TATA COMMUNICATIONS

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Shiprocket powers end-to-end logistics solution through WhatsApp

Shiprocket | Tata Communications Kaleyra

About Shiprocket

Shiprocket is India's largest eCommerce enablement platform. The company provides SMEs and D2C retailers across India with an end-to-end customer experience platform and helps them choose the right courier partners based on their shipping requirements. As a logistics and shipping provider for businesses, Shiprocket has 25+ courier partners on board and their eCommerce shipping solutions are available pan-India, as well as in 220+ countries across the globe.

Background

Shiprocket offers a comprehensive automation suite to help sellers streamline their logistics operations through low shipping rates and efficient customer service. By utilizing state-of-the-art fulfillment solutions and effective order tracking methods, the company was aiming to improve the post-purchase experience for buyers. However, the company was facing challenges in managing undelivered orders and RTO (return to origin) orders.

> "Backed by WhatsApp-driven technology, our product Engage is used by 3500 active sellers and helps users seamlessly navigate FAQs, track orders and update their address directly on WhatsApp. It has helped reduce call center costs, lowering the RTO rate and increase the brand recognition of sellers."
> - Vivek Thota, Assistant Director, Shiprocket

Challenge

As a logistics enabler for India's vast network of businesses, Shiprocket wanted to reduce RTO losses and minimize non-delivery of orders for its sellers. These RTOs were mainly due to inaccurate addresses, impulse shopping, customer refusals at the time of delivery and more. Consequently, the sellers had to bear the reverse logistics costs. Moreover, traditional channels (IVR, SMS and email support) had a very low customer response rate.

Solution

Shiprocket integrated a WhatsApp communication suite in partnership with global communications provider Kaleyra. Launched in 2021, Shiprocket Engage enabled eCommerce sellers to verify orders and delivery addresses, turn COD (cash on delivery) orders into prepaid ones, provide real-time status updates, send tracking notifications, estimated delivery dates and automated FAQ responses. As a result, the customer response rate jumped from 30% to 70% and also freed up the agents' time.

Industry

E-commerce, Shipping & Logistics

Functionality enabled

Customer experience
Customer engagement
Customer acquisition
Brand awareness
Cost Optimization
Revenue Growth

Impact

45%
Reduction in RTO losses using automated WhatsApp workflows

50%
Increase in contact rate in comparison with traditional communication channels

Pro Tip

WhatsApp COD to prepaid automation can reduce RTOs and non-delivery of orders for eCommerce businesses.

Take the next step

Start transforming your customer experience on WhatsApp Business Platform.

WhatsApp