



Logistics services
and technology
to grow
your business

Please get in touch:

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Build brand loyalty with myCCL's Branded Tracking Experience

From checkout to delivery, your customer wants complete, accurate and up-to-date information about their order. But if they're getting it from your logistics provider, that leaves you – and your business – out of the loop.

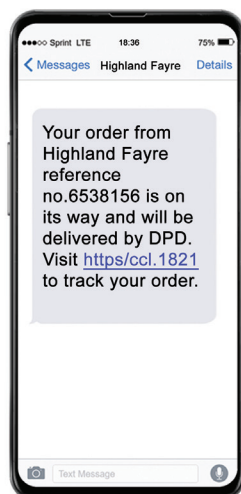
With myCCL's Branded Tracking Experience, you're in control of delivery communications.

Email and SMS notifications drive your customers to your own branded tracking pages featuring up-to-date delivery statuses and targeted ads that let them shop while they wait, encouraging repeat business.

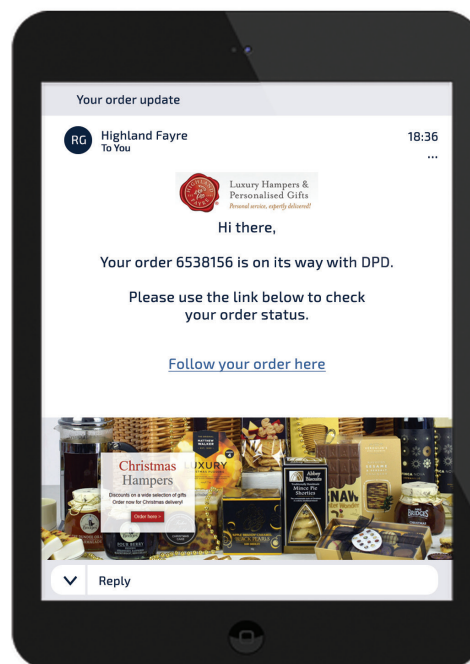
What is Branded Tracking?

myCCL's branded tracking standardises and automates delivery communications to let you:

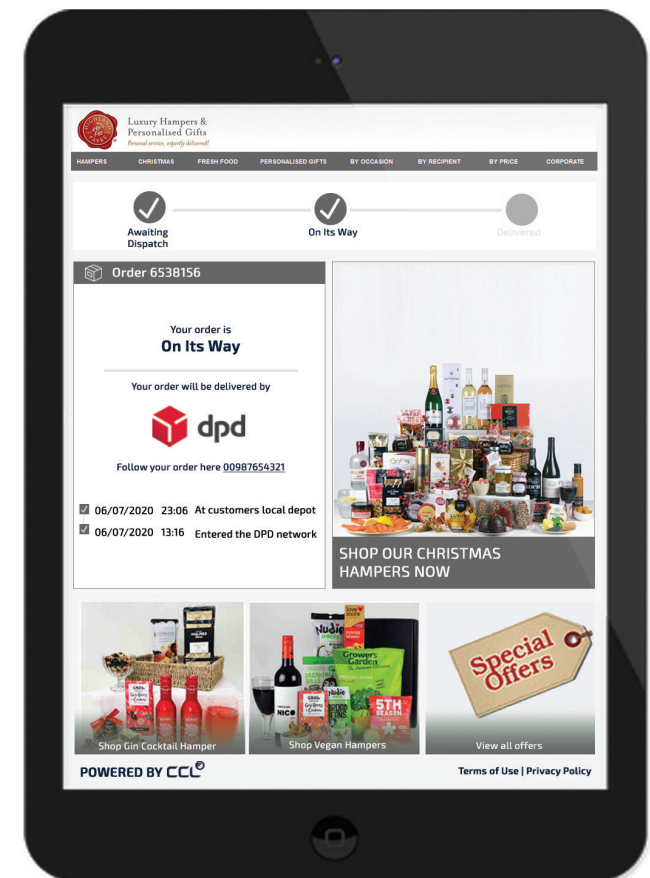
- ✓ Ensure consistent brand engagement
- ✓ Improve the delivery experience for customers
- ✓ Reduce the number of "Where is my order?" (WISMO) calls
- ✓ Increase the number of repeat customers



SMS Notification



Email Notification



Branded Tracking Page



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How can myCCL Branded Tracking Experience help?

Make delivery communications your own

Create a consistent brand experience for your customers from checkout to delivery, regardless of carrier. Configure order tracking pages and email notifications with your own text, logo and brand colour, together with images and links.

Keep your customers informed

Notify your customers automatically about orders and shipping stages with multiple email and SMS notifications per order. Create a dialogue with your customers using compelling images and calls-to-value on each email notification.

Give your customers better visibility

Give your customers all the information they need with one-click access to order tracking pages from status notifications. Include reference number, order progress, order details, delivery time and date and carrier and contact details.

Increase your repeat purchase rate

Increase revenue and repeat business by advertising product recommendations, promotional offers, refer-a-friend schemes, customer loyalty programs, discount codes and vouchers through email notifications and order tracking pages.

Reduce your “Where is my order?” (WISMO) calls

Proactively give your customers complete, accurate and up-to-date delivery information to reduce the number of WISMO calls. Resolve problems with the ability to see delayed shipments at-a-glance and filter shipping information with just a few clicks.

See the bigger picture

Track shipments across all carriers more easily with a central dashboard showing relevant and useful information, including a simple traffic-light system for shipping statuses. Keep improving the delivery experience by being able to analyse carrier performance.

About CCL Logistics with Technology

CCL Logistics develops software that helps businesses reduce their costs and grow.

Our cloud-based logistics platform, myCCL supports companies in reducing their logistics costs, improving warehouse productivity, cart conversion and customer satisfaction.

Passionate People – Smart Technology – Logistics Choice.