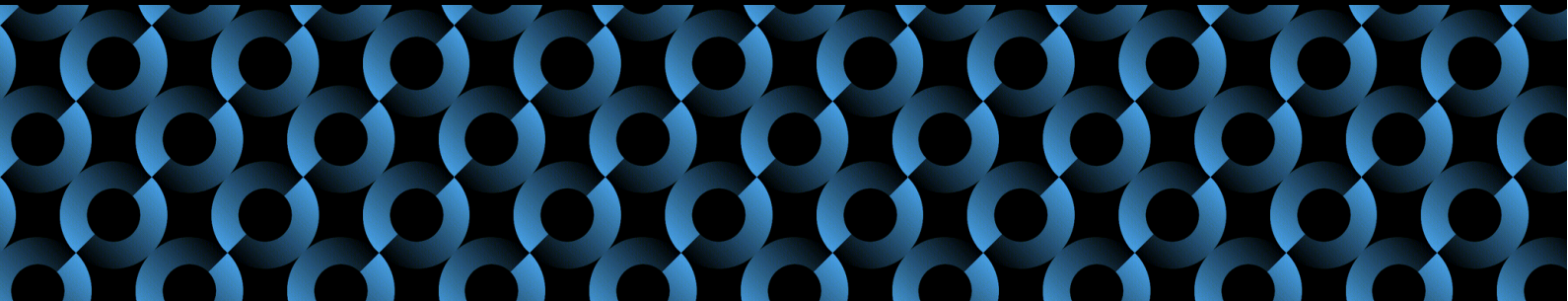
BUYER'S EVALUATION PACK

nShift Track RFP and security answers

What customer experience, operations, IT, security and procurement ask, answered with the evidence behind each one.



What a serious evaluation asks

Every where-is-my-order contact starts as a question the customer could not answer alone. Evaluating a tracking platform means asking a longer version of the same question: will this answer first, at our volumes, across our carriers, and in writing?

This pack takes each committee's questions straight, with a live source under each section so you can check us instead of taking our word. Where it stops, a demo picks up. Explore the full set of features at nshift.com/products/track.

50%

fewer delivery-related questions measured at ICANIWILL

25%

click-through rate on ICANIWILL shipping confirmations

99.9%

uptime committed in the Ship and Track SLA

1. Where-is-my-order volume

The support inbox is the first place a tracking decision pays back.

What measurable effect does nShift Track have on delivery-related contacts?

Published customer results: ICANIWILL runs 400,000 shipments a year and measured a 50% reduction in delivery-related questions, saving around EUR 12,000 every year. Hatstore measured a 90% drop in tracking queries. Apotea measured a 27% reduction in customer service calls.

Does branded communication actually get opened?

ICANIWILL reaches a 25% click-through rate on shipping confirmations, against an industry average of around 18%. Quiz reports 5x the average email marketing click-through rate on its branded delivery communications.

Can we reach the customer before they contact us?

Yes, including on silence. Advanced notification profiles trigger on non-events, such as no Delivered scan within three days of out-for-delivery or a shipment past its carrier ETA. As Galvin Green puts it: "If we know a shipment is at risk, we can contact the customer before they have to contact us."

Verify: ICANIWILL and Galvin Green

2. The branded tracking experience

After the buy button, the tracking page is where the customer spends their attention.

What can we brand?

Logo, hero image or video, colors, and fonts, with campaign modules that link through to your store, a feedback module for consumer ratings, split-shipment display, and FAQ, contact, and returns links. Multiple profiles support multiple brands from one account.

Can we embed it in our own site?

Yes, as an iframe or a JavaScript widget on domains you allowlist. Signed, encrypted, expiring tracking URLs stop links from being guessed or reused indefinitely.

Do you support Apple Wallet?

Yes. Tracking passes are added to Apple Wallet through email merge tags, on iPhone only.

Verify: Quiz

3. Notifications across markets

A delivery message has to fit the reader and the country the parcel is heading to.

How flexible are the templates?

Drag-and-drop email and SMS templates with 44 merge tags, attachments such as a return label, embedded tracking links, and conditional content through Liquid scripting. Templates version per language and per destination country.

Can we send from our own domain?

Yes, with SPF and DKIM, so delivery messages arrive as your brand rather than a third party.

Will customers get pinged at 2am or twice for the same scan?

No. Do-not-disturb hours hold messages, and near-simultaneous events are deduplicated. One cost to plan for: SMS carries transactional messaging costs.

> **44**
>
> merge tags available across email and SMS templates

4. Tracking data and coverage

One status language across the carrier mix, with the limits stated.

How are carrier statuses normalized?

Hundreds of carrier statuses from across the nShift integrated carrier library normalize into seven main categories, from In Transit to the three exception types, with a full published vocabulary underneath (Delayed, Damaged, Failed delivery attempt, Lost, and more). The original carrier status stays visible next to the normalized one.

Where do ETAs come from?

Five prioritized sources, from carrier return data through carrier web services to destination-based rules built on your cutoffs and transport days. Two limits worth knowing up front: custom carriers are excluded from normalization, and not all carriers return status or ETA data; some require activation first.

Does it cover our own fleet and multi-leg shipments?

Yes. The Scan App adds delivery milestones including proof of delivery and recipient signatures, and containers propagate events from parent to children across multiple levels.

Is there an AI assistant, and can it reach our live shipment data?

Yes. nShift Companion is built into the Track dashboard. It answers plain-language questions about how Track works, and it can look up a specific shipment by tracking number, parcel barcode, or your own order number, returning carrier, sender and receiver addresses, and tracking events. Lookups cover the last 31 days, with up to 20 results per query.

5. Operations: monitoring and carrier performance

Exceptions are cheapest when they are caught the same day.

Can customer service monitor shipments live?

Yes. Radar shows shipments by current status, out for delivery, delayed, or in exception, continuously updated.

Can we measure carriers against their SLAs?

Yes, where carrier return data exists. Carrier Performance reporting measures on-time delivery per product and service and compares carriers side by side, with the SLA configuration built by nShift from your carrier agreements.

What reporting do we get?

Shipment and statistics reports with saved filters and Excel or CSV export, plus customer experience reports such as first-time-delivery rate and invoice-deviation reporting that compares your sender price against the carrier's invoice price.

6. Integration and APIs

IT inherits the integration, so the API set is documented and public.

What APIs exist?

The ShipmentData API (REST, JSON, public Swagger), the Container API, the CustomizationAPI for signed expiring tracking URLs, the Notifications API for sending from your own address, and the PortalData Export webhook pushing event-triggered or interval exports over FTP, SFTP, or HTTP POST.

What can we read and write?

Read shipment information, ETAs, tracking URLs, documents, and POD PDFs by barcode, order number, pickup code, or date range. Write events, documents, receiver-address updates, and anonymization requests. Aggregated one-call endpoints cover common lookups.

How do systems authenticate?

OAuth 2.0 client credentials with one-hour bearer tokens and narrow named scopes. Secrets display once at creation, tokens are revocable, and every call is automatically scoped to your own actors and carriers.

Verify: the public ShipmentData API Swagger

7. Reliability

The commitment is in writing, with the product named in the document.

What is your uptime commitment?

nShift commits to 99.9% uptime in the Ship and Track service level agreement, which covers Track by name.

Can we verify reliability ourselves?

Yes. Track Dashboard, Track Shipment Export, Track Carrier Data API, and Track Shipment Data API are named components on the public nShift status page, with live status and 90-day uptime history visible to anyone.

> **90**
> **days**
>
> of uptime history for four named Track components, public on the status page

Verify: the live status page

8. Security and data protection

For a tracking product, the first security question is what a stranger can see.

What does an anonymous visitor see on a public tracking page?

Country and city only, with prices hidden, by default. Private events are hidden from anonymous searches, and in 3PL setups data is scoped per member account.

What personal-data controls run inside the product?

An anonymize-shipment endpoint on the API, signed expiring tracking URLs, an explicit GDPR responsibility note in profile configuration, and automatic deletion of Scan App live-GPS positions after 24 hours.

What certifications do you hold?

ISO 27001 certified, with the certificate available on request. Certification body: DNV.

Verify: trust and security

9. Packaging, references, and validation

Tiers, storage terms, and the customers who will take your call.

How is the product packaged?

Subscription tiers with optional addons, including the Scan App, custom branding, proof of delivery, containerization, and live tracking. Data storage runs the current year plus one as standard, and the current year plus seven on the Premium tier.

What is the pricing model?

Pricing and contract terms are tailored to your volumes and needs. Your nShift contact will walk you through them.

Can you provide reference customers?

Yes, matched by size, sector, and geography, on request. Published Track stories include ICANIWILL, Quiz, Galvin Green, Hatstore, and Apotea.

Who outside nShift has validated this product?

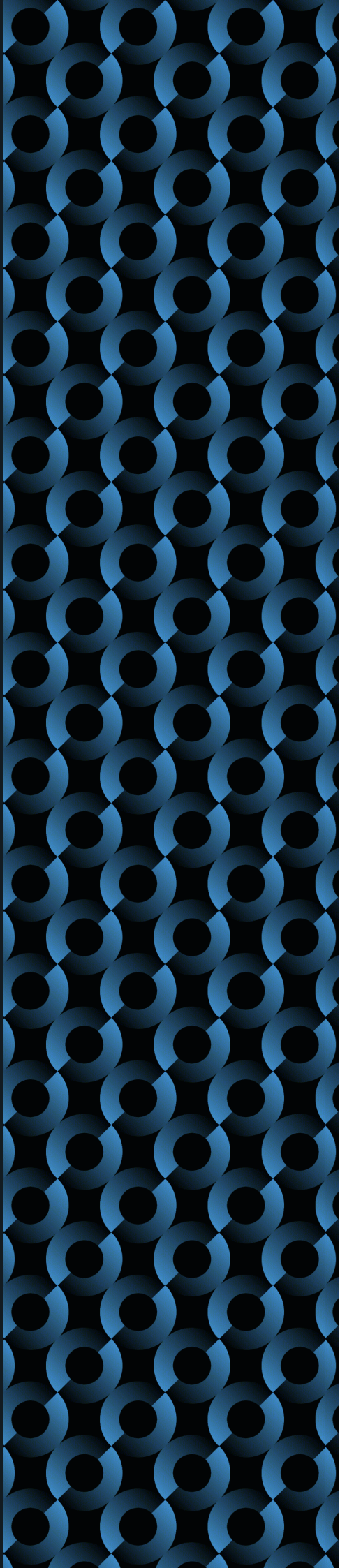
nShift and ICANIWILL are finalists for the EV Cargo Digital Excellence Award at the Retail Week Awards 2026, and shortlisted for Customer Experience Innovation of the Year at the Retail Systems Awards 2026, both for post-purchase delivery communication built on nShift Track.

One customer case, two award juries

ICANIWILL's post-purchase delivery communication, built on nShift Track, is a Retail Week Awards 2026 finalist and a Retail Systems Awards 2026 shortlist pick.

nShift

Map the rest to your own carrier mix

The published numbers, the SLA, and the status page you can check today are all here. Book a short demo and we will map the rest to your own carrier mix, markets, and contact volumes.

Book a demo