J&T EXPRESS

J&T Express stands out as a prominent global logistics service provider,recognized for its dominant position in the express delivery industry acrosssome of the world's most significant and swiftly developing markets,encompassing Southeast Asia, the Middle East, and China.

Challenge

J&T Express encountered obstacles while expanding its business in regions like Southeast Asia and the Middle East, primarily related to inaccurate addresses and cash-on-delivery (COD) issues. Delivery personnel often had to establish real-time communication with recipients when locating the correct delivery address proved challenging. With Sobot's WhatsApp Business messaging solution, J&T Express now has the capability to send bulk delivery notifications, communicate instantly, share multimedia content like pictures and videos, and even pinpoint precise Google Map locations via WhatsApp. This significantly streamlines the parcel delivery process, making it more efficient, while also reducing overall communication costs compared to traditional SMS methods.

Solution

- **WhatsApp Business Messaging solution**

  As an authorized WhatsApp Business Solution Provider (BSP) officially certified by Meta, Sobot facilitates J&T Express in obtaining a WhatsApp Business Account with a verified green tick. This credential enables them to send bulk messages without the risk of being banned or blacklisted by Meta, establishing full trustworthiness and credibility among all recipients.

- **Automate interactions with WhatsApp Business API**

  Sobot plays a vital role in streamlining the end-to-end interaction process between the delivery team and consignees for J&T Express, resulting in significant improvements:

  - **Effortless Notification Sending:** J&T Express can send unlimited notification messages at any time, as all notification templates are pre-approved by Meta. The initiation of delivery tasks and bulk notifications can now be accomplished with a single button click.

  - **Enhanced Communication:** Delivery personnel have the flexibility to communicate with consignees whenever they deem it necessary. WhatsApp communication supports various features such as text messaging, read status tracking, sharing photos, videos, and even geographic locations.

  - **Route Optimization:** Route optimization and management become feasible, allowing delivery personnel to receive geographic locations from consignees. This information aids in navigating the optimal delivery path.

50%	35%	40%
Overall Cost Reduction	Increase in Delivery Rates	Increase in COD Collection Rate