



让快递配送体验 提升您顾客的复购率

王筱婷, 文案策划指导



内容纲要

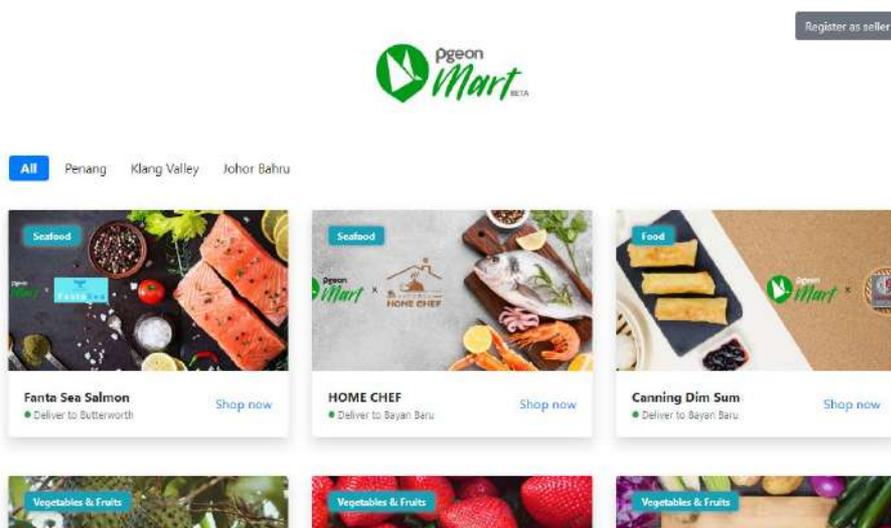
- EasyParcel如何助您撇除传统快递配送上常见的问题
- 为何保持现有顾客, 而不是开发新客源呢?
- 让现有顾客跟您复购的小撇步



因为疫情而落实的行动管制令
您看到的只是危机吗？



从OFFLINE搬去ONLINE



EasyParcel - 快递配送在线预订平台



传统快递问题一

“怎么才能便宜的运费？”

到各家快递柜台比价

与某快递公司绑定

承诺固定包裹流量



搜索、比价并预订最低RM5的快递服务

The screenshot displays the EasyParcel website interface. At the top, there is a navigation bar with the EasyParcel logo, a search bar, and user account information for Sheau Teng Wong (RM1000). Below the navigation bar is a sidebar menu with options like '会员中心', '寄件包裹', '所有包裹', '推介', '奖励', '集成', 'QuickReturn', and '寄件工具'. The main content area features a table of shipping services with columns for '号码', '快递公司', '服务类型', '服务评级', '预计寄送期限', '服务资讯', 'Your Rate', and 'Promo Rate For'. A 'Feedback' button is visible on the right side of the table.

| 号码 | 快递公司 | 服务类型 | 服务评级 | 预计寄送期限 | 服务资讯 | Your Rate | Promo Rate For | |
|----|------------------|----------|-------------|--|------|-----------|----------------|----|
| #1 | Jeeon | Pick Up | 5.00 / 5.00 | 1 working day(s) | | RM5.90 | RM5.00 | 预订 |
| #2 | Delivery | Drop Off | 5.00 / 5.00 | 1 working day(s) | | RM5.50 | RM5.00 | 预订 |
| #3 | Delivery | Pick Up | 5.00 / 5.00 | 1 working day(s) | | RM5.90 | RM5.00 | 预订 |
| #4 | Jeeon | Pick Up | 5.00 / 5.00 | 2-3 working day(s) | | RM6.90 | RM6.00 | 预订 |
| #5 | DHL | Drop Off | 5.00 / 5.00 | 2 working day(s) | | RM7.30 | RM5.90 | 预订 |
| #6 | NETWORKS EXPRESS | Pick Up | 5.00 / 5.00 | 1 working day(s) Limited service at 11900 查看详情 | | RM7.80 | RM5.80 | 预订 |
| #7 | aramex | Pick Up | 5.00 / 5.00 | 1 working day(s) | | RM9.50 | RM8.60 | 预订 |

聚集24快递伙伴于一个平台



1. 国内配送

2. 海外配送

3. 按需配送

传统快递问题二

“到邮局排队拿号才能寄送包裹吗？”



轻松在家也能预订快递配送

1



在线预订

2



打印运单

3



从自选地址/
Pgeon驿站取件

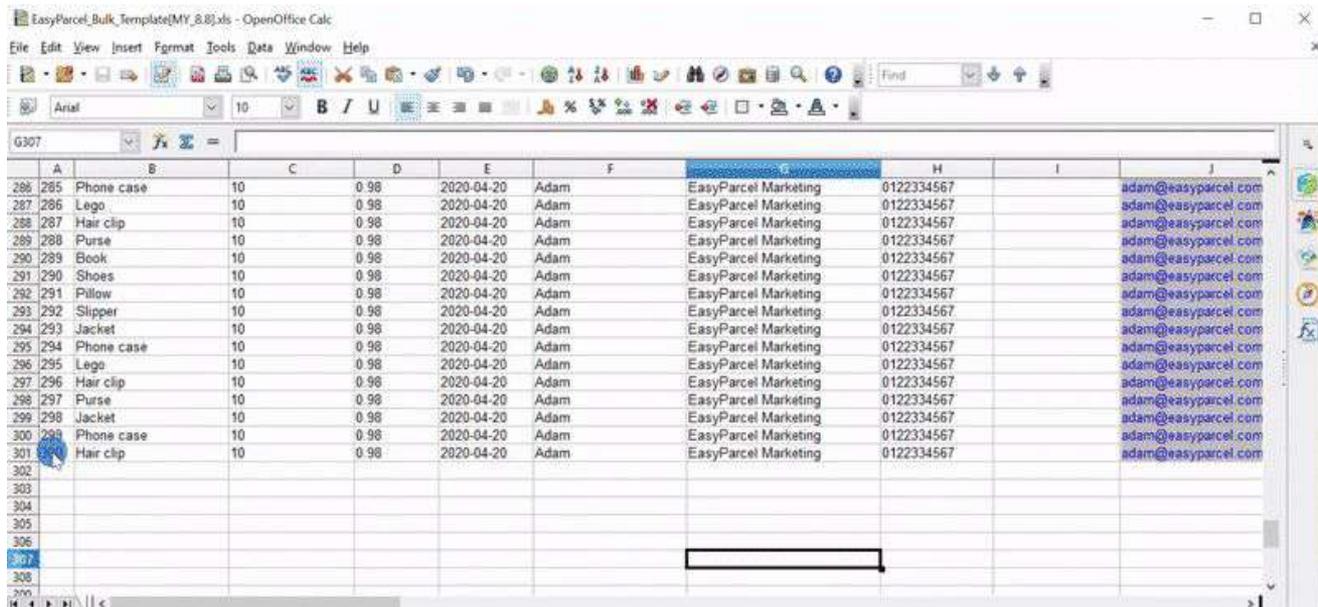
4



配送完成

需要多久的时间
才能完成预订300个包裹呢？

有了“Bulk Parcel”，2分钟轻松搞定



EasyParcel_Bulk_Template(MY_8.8).xls - OpenOffice Calc

File Edit View Insert Format Tools Data Window Help

Find

Arial 10 B I U

| | A | B | C | D | E | F | G | H | I | J |
|-----|-----|------------|----|------|------------|------|----------------------|------------|---|---------------------|
| 286 | 285 | Phone case | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 287 | 286 | Lego | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 288 | 287 | Hair clip | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 289 | 288 | Purse | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 290 | 289 | Book | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 291 | 290 | Shoes | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 292 | 291 | Pillow | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 293 | 292 | Slipper | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 294 | 293 | Jacket | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 295 | 294 | Phone case | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 296 | 295 | Legs | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 297 | 296 | Hair clip | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 298 | 297 | Purse | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 299 | 298 | Jacket | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 300 | 299 | Phone case | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 301 | 300 | Hair clip | 10 | 0.98 | 2020-04-20 | Adam | EasyParcel Marketing | 0122334567 | | adam@easyparcel.com |
| 302 | | | | | | | | | | |
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| 305 | | | | | | | | | | |
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| 307 | | | | | | | | | | |
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| 309 | | | | | | | | | | |

传统快递问题三

“写那么多张运单，手都要断了！”



自由选择运单形式 跟手写运单说掰掰



没有打印机？无需运单的配送服务来啦！



1 在网站上预订Pgeon Paperless Delivery。



2 将运单号连同发件人联络号码手写在包裹上。



3 Pgeon Hero将按预订的取件日期取件并在司机专有程序上输入运单号作为取件证明。



4 一旦您的包裹抵达Pgeon货仓Pgeon Hero将打印运单并附在您的包裹上。

订单一目了然，一键追踪包裹状态

The screenshot displays the EasyParcel Marketing dashboard. The top navigation bar includes the EasyParcel logo, a search bar with the text "在此追踪您的包裹...", and icons for a shopping cart (4 items), a notification bell (109), a globe, and a user profile. The main content area is titled "Parcel Status" and features a "下载" (Download) button, a search bar for tracking numbers or recipient names, and a date range filter set to "April 14, 2019 - April 26, 2020". Below these filters is a table with columns for "运单号" (Tracking Number), "收件人" (Recipient), "快递公司" (Courier), "日期" (Date), and "状态" (Status). The table lists four parcels with their respective details and status.

| 运单号 | 收件人 | 快递公司 | 日期 | 状态 |
|---------------|--------------------------|--------------|---------------------------|------------------------|
| AHKP38 | Mei Chin Pulau Pinang | Delivery | Pick-Up 日期: 2020-04-06 | Cancelled |
| 29AJNQ | Carol Pulau Pinang | Deon (PAIME) | Pick-Up 日期: 2020-04-06 | Cancelled |
| ERS26681171MY | Chew Ling Perak | POS Laju | Pick-Up 日期: 2019-02-27 | Successfully Delivered |
| ERS26344007MY | Chew Ling Perak | POS Laju | Pick-Up 日期: 2019-02-27 | Cancelled |

将包裹配送出去 并不是营销链的句点

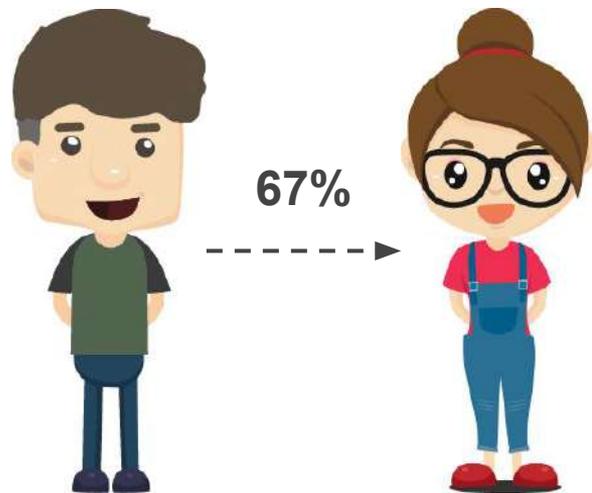
要懂得
提升顾客的
忠实度



维护忠诚顾客 vs 开发新顾客

要点1

老顾客的
消费总金额
远胜新顾客



维护忠诚顾客 vs 开发新顾客

65%



13%



要点2

销售给老顾客
的成功率较高

维护忠诚顾客 vs 开发新顾客

要点3

获得新顾客的
成本花费高



老顾客成本x16

维护忠诚顾客 vs 开发新顾客

要点4

老顾客把您的
产品推荐给更
多的人



比新顾客多50%

维护忠诚顾客 vs 开发新顾客

+5%的顾客保持率

+75%的利润

要点5

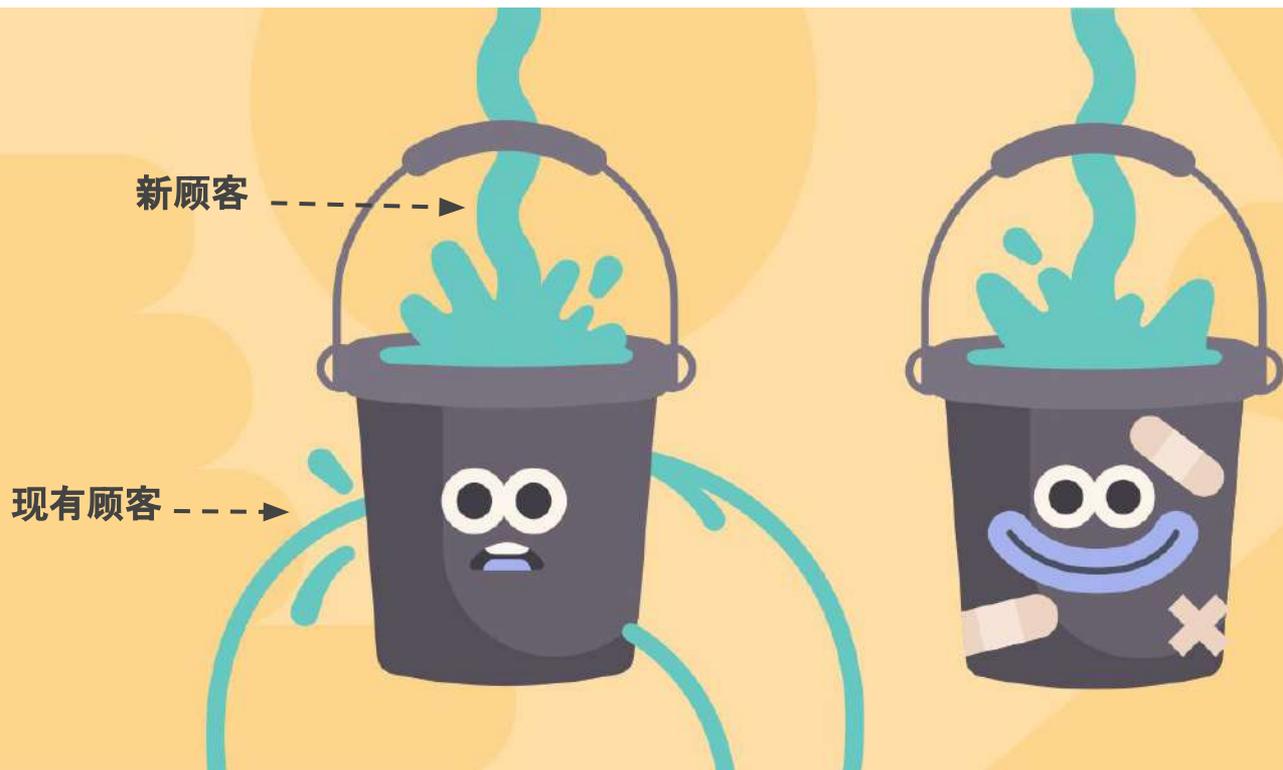
生意主要建立
于老顾客之上



比起新客源 维护铁杆VIP才是关键



漏洞水桶理论 (Leaky Bucket Theory)



为什么现有顾客选择离开您的品牌？



顾客觉得您并不在乎他们

用Packaging Insert赢得顾客心

折扣券



小惊喜/礼物



产品样本



暖心小卡片



AWB Branding

在运单上置入促销文本/横幅



你的品牌

宣传文本
优惠券代码

82% 顾客认为由商家

在快递配送上主动沟通非常重要



Tracking Email / Tracking SMS

发送运单号及追踪链接



85%
通过电邮



45%
通过简讯/
电话

EasyTrack Branding

在顾客持续追踪包裹的页面进行二次销售





Share your unboxing moments with #UnwrapTheJoy and enjoy free shipping for next!



Like us on Facebook



#UnwrapTheJoy







凉鞋全新一系列将于9月19日开卖，
首10位下单者将获取惊喜小礼品。



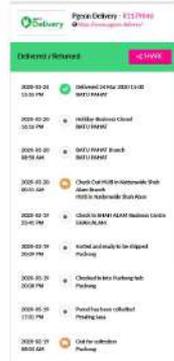
Like us on Facebook



系列将于9月19日开卖，
单者将获取惊喜小礼品。










Like us on Facebook



新品首发 限量半价
每天早上10时开抢

使用SMS Marketing推进复购

98%

的简讯都在发
送后被打开

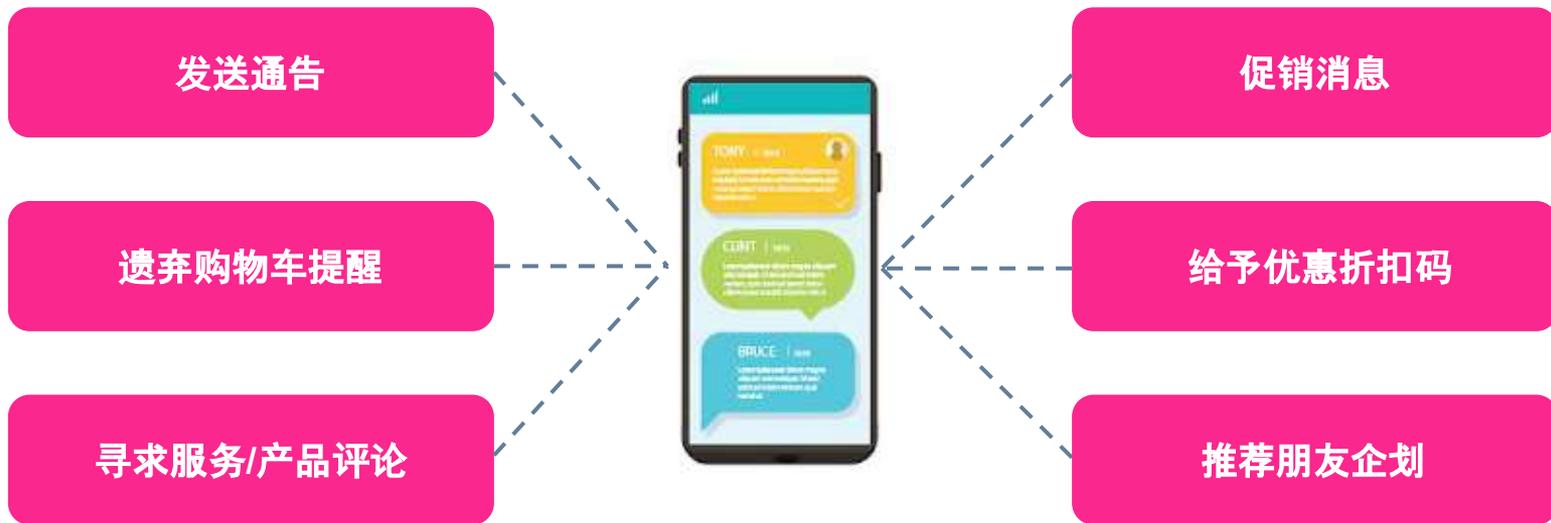
90%

的简讯在3分钟
内被读取

50%

消费者会采取
购买行动

多样化SMS Marketing内容任您选



80% 顾客倾向于跟提供个性化体验的商家购买

72% 顾客仅回应为他们量身定制的营销简讯



SMS Campaign - 简单3步骤发送批量简讯

easyParcel

EasyParcel Marketing

RM1,992.66

简讯

会员中心

寄递包裹

所有包裹

推广

奖励

集成

QuickReturn

营销工具

简讯

定制追踪简讯

简讯项目

SMS Campaign

仪表盘 / SMS Campaign

简讯已发送 0

网址点击总数 0

创建全新简讯项目

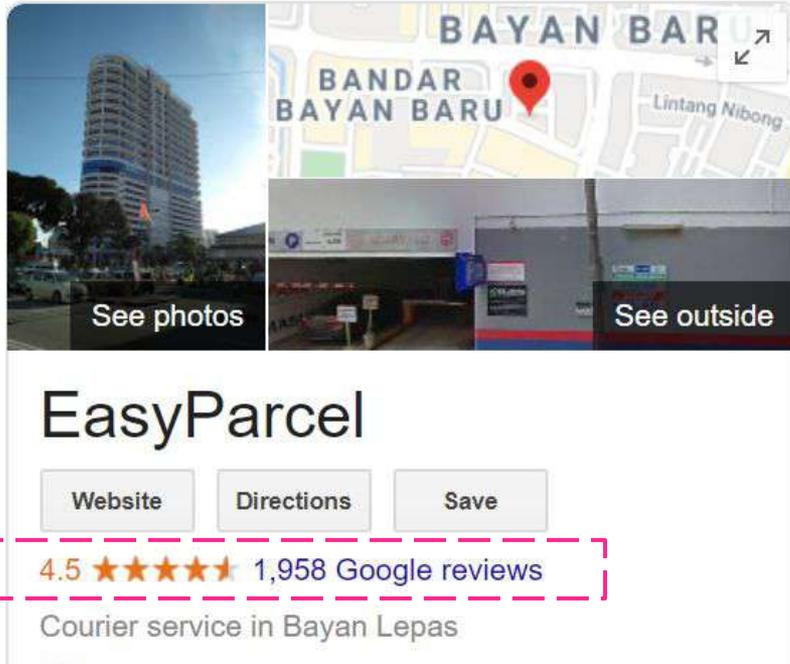
搜索项目

April 14, 2019 - April 26, 2020

Feedback

| 项目名称 | 寄发日期 | 简讯内容 | 收件人数量 | 点击次数 |
|--|------|------|-------|------|
|  未寻获任何项目 | | | | |

简讯营销实例分享



EasyParcel

Website Directions Save

4.5 ★★★★★ 1,958 Google reviews

Courier service in Bayan Lepas



Elyaya Shukri

1 review

★★★★★ 3 weeks ago

This is my 1st time using this service. But gladly their service such a good service. I got the tracking number through my email and the date that I can get the parcel exactly same date that they informed me.



Annalisa

Local Guide · 6 reviews

★★★★★ a month ago

Extremely quick and professional, package was out of customs and in my hands within 1 day after they emailed me!



Emily Tung

7 reviews · 4 photos

★★★★★ 5 months ago

because of the helpful customer service representative, I've been using EasyParcel since i started my ecommerce business . We use local and international services . We can choose better services. Thus far, I've not encountered any major issues with my parcel delivery. I love Pgeon , guarantee one working day reach my customer. EasyParcel has provided excellent support for my business.

#WomenPreneur

价值RM3百万的包裹寄送以支持10,000女性

扫描以下二维码领取50个免费包裹



须符合条款与条例。

乖乖待在家

从RM5
起跳(5kg)

让我们上门为您取件

扫描二维码以免费注册

