parcelLab Enhances Customer Agent Capabilities to Deliver Expedited Service with Zendesk App Integration

Post purchase communications platform enriches conversations between brands and customers in an era of changing customer expectations

SEPTEMBER 13, 2022, NEW YORK, USA- Today, parcelLab the leading Operations Experience Management platform announced that a new app integrated with Zendesk will help to close the gap between customer service and the customer experience in the e-commerce industry. The improved parcelLab app available on Zendesk Marketplace, empowers brands and their agents to expediently resolve order delivery questions during the post-purchase journey by elevating key customer conversations, improving operational efficiencies and providing unparalleled customer experiences.

Currently the retail industry faces tumultuous challenges in consistently meeting customer expectations during their frequent interactions. Agents are overwhelmed by a steady stream of WISMO (where is my order) and other delivery-related inquiries, requiring quick responses and resolutions to alleviate customer frustrations. Maintaining efficiencies such as speeding up response times, improving workflow management and reducing call handling time is also an organizational priority. Agents often lose valuable time toggling between multiple systems to access order, tracking and delivery information.

Inspired by these challenges, parcelLab is paving the way to deliver greater value to brands by supplying a solution in the form of the parcelLab Zendesk app. It boasts embedded order and returns tracking, shows relevant and personalized multichannel communications, and better visibility into the brand experience. The product features and functionality of the app can help customer support teams resolve queries faster, strengthen customer loyalty, and boost revenue for e-commerce organizations.

To support brands in their efforts to enrich the customer experience, the app will:

- **Allow agents to efficiently find information faster.** A multi-faceted search bar allows for queries such as order number or email address. All customer communications sent including email and SMS are shown in the app on the right side of the page
- **Automatically match order numbers.** Orders are automatically matched with the order number or email address and displayed on the app.
- **Display all relevant information for each order tracking with a single click.** Details such as product details, status updates, whole delivery status history including delivery location are shown in the app.
- **Present real time view with detailed shipping information.** The app shows earlier shipping activity and Estimated Delivery Date for each package.
- **Provide easy visibility for multi-package shipments and highlights critical incidents**. The overview is sorted with most critical deliveries and disruptions displayed first so proactive communication can be dispatched to customers in a timely manner. It also provides product details for each package to ensure customers know exactly which products in their order are arriving.

"parcelLab helps retailers and brands deliver a true end-to-end post-sales experience personalized for different customers," said Tobias Buxhoidt, CEO and Founder of parcelLab. "We're delighted to offer the parcelLab app for Zendesk customers to reduce call handle times and improve agent and customer experience."

About parcelLab
parcelLab brings people and brands closer together globally, dramatically improving the customer experience. Its Operations Experience Management platform transforms operational complexity and data into compelling relationship-building moments for more than 500 brands such as Bose, Puma, Farfetch and Nespresso.

Founded in 2015, every day parcelLab monitors over three million shipments in 153 countries by more than 300 carriers, turning complex operational data into seven million, proactive, personalized relationship-building, value-generating touchpoints.

For more information, please visit parcelLab.com.

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