



Custom
Printed
Products



CASE STUDY

National delivery company

Custom Post-it® Notes help communicate package delivery information while cross-selling services to make future deliveries easier for recipient and shipper.

Situation

One of the largest e-commerce companies in the world was looking for a way to notify customers when a delivery was missed and make them aware of tracking and pick up options. Additionally, they wanted to use this opportunity to promote new services, thereby reducing future missed deliveries and return attempts.

Solution

We worked with the customer to produce a two-sided Post-it® Note that could be stuck to virtually any surface near the drop-off location and be removed without leaving any residue.

The solution allowed:

- A QR code to be utilized which took the recipient to real time tracking.
- A secondary QR code showing the location of the closest package locker.
- The reverse side of the note to be personalized by the driver with information such as tracking number, where the package was delivered, and what would happen after multiple missed delivery attempts.

Outcome

Our customer was able to receive all the needed package information and clear directions on how to pick up or locate their package. They were also able to use the missed drop-off as a way to cross promote their alternative drop-off program, ensuring that the recipient would not miss future deliveries.

In addition:

- The number of return delivery attempts decreased.
- The company saved money by eliminating multiple stops.
- Clear package pick up directions improved customer satisfaction.
- The use of locker services increased making future deliveries easier.