

Delivers returns specific communications with personalized emails and an embedded Returns Status Page. Hyper-relevant content engages your customers to drives web traffic and repeat purchases.

Standard Features

> **Returns Status Page**

Embed the responsive Returns Status Page on your website via a fast JavaScript snippet, owning all styling via CSS, to drive traffic on-site.

> **Unlimited Emails**

Send proactive milestone email communications, with best-in-class deliverability, based on any defined Triggers. Can include attachments.

> **In-Store Returns & Communications**

Provide accurate and timely information and updates on in-store returns, including maps of nearby stores, address details and opening hours.

> **Trigger Builder**

Create triggers for personalized customer journeys, e.g.: drop-off, picked-up/dropped-off, delays with the carrier or warehouse processing, and refund issues.

> **parcelLab NPS**

Embed an NPS rating question within customer communications and link to a landing page with additional feedback questions.

> **Campaign Manager**

Create custom audiences with return status, customer and order segmentation rules. Assign them to timed campaigns to injecting personalized, targeted content into emails and the returns status page.

> **Conditional Placeholders**

Display personalized and contextual content within emails or notifications based on any inputs and conditions provided. This powerful engine often leverages shipment status, customer, returns and shipment data, and other Retailer-defined segmentation rules.

> **Single Sign-On (SSO)**

Simple and secure access to parcelLab's returns customer service portal for unlimited users.

> **Reporting & Analytics**

Full visibility of carrier SLAs, historical performance, customer promise attainment and more with Power BI data visualization.

> **Live Monitoring**

Live data of the current day compared to the average of the previous week, including returned orders, email performance and returns with issues.

> **API & Standard Webhooks**

On-demand (API) or event-based (webhook) access to all tracking information, statuses, and communication triggers, for use in internal systems, or to power mobile app use cases, chatbot, and alternative messaging channels.

Add-ons

> **SMS**

Send return status updates via parcelLab SMS.

› **Empower Chatbot**

Empower your chatbot with return status information to enhance existing conversational capabilities with our chatbot-ready API.

› **Serve content based on customer opt-in**

Use existing customer opt-in data and marketing preferences to serve the right content to each shopper with Campaign Manager and Conditional Placeholders.

› **Segment returns experience**

Offer returns options, eligibility and content during the Returns journey based on existing customer and order segmentation rules with parcelLab's Returns Flow, Instant Credit option, and Campaign Manager.

› **Mobile Apps**

Update customers on their return status with a responsive or native status page powered by parcelLab's API, and app push notifications powered by our Standard Webhooks for Tracking.

› **SMS**

Send return status updates via SMS with parcelLab SMS, or connect your own SMS provider with our Standard Webhooks for Tracking.

› **Recommendations**

Make personalized product recommendations using parcelLab's Campaign Manager or by integrating your own recommendation engine.

› **Trust Platforms**

Amplify customer ratings and reviews by integrating your existing Trust Platform.