

# Shipment Tracking

## 360 Degree Customer View

Modern companies strive for a 360-degree view of their Customer. This includes contact, order, payment and shipment information.



## Updates every Hour

▼ Shipment State	
Delivered	<input checked="" type="checkbox"/>
Status Description	
Actual Delivery Date	7/21/2018
Last Track Update Time	7/24/2018 4:00 AM
Signed For By	R. TRAN

The delivered checkbox automatically updates once the shipment has been delivered.

The actual delivery date is set once the shipment is delivered (useful for SLAs and notifications).

POD (Proof of Delivery) information is automatically added to Salesforce, including signature images as attachments.

### Proces Builder

Write Process Builder or workflow rules based on shipment status. For example, you can create a task for a sales rep when a shipment is delivered, or delayed, send a text message, or even run custom apex code once a return shipment has arrived at a facility.

### Custom Email Templates

Send branded customer emails with tracking updates. With tracking emails having extremely high open rates you can use this as a upsell and cross-sell opportunity.

## Shipments outside Salesforce?

Often, especially for larger companies, their orders are fulfilled in their ERP system such as SAP, or even by a third-party 3PL.

If this is the case there are several ways to automatically import tracking data into Salesforce. Once the carrier and tracking number is stored on an object, Zenkraft will automatically update its status every hour.

