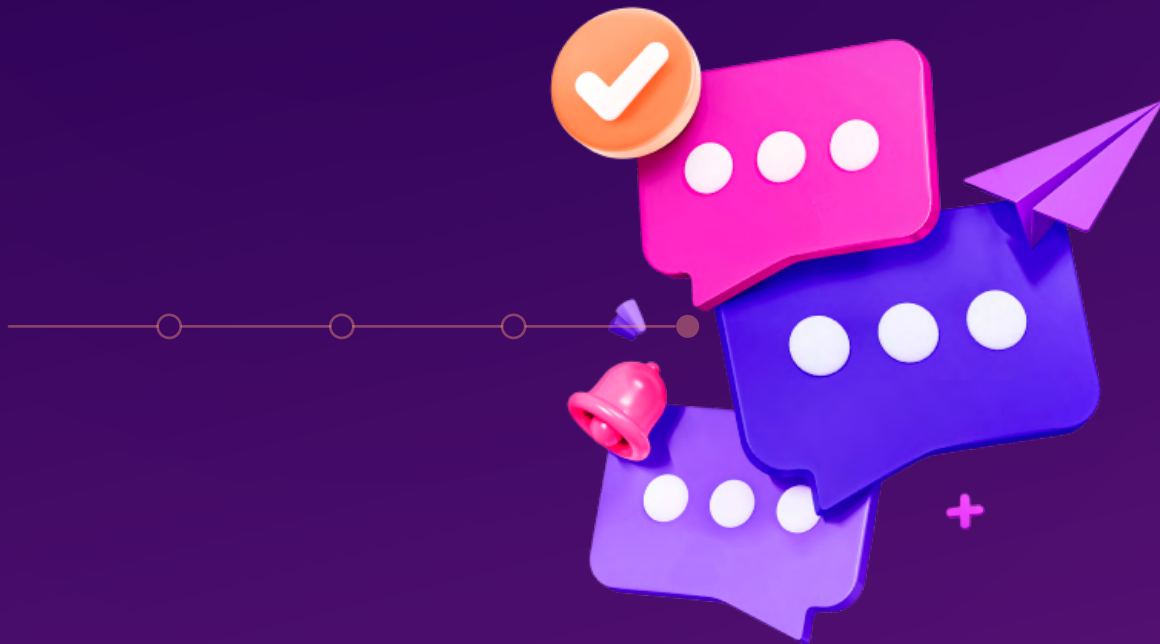# mitto

GOING THE EXTRA MILE DURING THE LAST MILE

Tips, tricks, and tools for delivering unforgettable experiences during the last leg of the customer journey.

WE LIVE IN A WORLD OF INSTANT GRATIFICATION

From speedy deliveries to 24/7 support, today's customers expect to receive what they want when they want it — and that's often right away.

To meet increasing consumer demands, businesses must deliver fantastic experiences at every stage of the customer journey.

While a stellar first impression sets the tone for what lies ahead, final impressions are what customers will remember most about a company. After investing their time and money in a brand, shoppers expect a stellar last-mile experience.

This is especially true when it comes to deliveries.

Mitto found that:

76%
of Americans
believe a lousy customer experience is worse than shipment delays

55%
of customers
have canceled a delayed shipment because of bad CX

91%
of customers
think that a good customer experience makes waiting for their products bearable

SO, HOW CAN BRANDS GO THE EXTRA MILE DURING THE LAST MILE?

It all comes down to prompt, proactive, and personalized omnichannel communications.

THE POWER OF OMNICHANNEL

Modern consumers expect seamless, simple, personalized brand interactions across all channels. Your communication strategies should reflect customers' fast, effortless, and digitized lifestyles, especially during the last mile of their journey.

Businesses implementing an omnichannel communications strategy can engage customers across all their favorite platforms with swift, two-way conversations tailored to their unique needs and wants.

Compared to companies with little or no omnichannel tactics, brands that use a complete omnichannel strategy were:

4X
more likely to report incredibly loyal customers

3X
more likely to report the customer experience they deliver deserves an 'A'

2X
more likely to respond to customers in real-time

Source: The State of Customer Experience

WHETHER A CUSTOMER HAS QUESTIONS ABOUT A PRODUCT OR WANTS TO KNOW ABOUT THE STATUS OF THEIR DELIVERY, OMNICHANNEL COMMUNICATIONS ALLOW BRANDS TO SUPPORT SHOPPERS THROUGHOUT THEIR ENTIRE JOURNEY EFFECTIVELY, INCLUDING THE LAST MILE.

LAST-MILE OMNICHANNEL STRATEGIES

Use these strategies to delight customers with memorable last-mile experiences.

Delivery SMS Notifications

Hi, Deb, great news! Your delivery is on its way. 🚚 Keep tabs on your package with our handy tracking tool [LINK].

Delivery Delay SMS Alerts

Hi, Travis. We wanted to let you know that there has been a shipping delay with your order, [ORDER DETAILS]. The new estimated arrival date is [DATE]. We apologize for any inconvenience this may have caused. If you have any questions or concerns, please respond directly to this text.

Two-Way Communications

Hi, Lisa, your package is on its way! If you have any questions in the meantime or need to touch base with the delivery driver, please respond to this text.

Delivery Confirmation Alert

Hi, Allen, your package has arrived! [CONFIRMATION PHOTO OF DELIVERED PACKAGE]
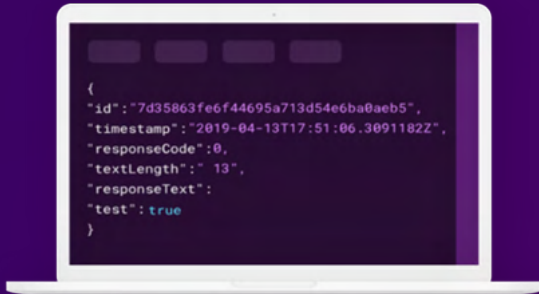
Real-Time Delivery Changes

Hi, Sara, your package has been shipped and is on its way. Need to change the delivery date or location? Click the link to update your delivery options: [LINK]

Thank You SMS

Hi Will, we hope you enjoyed your recent purchase, [ORDER DETAILS]. To show our appreciation, enjoy 15% off your next order. Just use code THANKS15 at checkout.

MITTO'S MESSAGING SOLUTIONS THROUGH
PRE-BUILT TOOLS OR OUR ROBUST API

APIs Made for Developers

```
{
  "id":"7d35863fe6f44695a713d54e6ba0aeb5",
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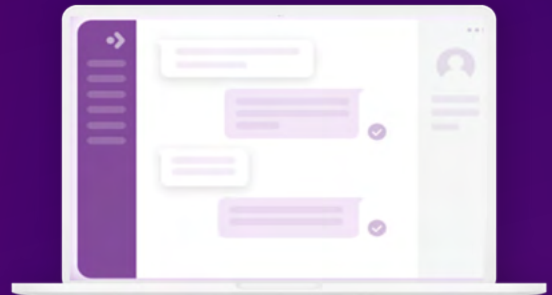
Developer Documentation

Our robust and flexible APIs allow you to develop the perfect omnichannel communication strategy limited only by your imagination – with Mitto by your side at each step.

Tools Made for Everyone

No-Code Solutions

Our no-code, pay-as-you-go communications solutions and our long list of partner integrations allow you to engage in one-way and two-way conversations with your customers across SMS, chat apps, and social channels.

PARTNER INTEGRATIONS BUILT FOR YOUR STACK

salesforce　　CleverTap　　ZOHO　　moengage

emarsys　　SALESmanago　　mapp　　ORACLE responsys

www.mitto.ch

Contact Mitto today to learn more

info@mitto.ch