WHY?

The lack of visibility throughout the delivery process is often one of the obstacles for consumers to shop online in other countries. However, consumers consider tracking during the delivery process as one of the most important aspects when ordering online.

HOW DOES IT WORK?

The IPC STROBE solution provides the postal industry and e-commerce customers (e-retailers and shoppers) with a low-cost tracking solution for the +/- 60% of cross-border low-value e-commerce items that are currently not being tracked. By using passive RFID technology, items can travel in untracked operational flows, bypassing the more expensive barcode tracking process, while still being tracked. Passive RFID is a mature technology that has already been deployed by many postal operators, initially for measurement and process control, and which can now be used for additional services such as STROBE.

BENEFITS

- STROBE builds upon the existing RFID antenae infrastructure to create an international network for the tracking of the growing e-commerce sector. Passive RFID technology has the potential for numerous additional operational opportunities, such as receptacle tracking, asset management and measurement.

- STROBE Lite is the basic tracking service. All tracked events are based on passive RFID – no barcode is included. This limits operational complexity and costs.

- In case more tracking is required, specifically during delivery, STROBE combines a passive RFID – which is read at all tracked points before delivery, with a barcode which is scanned at delivery – to provide the delivery confirmation to the e-retailer.

- A ‘tracking widget’ has been developed by IPC which can be integrated into any website with minimal IT development

STROBE NETWORK

The STROBE network consists of 20 posts and over 100 sites worldwide implementing passive RFID technology. This network is expanding continuously.
A 'tracking widget' has been developed by IPC which can be integrated into any website with minimal IT development. An API key is placed in the script, which ensures authentication/authorisation for the post or e-retailer, allowing them to receive tracking information of their items.

The end-user/customer enters an S10 item identifier and obtains the tracking details. The widget automatically adapts in size to the device it is being viewed on (computer screen, mobile phone or tablet). It is possible for posts or e-retailers to personalise the colours, font, language etc. The Google Maps feature may be switched on or off.