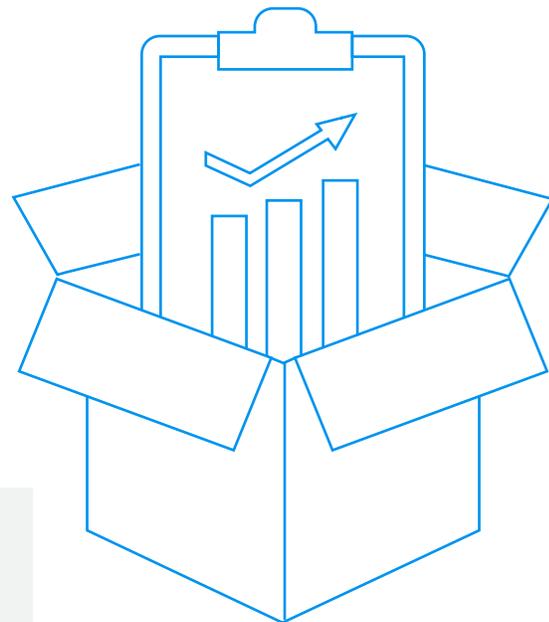


SMG PostShip

Measure the fulfillment experience to ensure your brand delivers



- ▶ Track satisfaction from homepage to doorstep
- ▶ Integrate reporting with other CX channels
- ▶ Stay ahead of revenue-impacting issues

When customers place an order through your website or mobile app, they trust you to provide a seamless shopping experience that reaches their doorstep. Betray that trust with late shipments, inaccurate orders, or damaged goods, and you face an uphill battle to regain their loyalty. SMG PostShip allows you to measure each step in the fulfillment process, so you can be sure your brand delivers.

The checkout isn't the endpoint. In fact, when done right, a seamless purchase and fulfillment process can lead to a lifelong customer-brand relationship. But for that to happen, the qualities that differentiate your brand during the decision process have to hold true throughout the customer journey. PostShip enables you to understand key drivers of the fulfillment process, integrate reporting with other CX data, and stay ahead of potential issues.

Understand the key drivers of each step in the fulfillment process

Whether customers choose to pick up in store or have their items delivered, there are a variety of experiences they can have after purchasing through your website or mobile app. PostShip is customizable to your brand's touchpoints and research goals, which means you can determine when to send the email invitation and which aspects of the experience you want to focus in on, including:

- ▶ Accuracy of Order
- ▶ Timeliness of Delivery
- ▶ Quality of Products >>

SMG PostShip delivers insight on each step of the fulfillment process, integrating real-time reporting with other CX channels and keeping you ahead of revenue-impacting issues.





PostShip data filters into the reporting dashboard alongside your other datasets, allowing users to track each touchpoint without losing sight of the big picture.

Integrate reporting with other CX channels

The fulfillment experience doesn't exist in a vacuum, and neither should your reporting. PostShip data filters into the reporting dashboard alongside your other datasets, allowing users to track each touchpoint without losing sight of the big picture.

In addition to helping you maintain a single source of insight, SMG's reporting platform makes it easier to ensure improvement efforts align. Whether it's managing cross-channel alerts or tracing accuracy issues back to the website user experience, integrated reporting is crucial to your organization's omnichannel strategy.

Stay ahead of revenue-impacting issues

Issues with the fulfillment process are urgent, as they could identify root causes with system-wide impact. And resolution can be tricky, as it often requires recovery efforts and coordinating with third-party vendors.

Fortunately, PostShip delivers the tools your users need to stay one step ahead. Alerts keep the appropriate users apprised of potential issues in real time. And with text analytics, customer comments help you pinpoint exactly where problems lie.

There's no question technology has changed the consumer-brand relationship—and those changes need to be reflected in the ways you collect and act on feedback if you want to win with customers. PostShip turns a critical step in the customer journey into an invaluable source of ongoing insight. As part of SMG's Online CX offering, it's just one more way we help brands build better customer connections across digital touchpoints. 1

To learn how SMG PostShip ensures your fulfillment process delivers, contact your client insights team or visit smg.com/contactus.



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.