

# Greater focus on your core tasks as a webshop?

**‘Thanks to letterbox package+, our customer service has more time for real service’**

Phone-Factory.nl together with Smartwatchbanden.nl is a leading e-commerce company that focuses on selling phone cases, smartwatch straps and other accessories. The company is working hard to make a name for itself and uses several of PostNL’s services. It is a close collaboration. Phone-Factory.nl recently switched from standard letterbox packages to letterbox package+.



‘The major advantage is the traceability,’ says founder and co-owner Bart Latenstein enthusiastically. ‘It gives our customers that bit more confidence. They can follow their order and know exactly when it will be delivered. It’s a genuine USP for us, and our performance has improved. Moreover, our customer service has noticed there are far fewer parcel requests.’ Bart is extremely pleased with the **letterbox package+** service and has really done his homework. ‘The additional letter in the shipping code means the packet goes directly to the right sorting centre. That saves time, so we are in a better position to live up to our promise of “ordered today, delivered tomorrow”. More than 90% of orders are delivered on time!’

## From mailing by hand to full integration

Bart says, ‘At the start, we sent the parcels ourselves. Phone-Factory.nl was actually a kind of side job. After work, we quickly went home, put the orders in bubble envelopes, added the stamps and rushed to the letter box around the corner. At a certain point, we had so many parcels that we had to go round all the letter boxes in the area to distribute them.

We soon got our own business premises and we launched Smartwatchbanden.nl as well. Not long after, we switched to PostNL bulk mail.’ The webshop has since got its own account manager at PostNL. We meet up on a regular basis. Bart says, ‘PostNL provides input and has solutions that can help us move forward. For example, we have linked the ordering process to our shipments via an API. And we use the “returnless” program for returns.’

## Sustainable shipping

Besides good service, other issues play a role in the collaboration. ‘Sustainability is becoming increasingly important to us. In our confirmation mail to customers, it also states that we ship everything 100% sustainably with PostNL. We are proud of that.’ Besides their own envelopes, Phone-Factory.nl also uses PostNL packaging, mainly for large accessories. That ensures that they know they are using the right packaging and not sending excessive amounts of air. ‘Our account manager, Simone de Gans, actively provides input on that too. We have great mutual contact.’



**‘Using letterbox package+ reduces the number of customer questions, and we can significantly increase our service levels.’**

**Bart Latenstein, CEO of PhoneFactory.nl and Smartwatchbanden.nl**

### International expansion

'We are continually expanding. The step to Belgium was a logical one, but we have since started serving the German, French and Spanish markets for example, with the help of PostNL. And we aim to deliver throughout Europe. For that, we use untracked letterbox packets and tracked packets. We also use PostNL's return options. That works really well.' Additionally, Bart mentions the information provision. 'Every morning we receive an update on the delivery quality. It's great to see your performance monitored.'

### Recruiting customers with direct mail

'We are currently looking into whether direct mail would be an interesting option for us. A data analyst informed us that we have considerably higher numbers of customers in certain postal codes. We could therefore send highly targeted mails. Our account manager invited us to the sorting centre in Nieuwegein so that we could find out more about the possibilities direct mail could offer. Such trips are really interesting and educational. You really feel appreciated as a customer.'



### About Phone-Factory.nl | Smartwatchbanden.nl

The rapidly growing company once started as one of Bart Latenstein's school assignments. Together with childhood friends Jan-Willem van der Knoop and Jeffrey van Battum, they literally started in his bedroom in 2014. The bedroom became a garage and in 2020, Phone-Factory.nl moved to its current location, where they have already expanded. With the company's expansion, the number of parcels increased from several a week to over 2,500 a day. Besides the Netherlands, Belgium, Germany, Austria, Switzerland and France, Phone-Factory.nl and Smartwatchbanden.nl are now also active in Spain and Portugal. A real success story!

### More information?

You can read all about the strength of letterbox packages at [postnl.nl/krachtvanaandacht](https://postnl.nl/krachtvanaandacht)