More room for growth

Thanks to PostNL APIs

For the past 16 years, he has been working for Megekko and CD-ROMLAND. During this time, senior web developer Remi Romme has been responsible for everything that makes life easier – and with success, as computer specialist shops are processing their orders in ever smarter ways. "If it can be automated, I will find a way," laughs Remi. Curious how PostNL APIs have contributed to this?

Automation makes everything easier

Remi explains, "We started out with a computer shop in Breda. When we first launched our web shop, we used software that required us to manually create a label for every order. In the meantime, our business kept growing and growing. That's when we started working with the PostNL APIs. Today, we ship thousands of orders on a single day. And you notice that everything is a whole lot easier when automated."

Custom solutions

Was it easy to implement the APIs? Remi continues, "We don't use turnkey platforms, so we developed our own web shop using custom solutions. We're a headstrong company, and that is our strength. But it does not come without its challenges because you can't use just any plug-in. When you work with APIs, you need to go through all the documentation carefully. But if you follow the manual, you will be just fine. I found them easy to implement. And the advantage is that APIs make us extremely flexible. Any new changes are live within a week."

More choice, more conversion

Apart from barcodes and shipping labels, Megekko also uses the API for delivery options. "That was the next step. That API lets our customers decide at checkout where their parcels should be delivered: to their home address, an alternative address or the closest PostNL point. That significantly improves our customer friendliness. Of course, nothing is more inconvenient than having your parcel delivered while you are at work. We now offer more delivery options free of charge. The reviews and higher conversion rate make clear that our customers really appreciate this," says Remi.

Next morning delivery

"More choice also benefits our business customers," says Remi. "Thanks to the API for time slot delivery, our customers have the option of morning or evening delivery. For an additional fee, they can place an order at 10:30 in the evening that will be delivered to their company the following morning. That provides a smooth customer experience."

The customer determines the future

Megekko's helpdesk also works hard to ensure the best possible customer experience. "Thanks to the delivery status API, we can monitor our deliveries. This lets us take immediate action if a parcel is delayed. And if a customer contacts our helpdesk, our staff can access all the details of the current status of a shipment. This lets them answer the customer's questions more quickly." Future plans? These are based first and foremost on customer feedback, says Remi. "We do everything in our power to offer our customers a better experience. And thanks to our dynamic solutions, we really stand out among the crowd."

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Remi Romme, Senior Web Developer