

Agenda

- SAP.iO Foundries intro
- Background on parcelLab & eCom use-case
- TECH: View on Operations Experience Management platform
- Use-cases
- SAP Integration

8 SAP.iO Foundries Worldwide

Locations

Global access,
local connections

San Francisco
New York
Berlin
Munich
Paris
Tel Aviv
Singapore
Tokyo



Spring Cohort...By the Numbers



752
Direct
Contacts

124
Applicants



15
Selection Day
Finalists

6
Cohort
Participants

30
Interviews



23
Intro Sessions

66
Sales/Marketing
Sessions

15
Tech Sessions

9
Finance
Sessions

21
Product
Sessions

8
Major Events

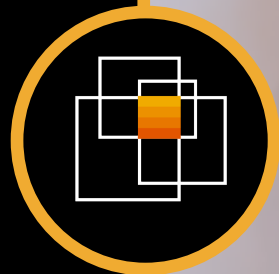


Defining Goals

SAP PartnerEdge
Build Certification

SAP C/4HANA
Integrations

Listings on
SAP App Center





PHILIPPE SOUIDI

Head of SAP.iO Foundry Munich



Enabling brands to control their end-to-end customer journey

Closing the CX gap for consistent brand experience, proactive customer care and maximized cross-selling.



We are the unique #1

in Operations Experience Management

2020
500+ Brands

 Enterprise customers in EU, UK & US

90 Domain experts for Operations Experience

45 Countries and 32 languages

2015
Start-up

Munich
parcelLab GmbH



London
parcelLab Ltd.



Paris
parcelLab SAS



Los Angeles
parcelLab Inc.



500+ trusted industry leaders globally



References in B2B

ratioform

CONRAD

T . . .

ALSO[!]

G **GRANIT**
QUALITY PARTS

**Office
DEPOT.**

•••• **EQUIP4WORK**

BiGDUG[®]

RAJAPACK
N°1 IN EUROPE FOR PACKAGING

Creating a truly end-to-end CX with Operations Experience Management





THE
CUSTOMER
EXPERIENCE
IS BROKEN



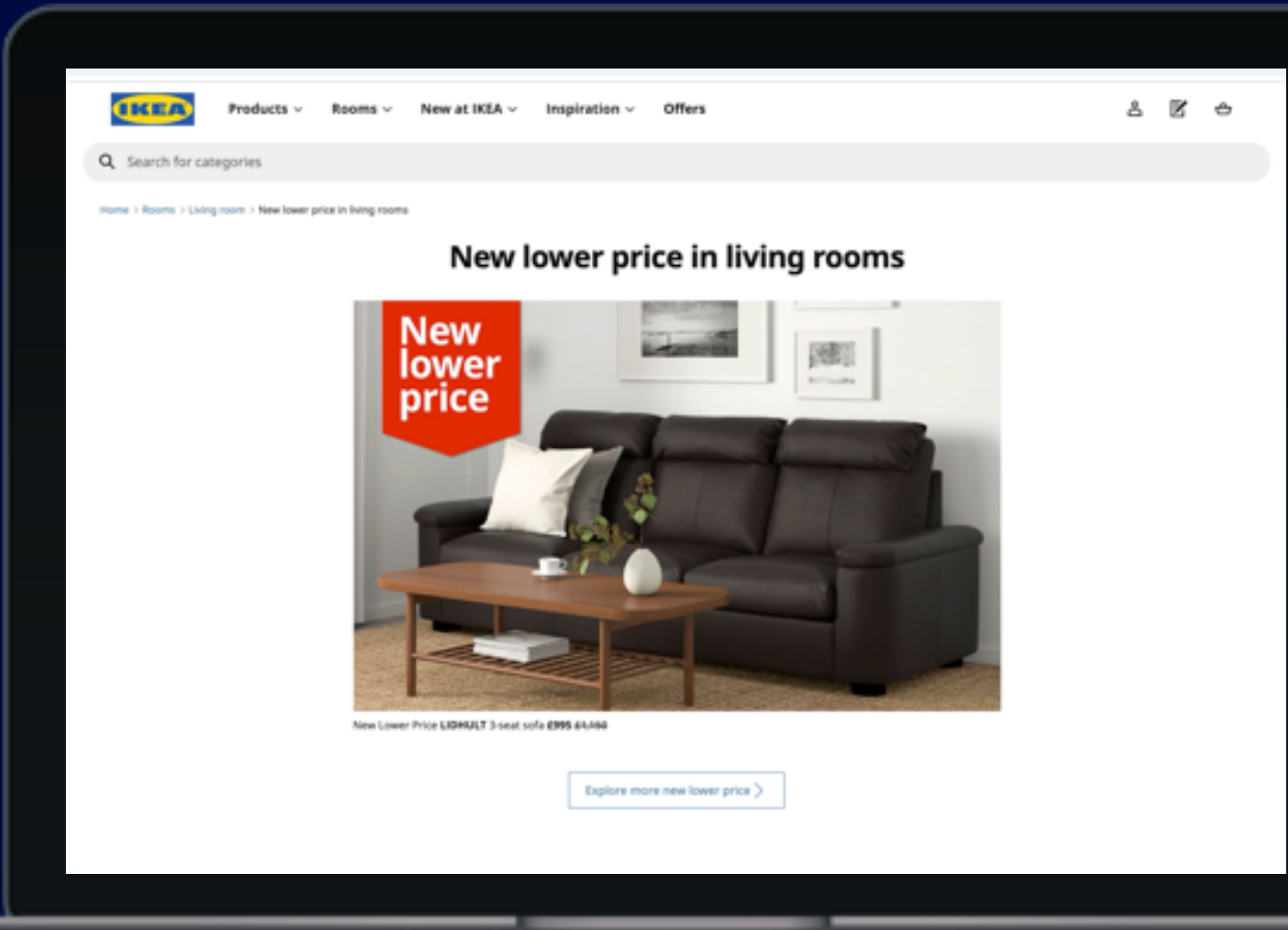
PRINGLE x H&M
OF SCOTLAND

SHOP NOW

FOR OUR MEMBERS
NEW: SHOP NOW. PAY LATER.

Pay later online and with the H&M app in store. Pay later by Klarna.

READ MORE





✘ No Control
✘ No Experience

✘ No Branding
✘ No Content





Managing
the **entire**
customer
experience.



Create customer centricity

Personalized &
branded experience

Pro-active
engagement

Upselling &
content placement



Keep your customers



MADE.COM TALENT LAB

Secure | <https://www.made.com>

MADE®

NEW Sofas Chairs Tables Storage Beds Lighting Home Furnishings Accessories Leisure Garden Clearance

Visit your nearest showroom >

shipment tracking

Order 43628516
consists of 2 deliveries (2 order ready for pickup)

DHL 576808821532
Order ready for pickup

DHL 576808809833
Order ready for pickup

Ready for collection

Gables Newsagents
View larger map

Gables Newsagents
Sainsbury's
Sainsbury's Fresh

Gables News, The Square 7, GU80 7AB
Liphook

Opening hours
(Closes in about 3 H)

Sunday:	08:00 - 12:00
Monday:	08:00 - 17:00
Tuesday:	08:00 - 17:00
Wednesday:	08:00 - 17:00
Thursday:	08:00 - 17:00

01.08.2018, 12:56 clock (Berlin)
Order ready for pickup
The order is ready for collection in the packing station (Packstation 236, Rigauer Str. 29c, 10247 Berlin).

01.08.2018, 08:02 clock (Berlin)
In delivery
The delivery will be delivered today. The order will be taken to a parcel shop or packing station.

01.08.2018, 08:02 clock
In delivery
The delivery will be delivered today.

Show more...

More information about ordering at DHL.
Delivery 00340214090013822704

Made Unboxed

Share how you style your MADE furniture using Unboxed.

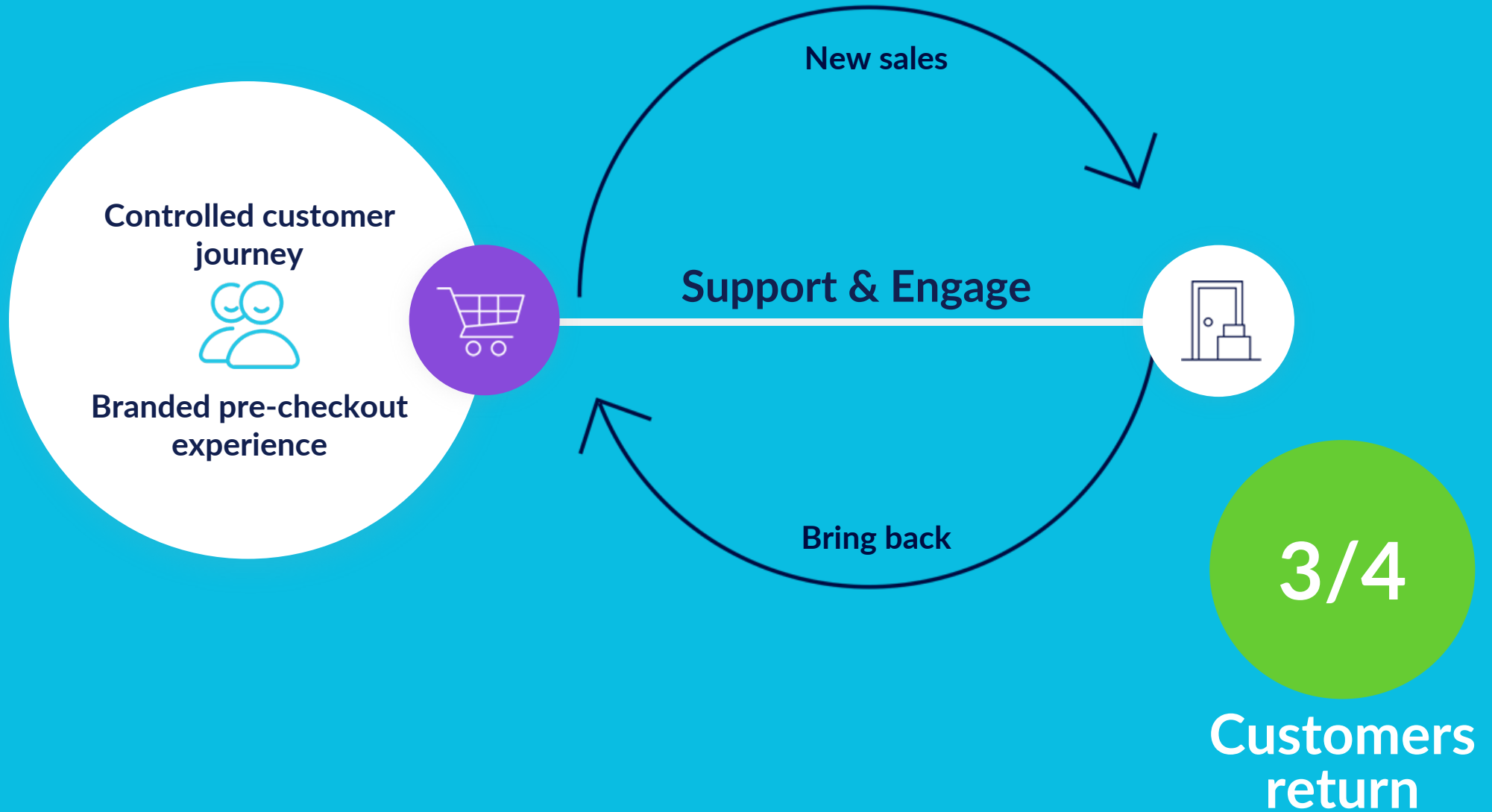
Engage your customers



✓ New touchpoints / channel

✓ **85%**
re-engagement rate

Return your customers



Return happy customers



90%

Re-purchasing
rate



55%

Customer
satisfaction

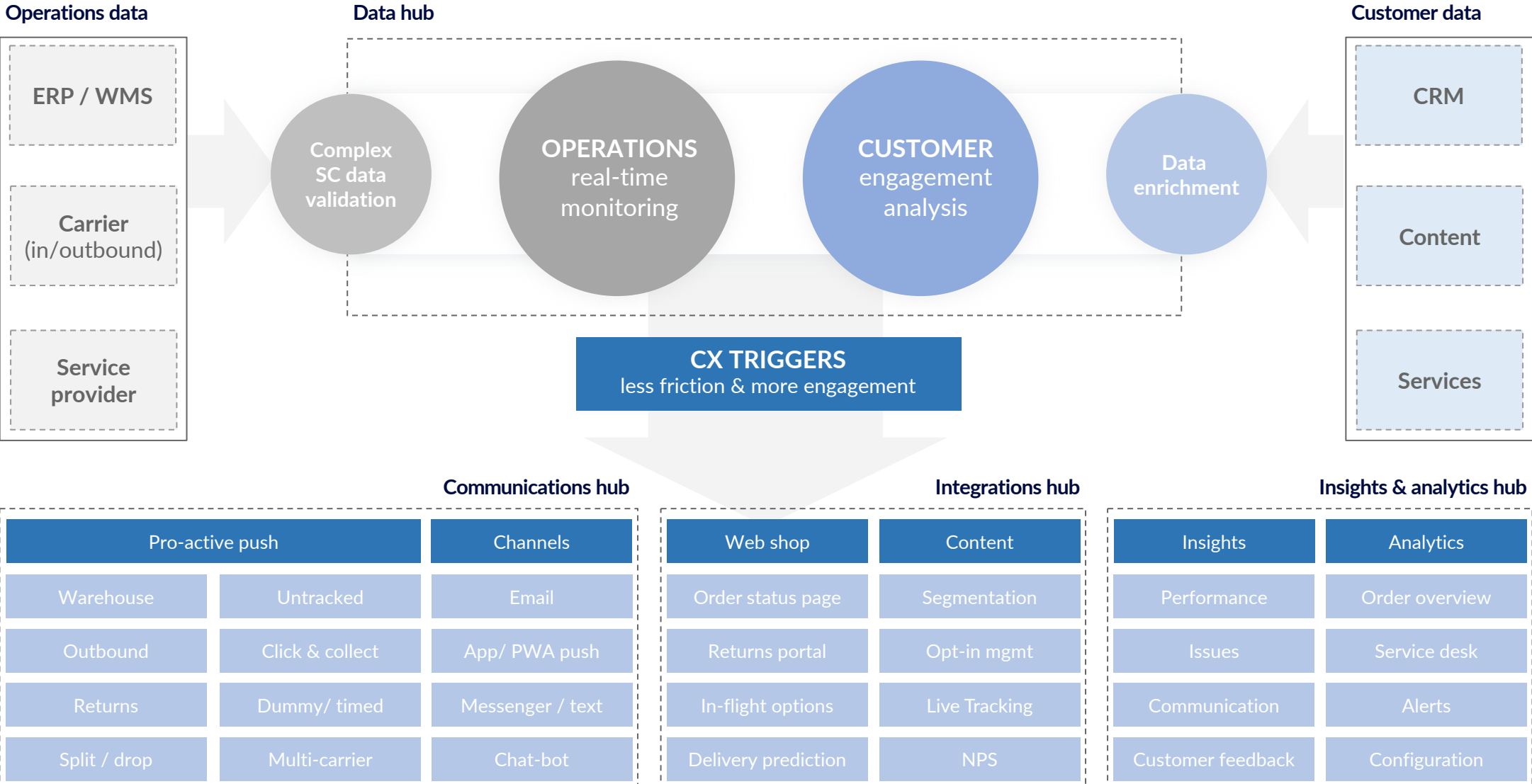
25%

Customer
inquiries

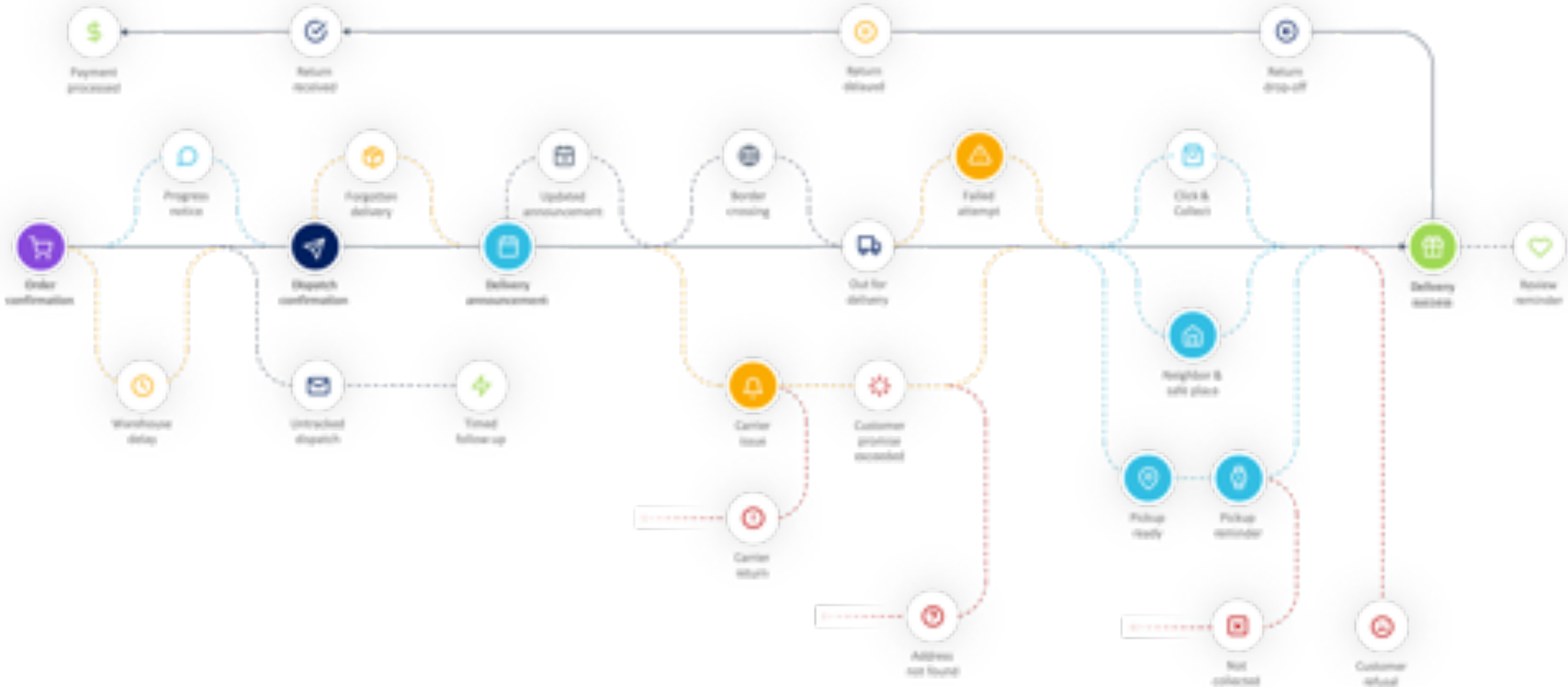


TECH

Operations Experience Management: Turning data complexity into customer simplicity



Post-sales touchpoints with parcelLab



Full transparency about first & last mile.



Alerting Center

Trackings Notifications

Tracking No, Customer Name, Address or Email

Time range: nothing selected | Courier: Nothing to select | Shops: Nothing to select | Countries: Nothing to select

4 Results in 30 ms

GLS 00PL0001

Client: ParcelFashion UK
Order No.: ORD-U02-2018
Deliv. No.: LI0012/2018
Created 3 months ago

Recipient: Cn.: KD-B-01612
Address: 221B Baker St
Last status: 3 months ago: Pick-up sche...
Events: forgotten delivery

DPD 00001612000001P

Client: ParcelHome DE
Order No.: ORD-1216-2018
Deliv. No.: LI0016/2018
Created 3 months ago

Recipient: Cn.: KD-B-00012
Address: St.-Martin-Stra...
Last status: 3 months ago: Problem in d...
Events: customer notified, forgotten delivery, delay, exception

Trackings Notifications

Category: Pick categories

- Customer question
- Escalation
- Forgotten
- Delayed dispatch
- Lead time exceeded
- Invalid ID
- Return
- Delayed

Forgotten

This shipment was declared by the courier but wasn't sent.

Forgotten

This shipment was declared by the courier but wasn't sent.

Forgotten

This shipment was declared by the courier but wasn't sent.

Escalation

This shipment escalated and should be handles manually.

Logistics Analytics

Performance Transit times Returns Export

Time range: Last 7 Days | Courier: nothing selected | Shops: nothing selected | Countries: nothing selected

Apply all filters

Destination countries

United Kingdom: 5.0%, France: 31.8%, Spain: 4.3%, Italy: 6.2%, Austria: 1.0%, Switzerland: 1.1%, Germany: 48.2%

Percentage of successful deliveries

Delivered on first attempt: 93.3%, Delivered on second attempt: 6.2%, Failed without delivery attempt: 0.2%

Transit time per country

Map showing transit times across Europe.

Delivery locations

Home deposit: 4.1%, Parcel shop: 15.0%, Road: 0%

Dispatch until delivery attempt

0 Days: 481, 1 Day: 10390, 2 Days: 8500, 3 Days: 8750, 4+ Days: 2010

Inbound scan until delivery attempt

0 Days: 1002, 1 Day: 11049, 2 Days: 9677, 3 Days: 9873, 4+ Days: 1546

Delivery attempt until delivery

0 Days: 858, 1 Day: 863, 2 Days: 81, 3 Days: 18, 4+ Days: 3

Communication Overview

Outbox Reporting

Time range: 2018-04-01 till 2018-04-30 | Courier: Nothing to select | Shops: Nothing to select | Countries: Nothing to select

Apply all filters

Sent emails

DispatchConfirmation: 8, Scheduled: 4, Delay: 2 of Type PickupReady, PickupReady: 2, FailedAttempt: 2

Unique open rate

DispatchConfirmation: ~80%, Scheduled: ~70%, Delay: ~40%, PickupReady: ~40%, FailedAttempt: ~40%

Unique click rate

DispatchConfirmation: ~10%

Most clicked links

https://parcel-fashion.co.uk/track-my-order: 4

Trackings Notifications **Details**

DPD 00001612000001P

Tracking Page | Courier Trace | Recipient Services | Create Public Link

Details	Recipient	Shipping
Client: ParcelHome DE	Customer: KD-B-00012	Courier Ser.: DIRECT
Order No.: ORD-1216-2018	Recipient n.: Tobias Buehoidt	Warehouse: -
Delivery No.: LI0016/2018	Email: tobias@parcelfab.com	Market: -
Transport N.L.: -	Phone: +49 89 3289 0907	Street: St.-Martin-Strasse 53-55
Created at: 2018-04-15, at 09:24 pm	Language: -	Zip code, CL.: 81669 München
	Consignment: -	Country: Germany (DE-BY)

Article	Nr.	Quantity	Dispatch	Misc.
parcelLab Tote Bag III	A-B2-U	1	Collection ...	Complete ✓
parcelLab Branded Cap III	A-C1-L	2	Weight	Upgrade ✓
			Order date: 2018-04-01	Cash on de...: 24.1
			Send date: 2018-04-05	Branch del...: ✗
			Announce...: -	Cancelled: ✗
				Mute: ✗

Trace

04.04.2018 um 01:52 Uhr (Berlin)
Problem in delivery: The goods have been misrouted at DPD and therefore will probably delivered behind schedule.

05.04.2018 um 05:21 Uhr (München)
In transit: The goods are on the way.

Notifications

EMAIL Delay
Leider verspätet sich Deine Bestellung von PARCELFASHION

Use-Cases



Delivery CX @IKEA

Consolidating parcel and freight orders with broad carrier setup

CHALLENGE

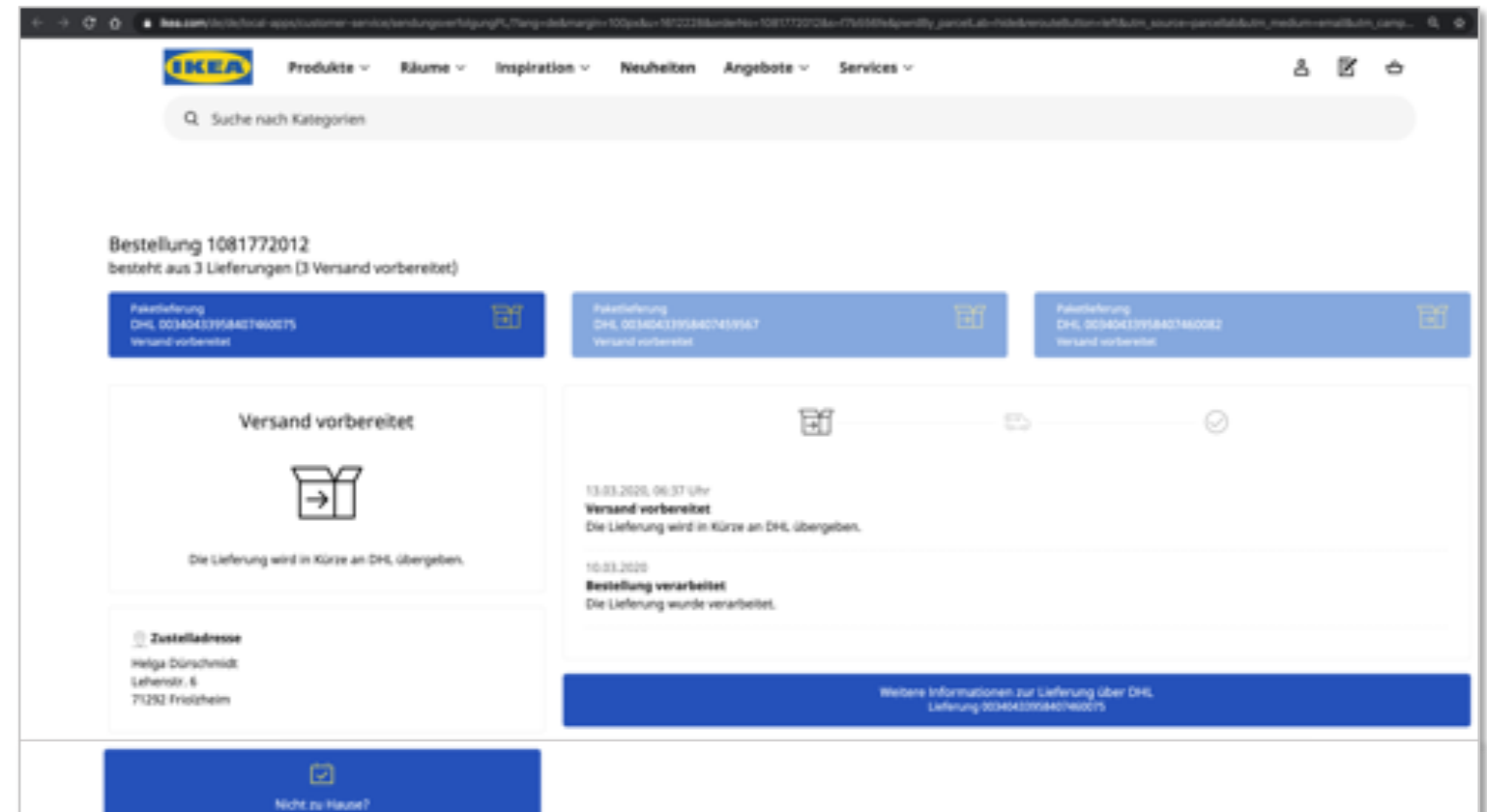
- Complexity of regional freight carriers & split shipments
- Order backlog management

SOLUTION

- Plug&play carrier integration
- Order-aggregated comms (also pre-ship)

RESULTS

- 25% less customer inquiries
- CS efficiency increase (SSO, embed)



Emails
[sample 1](#)
[sample 2](#)



Delivery CX @H&M

Digitalizing the returns management

CHALLENGE

- Non-digital, manual returns experience
- No multi-channel ability for purchase & return

SOLUTION

- Returns portal w/ rule enforcement
- Pro-active returns comms

RESULTS

- Early & comprehensive data insights
- Revenue recovery (3-5%)

The image displays a multi-channel digital returns management system. On the left, a desktop browser view shows the 'Register your return' page on the H&M website. The page includes a navigation bar with categories like Women, Men, Divided, Kids, H&M Home, and Sole. The main content area provides instructions for returning items and a form to select items and reasons for return. A dropdown menu for 'Too small' is open, showing options like 'Too small', 'Too big', 'Not what I expected', and 'Delay in delivery, changed mind or other'. An 'ORDER INFORMATION' box displays details for a Christian Siriano item. A 'REGISTER RETURN' button is visible at the bottom.

In the center, a smartphone displays a confirmation message: 'We have registered your return' and 'You are returning'. It includes a 'Thank you for your feedback!' section with a star rating and 'Styles we think you'll like' recommendations.

On the right, another smartphone shows a 'DRAFT' screen with the H&M logo and the message 'Thank you for your return'. It displays a 'Your Return Code' and a QR code, along with instructions: '1. Show this QR-Code to your DHL shop and your label will be printed at the DHL shop.' Below the QR code, it states: '2. Your return will be checked by our experts and you will receive a return confirmation via email.' and '3. After a successful check, you will receive your refund within 1-3 days.'



Delivery CX @LIDL

Reducing customer inquiries and driving upsells

CHALLENGE

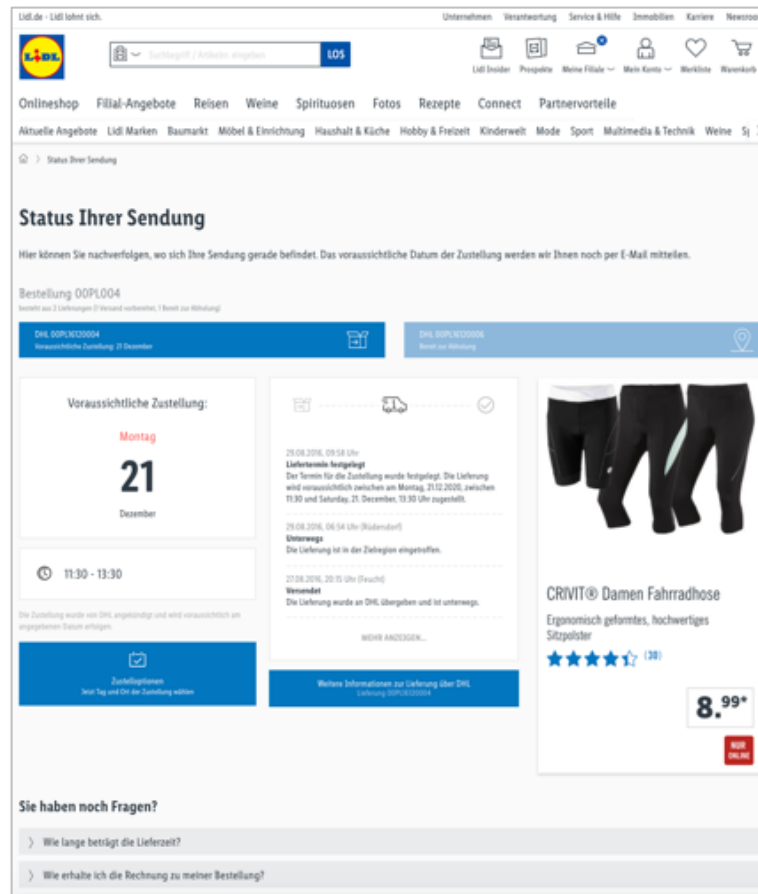
- High call center volume
- Low customer retention

SOLUTION

- Pro-active comms
- FAQ & chatbot integration

RESULTS

- 85% retention rate
- 1% upsell rate (w/o sales content)





Service CX @ALSO Holding

Setting up relevant customer comms

CHALLENGE

- Multi-order replenishment shipments
- Additional fulfillment model (white-labelled)

SOLUTION

- Order aggregation dashboard
- Digital documents distribution

RESULTS

- State-of-the-art email comms
- Consolidated customer view


Lieferung 6060930883

Lieferschein	Versand	Gewicht	Letzter Status	Abliefernachweis
6060930883	DB Schenker 17514891001	185,6 kg	Okay Zugestellt	Noch nicht verfügbar
6060930883	DB Schenker 17514891002	185,6 kg	Okay Zugestellt	Noch nicht verfügbar

Auftrag 7033881079

Lieferschein	Versand	Letzter Status
6061178845	DB Schenker 17515390P01	●●●●●●●● In Zustellung
6061178845	DB Schenker 17515390P02	●●●●●●●● Unterwegs
6061178845	DB Schenker 17515390P03	●●●●●●●● Versendet
6061178845	DB Schenker 17515390P04	●●●●●●●● Versand vorbereitet
6061178845	DB Schenker 17515390P0X	●●●●●●●● Retoure
6061178845	DB Schenker 17515390001	●●●●●●●● Zugestellt
6061178845	DB Schenker 17515390002	●●●●●●●● Zugestellt
6061178845	DB Schenker 17515390003	●●●●●●●● Zugestellt


In Zustellung



18.06.2020, 13:30 Uhr
In Zustellung
Die Lieferung wird noch heute zugestellt.

18.06.2020, 02:47 Uhr
Unterwegs

ALSO



ZUSTELLANKÜNDIGUNG
Ihre Referenz: M241-162389

Hallo Media Markt Tv-Hifi-Elektro GmbH,
Ihre Lieferung **6061553205** aus dem Auftrag **5005129402** ist nun fast bei der angegebenen Lieferadresse. Die Zustellung durch GLS erfolgt voraussichtlich heute.

Die Zustellung der Bestellung erfolgt an:
Media Markt Tv-Hifi-Elektro GmbH
Ramskamp 98
25337 Elmshorn

Über diesen Link können Sie die einzelnen Versandschritte jederzeit nachverfolgen:


[Sendung verfolgen](#)

Folgende Artikel werden heute zugestellt:

Artikelnr.	Artikel	Menge
3091192	ASUS ROG STRIX B450-F GAMING	1

Im Falle einer Abweichung werden wir Sie frühestmöglich informieren.
Freundliche Grüße
Ihr ALSO Team

Besuchen Sie uns auch hier



Abmelden. Ich möchte keine weiteren Meldungen über den Versandstatus erhalten.
Falls Sie Newsletter-Zustellungen wünschen, klicken Sie bitte hier.



Service CX @Fricke Group

Involving 3rd party service providers in the process

CHALLENGE

- High-value overnight express shipments for repairs
- High operations setup cost at partners due to delays

SOLUTION

- Alerting for account manager
- Pro-active comms for repair sites

RESULTS

- 15/20% less inquiries via email/phone
- Reduction of operations cost

GRANIT
QUALITY PARTS

www.granit-parts.com

Sehr geehrte Damen und Herren,

leider haben wir soeben erfahren, dass es bei der Zustellung Ihrer Bestellung **22930781182696** durch unseren Dienstleister DHL voraussichtlich zu einer Verspätung kommen wird.

Ihr Paket wurde bereits von uns verschickt, nur ist es unserem Versandpartner DHL nicht möglich, Ihre Bestellung so schnell wie versprochen zu liefern:

Die Lieferung wurde bei DHL falsch verladen und wird sich deshalb leider um voraussichtlich einen Werktag verspäten.

Mit diesem Link können Sie die einzelnen Versandschritte nachverfolgen:

[Sendung verfolgen](#)

Bitte entschuldigen Sie die Verzögerung!

Freundliche Grüße,
Ihr GRANIT PARTS Team

Impressum

Wilhelm Fricke SE
Zum Kreuzkamp 7 | D-27404 Heeslingen
Tel.: +49 4281 749 740 | Fax: +49 4281 749 700 | E-Mail: bestellung@granit-parts.com

GRANIT
QUALITY PARTS

Bestellung 229331850
besteht aus 7 Lieferungen (1 Abweichung bei der Zustellung, 6 Zugestellt)

UPS 1ZEY04050467150078 Abweichung bei der Zustellung	UPS 1ZEY04050467144745 Zugestellt	UPS 1ZEY04050467146243 Zugestellt
UPS 1ZEY04050467146234 Zugestellt	UPS 1ZEY04050467147242 Zugestellt	UPS 1ZEY04050467146884 Zugestellt
UPS 1ZEY04050467152996 Zugestellt		

Abweichung bei der Zustellung

Die Lieferung konnte aufgrund eines zeitlichen Engpasses nicht zugestellt werden. Die Zustellung erfolgt am nächsten Werktag.

Zustelladresse
Granit Parts LP
Southgate Way
PE2 6YQ Peterborough

17.12.2019, 09:42 Uhr (Northampton, GB)
Abweichung bei der Zustellung
Die Lieferung konnte aufgrund eines zeitlichen Engpasses nicht zugestellt werden. Die Zustellung erfolgt am nächsten Werktag.

17.12.2019, 05:45 Uhr (Northampton, GB)
Unterwegs
Die Lieferung ist auf dem Weg.

17.12.2019, 05:01 Uhr (Northampton, GB)
Zustellung wird vorbereitet
Die Lieferung wird für die Zustellung vorbereitet.

Mehr anzeigen...

GRANIT YOUTUBE
Click here to view the videos >

SAP Integrations

Creating a truly end-to-end CX with Operations Experience Management





The revolution of personalized post-checkout experience.

parcellab Germany
Munich

parcellab France
Paris

parcellab UK
London

parcellab USA
Los Angeles

