

MAILER 1

Subject: Have you received these benefits yet?

Dear A,

It is looking likely that same day delivery will become the standard for customers, and all companies should be aware that they have the potential to maintain current clients and bring in new ones via same day delivery. Similarly, opportunities do not always have to be reserved for big companies.

Notably, almost two-thirds (65%) of Amazon customers would choose to buy elsewhere if their preferred shipping option was also offered by the other store.

Benefits of Same Day Delivery that Your Brand can Benefit from with Quickshift:

1. Higher Level of Customer Satisfaction
2. Build a Trust Relationship
3. Less Friction in The Purchase Decision
4. Lower Inventory Costs
5. Faster Performance
6. Maintain a Competitive Edge
7. Raise Your Margins
8. Increasing Conversion Rates

We suggest you don't think too much. Have a chat with our Account Manager here and ask as many questions: (number)

MAILER 2

Dear A

Here's an interesting story we would like to share with you. One of our D2C clients has entrusted us with a very niche category of products with us. We are delivering *Eggs* for them, across the cities of Pune and Mumbai. Yes you read that right. We service 4500 orders and deliver close to 10000 eggs through our same day delivery Quickshift RAPID program.

But that is not the real story. Here's the real deal:

- The business is a **watsapp only business**
- It has **grown 100% in order numbers** over last 2 months of association with Quickshift
- We have less than 1% escalation ie **only 1 broken egg** through NDRs and RTOs
- The business passes on **10-12% discount instantly** to customers
- This discount is real time adjusted through our **user-friendly dashboard**
- There is 70:30 COD to prepaid ratio, giving the **business ample liquidity**

Quickshift is empowering businesses, no matter the scale and size of operations. Increasing revenues is made possible through customer satisfaction. And efficient same day delivery services is increasing customer happiness quotient drastically.

Check out www.quickshift.in for more details.

Come and speak to our fulfilment expert here:

MAILER 3

SUBJECT – Incentives for e-commerce businesses

Dear A,

Are you an e-commerce business owner?

Here is how an e-commerce customer is buying online:

30% definitely buy with standard 2-3 days delivery
60% definitely buy with same day delivery
80% do not return products with 2-3hours delivery

Quickshift is offering all of these incentives to ensure YOUR customer satisfaction.

Which plan are you ready for?

Speak to our fulfillment expert and find out the most suitable shipping plan for your brand.

MAILER 4

Dear first name,

Being an industry leader in (industry name) business, I understand you would always seek differentiation in the services you provide. Simplr's Distribution Management System has been working with (industry) companies across the globe, to enhance visibility of brands by 60% and improve production planning by 40%. You would have seen more stats in the mail I shared with you earlier.

I am certain of Simplr's DMS becoming a value-add to your existing supply chain operations.

Can I suggest a brief meeting to understand your logistics model better, and present how Simplr's DMS has changed the way few of our clients work like Perfetti, Seng Choon, BH Global and the likes.

Let me know if Wednesday 20th April at 3pm is a convenient time for a call.

For more details please do visit our website: www.simplr.net

Regards,

abc

MAILER 5

Dear first name,

There are various solutions that your company would have deployed. But is any of them empowering the business through effective supply chain management? Not just that, have you seen an increase in sales revenues through deployment of any solution?

Simplr's Distribution Management System has been giving business results with regards to increased visibility, sales and productivity. We have managed cracking the code of:

- Engaged and productive field sales team
- Effective inventory rotation of products
- Enhanced sales through marketing promotion activities

It would be great if we can get on a call and discuss key challenges in your business's supply chain, and how Simplr's DMS can be the solution for it. Our work with brands like Perfetti, BH Global, Seng Choon have made us a strong contender for taking on supply chain queries head on.

Let me know if we can fix a meeting for Wednesday 2th April at 3pm.

Regards,
Abc