

Use entropy to improve customer experience in the last-mile.

Commerce is moving online. Consumers buying habits have shifted dramatically, with the Covid-19 pandemic changing behaviours.

This creates challenges for retailers. They must find new ways to differentiate online to stand out from the competition and drive customer loyalty.

Whilst choice and price remain strong areas for differentiation, they alone are not enough. Now retailers must look carefully at all parts of the customer journey, finding ways to improve experience and encourage repeat custom.

For many e-commerce businesses, their ownership of the customer journey stops when the customer clicks pay. The fulfilment of orders is outsourced to multiple suppliers and logistics companies.

So too is the communication with the customer. In a world where businesses are striving to differentiate online, it makes no sense to leave communications with the customer at arguably the most critical part of the customer journey to another organisation.



80%

of consumers are more likely to shop with a brand that offers personalized experiences



74%

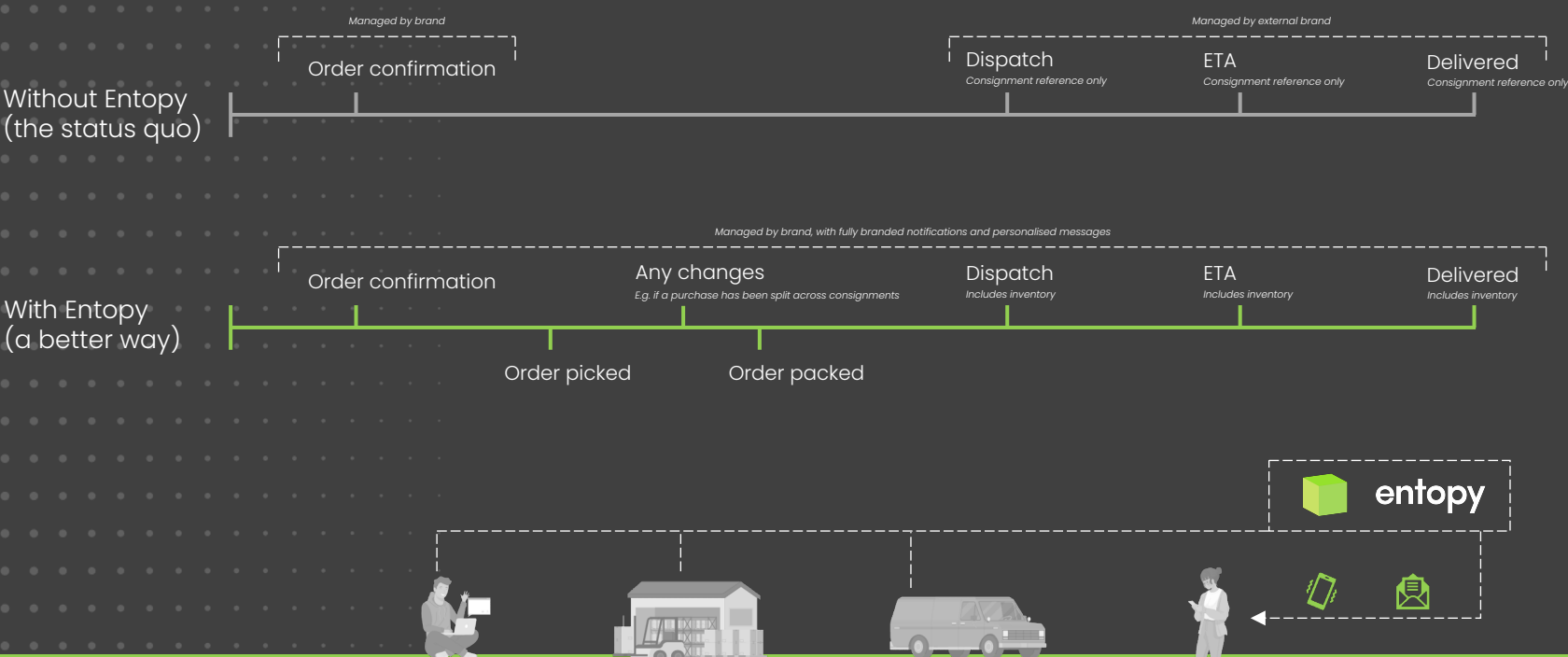
expect accurate tracking information for online purchases



68%

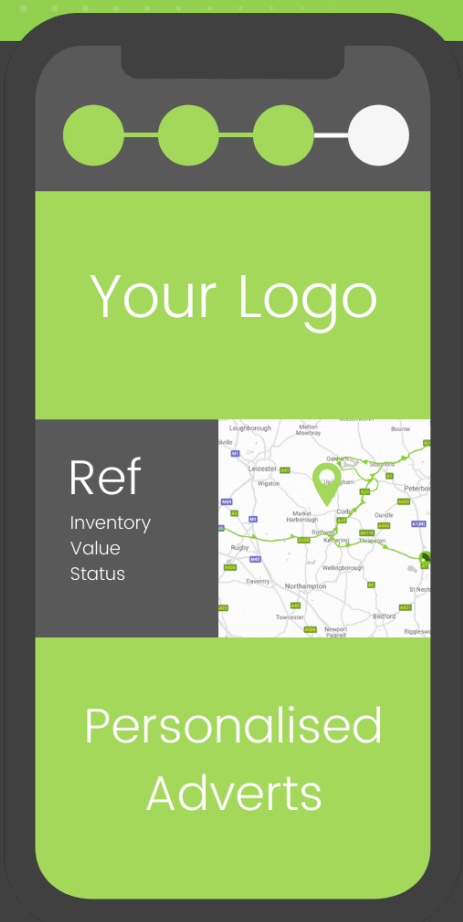
of customers will not return to a brand after just one poor delivery experience

Brands using Entopy own the entire customer journey. Entopy captures data across the supply chain, enhancing communication with customers, in-turn, improving customer experience.



“ Prior to working with Entopy, we consulted multiple other vendors. These ranged from hardware to software providers. Entopy is the only company that we have found to be able to deliver what we need. Their platform is easy to use and the proof has been in the speed at which the various systems have been connected, and the robustness thereafter. Our initial reaction to the Entopy platform is very positive and gives us a significant competitive advantage. ”

- Daniel Button, Logistic Lead



Entopy centralises customer communication, putting the brand in control of the entire customer journey.

Messages can be branded, include advertising, even personalised.

