

# Fact file: lowering final mile costs

Based on a bonus episode of [the Sorted Retail Sessions podcast](#), this guide gives you all the need-to-know about post-purchase tech and how it can save you money.

## The challenge

Retailers are facing pressure to reduce spend on the post-purchase experience without compromising on customer experience or competitive advantage.

## Top tip #1

Warehouse, CX, Marketing, Logistics and finance should work together to address this challenge.

## What metrics do retailers monitor when they're optimising final mile costs?

- 'Where is my order?' contacts (WISMO)
- 'Where is my return?' contacts (WISMR)
- First contact resolution
- Time to resolve
- Customer retention (including NPS and CSAT)

## The cost of the WISMO problem

Most WISMO contacts average at around £4-£6 per resolution. One retailer told us they pay up to £14 per contact which, during peak periods, could cost them up to £250,000 per week. A very expensive problem to have.

## The solution

Cutting final mile costs shouldn't be detrimental to the customer experience. WISMO is continually the largest driver of customer dissatisfaction as well as post-purchase spend for retailers, so driving contacts, and costs, down with delivery tech is crucial.

## How do retailers cut costs with post-purchase tech?

Sending branded delivery updates via email or SMS and pushing customers to self-serve their own WISMO queries with branded parcel tracking pages - those are just two ways to lower call centre costs. Agents with holistic dashboard views of delivery ops can answer queries faster and therefore at a lower cost.

## Which retailers are taking action over final mile spending?

**ASDA**

**Insight**

GRAHAM & BROWN  
EST. 1946

**musicMagpie**

- During extremely busy peak periods, musicMagpie's WISMO calls became more difficult to manage. Using post-purchase technology, they reduced WISMOs by 63%. [Find out more.](#)
- When exploring in-app tracking pages for the JD Williams brand, N Brown saw a 33% reduction in out-of-app tracking during the initial Beta trial. [Read the full story.](#)

## Top tip #2

Want to see post-purchase technology in action. [Click this link to get access to an on-demand, no-obligation demo.](#)

## Useful resources

- A Session on reducing final mile costs, Sorted Retail Sessions Podcast. [Link here.](#)
- Sorted Retail Sessions Podcast, 15+ episodes. [Link here.](#)
- The Science of Delivery Experience, Sorted.com. [Link here.](#)
- Customer stories, Sorted.com. [Link here.](#)

## Stats and facts

- [93% of consumers](#) recognise the significance of the customer delivery experience.
- 83% of consumers think the post-purchase experience could be [substantially improved](#), whereas [only 18% of retail leaders](#) do.
- 87% of consumers would [trust a brand more](#) if they communicate delivery status more effectively.
- 71% of consumers changed brands at least once in the last year for better deals or [superior customer service](#).

## Want to hear more?

[Get in touch](#) to discuss your budget efficiency goals, or to hear about how post-purchase tech can improve your customer experience.