able to evaluate the product

"We have been using this service since 2017 and it makes a difference for sure. The customers cherish these communications as they make them feel pampered. If Nomination is considered a guarantee, share of the credit is to Qapla', too."

Alessandro Gensini, Marketing Director, **Nomination**

"In shipping communications, we keep the MammaPack style which stands out for the effectiveness of the message and the informality of the texts. We use the public tracking page where the recipient is invited to plan the delivery options with the courier (time slot, date, authorization to deliver to the neighbour, etc). We also use tracking notifications for editorial or advertising activities"

Flavio Nappi, CoFounder & CEO, **MammaPack**

How can Qapla' help you?



Qapla' provides you with a single panel where you can manage orders, shipments and returns quickly and easily, print labels in 3 clicks, and notify your customers in real time with personalized communications.

Connect your website, CMS or marketplace with Qapla' and communicate directly with both couriers and your recipients. Take the delivery experience to the next level.



Contact our experts team:

contacts@qapla.it

Qapla'
tracking=marketing²