



Your Order Has Been Shipped:

**Make Wait Times a Positive
Customer Experience**

Customers always want to know when their shipments will arrive. Our customer in manufacturing built a data product that precisely predicts delivery dates in real-time—creating a positive customer journey, from order confirmation to delivery and every step in between.



One Data

A Data Product for the Customer Journey

46%

of customers would be willing to pay more for faster delivery.
(Capterra Survey, October 2021)

The delivery date data product calculates expected delivery dates in real time, taking into consideration all transit times and wait times, even in complex supply chains.

CONTINUOUS UPDATES:

Making wait times easier with predictive delivery date tracking

Don't you love when you ordered a product, and you receive the message: "Your order has been shipped"? Customers want to know precisely when their delivery will arrive and track the status of it every step of the way. Depending on the production and delivery processes, forecasting this with certainty is a major challenge for the manufacturing industry.

Delivery satisfaction is not just about being able to give your customers a binding date—they also want to be informed of their order's status and any changes to it. Ideally, manufacturing companies should be able to use this "waiting time"—by making the production process and transport route tangible and using the time before delivery for upselling. In other words, accurate delivery times are of great importance for both you and your customers.

Real-time forecasting

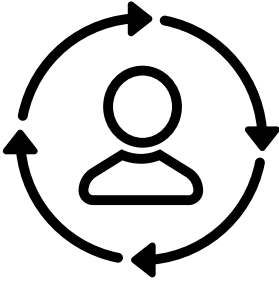
By using the **AI-powered Data Product Builder**, our client in manufacturing was able to develop a delivery tracking data product that addressed their need for a positive and emotionalized end-customer experience. The data product was seamlessly integrated into their existing systems landscape, linking relevant data from various company departments, and visualizing them in an intuitive, easy-to-use data map.

This allowed for reliable delivery dates to be predicted based on the client's factory calendar—taking throughput times into account—with the help of a machine learning algorithm. Complex production processes and lengthy supply chains are no longer an issue as the data product can account for unexpected conditions and circumstances, ensuring customers are informed with maximum transparency.

Production and delivery time



Real-time delivery dates predicted by the AI-powered Data Product Builder



Predictable delivery times make for satisfied customers

The ability to predict delivery dates in real time enables our customer to manage an important part of the customer journey in a new way and create a more positive experience for end-customers. The process—from the execution of the contract, through production, to transport and delivery—can be framed as a satisfying experience for end-customers waiting for their product.

To achieve this, our customer now uses a smartphone app that visualizes the results of the calculations generated by the data product, so that buyers can follow the route their product takes in real-time on a map. Background information is also available for each of the fourteen supply chain milestones. A countdown was also added to highlight the accuracy of the forecast and increase anticipation for the upcoming delivery.



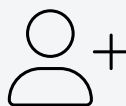
With predictable delivery date tracking, waiting time can be used to strengthen customer relationships and increase customer satisfaction.

The business advantages of the data product a glance



1. More accurate forecasts

Thanks to reliable, dynamic delivery date calculation, customers always know when they will have your product in their hands.



2. Stronger customer loyalty

Visualizing the transport route in an app (including background information on supply chain milestones) reduces waiting times and makes the process more satisfying.



3. Increased sales

Actively involving customers in delivery tracking creates additional up-selling potential, as they re-engage with an app that you control.



4. Faster go-live

The data product was built 50% faster than common solutions and smoothly integrated into the existing technology landscape of the customer.

The AI-powered Data Product Builder

Now it's your turn: You can easily build data products specific to your needs with the AI-powered Data Product Builder.

One Data's AI-powered Data Product Builder, is purpose-built for forward-thinking and collaborative data teams within every industry who want to fast-track the delivery of reliable, reusable, and easy-to-manage data products in 80% less time. One Data gives data experts the ability to sustainably build and scale data-led projects by 2-3x to match the speed the business demands. Leading organizations driven by data choose One Data to help them develop and deploy Data Mesh or Data Fabric architectures.

More information about One Data is available at: www.onedata.de



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Interested in our expertise and One Data? Get in touch. We'll advise you on all aspects, on what you need for implementation and the unique potential it offers for your company.

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