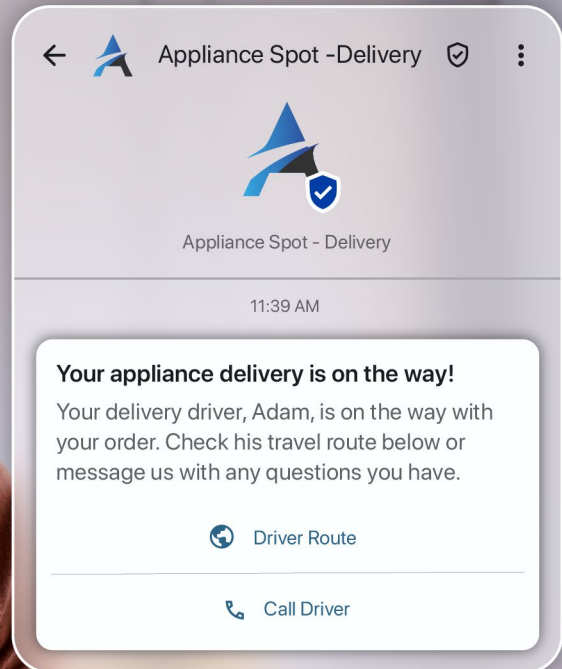


ENRICH® Branded Messaging for Delivery Services

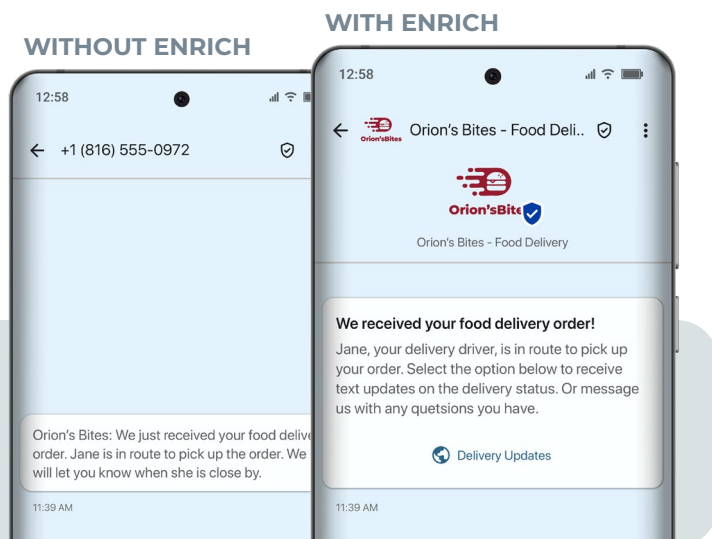
Use Cases, Tips, and Real Message Examples



ENRICH® Branded Messaging For Delivery Services

Use Cases, Tips, and Real Message Examples

Delivery notifications are some of the most anticipated texts a customer receives, and some of the most distrusted. “Your package is on its way” messages, redelivery links, and driver-arrival alerts have become a favorite disguise for smishing scams, so customers now hesitate before tapping a link in any delivery text, even a legitimate one from a company they ordered from.



That hesitation costs delivery businesses real outcomes: missed redelivery windows, unclaimed packages, ignored driver instructions, and support calls that a simple text should have prevented.

[ENRICH® Branded Messaging](#) fixes the trust gap at the source. Built on Rich Communications Services (RCS), ENRICH lets delivery businesses send verified, branded messages directly to customers' native messaging apps, complete with a business's name, logo, rich media, and two-way conversation capability.

What Makes ENRICH Different From Regular SMS

Most delivery texts today run on SMS, a channel limited to 160 characters of plain text with no sender verification and no visual identity. Customers receiving SMS from businesses see a number, or at best a short alphanumeric sender ID, with no confirmation of who it actually belongs to.

ENRICH operates on RCS, a modern messaging standard supported on all Android devices and iOS 18.1 and above, across all major U.S. carriers. The difference in customer experience is significant:

-  **Verified Sender Identity**
Your business's name and logo appear with every message, so customers know who's reaching out before they read a word.
-  **Two-way Conversations**
Customer replies route back to your systems via webhook, enabling real dialogue rather than one-way broadcasts.
-  **Rich Media Support**
High-resolution images, product carousels, and media attachments replace plain text.
-  **Native Delivery**
Messages arrive in the customer's default messaging app with no app download, no login, no friction.

For a delivery business, where a missed message means a missed handoff, a verified and branded RCS message converts far more reliably than an anonymous SMS a customer isn't sure is safe to open.

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Delivery Use Cases for ENRICH Branded Messaging

Dispatch and Delivery Window Confirmations

Customers want a clear window, not just a promise the package is “on its way.” ENRICH lets delivery businesses confirm the scheduled window with the brand name and logo visible up front, attach a map or item image, and give the customer a direct way to flag a conflict before the driver is en route.

Real-Time Driver Tracking and Arrival Alerts

A driver who’s five minutes out is far more useful information than a generic “out for delivery” status sent hours earlier. ENRICH supports live tracking links and arrival alerts inside a verified thread, so customers trust the update enough to actually act on it, whether that means coming to the door or moving a vehicle out of the driveway.

Failed Delivery and Redelivery Scheduling

A failed delivery is where anonymous SMS causes the most damage: customers see a link from an unrecognized number and assume it’s a scam, so the redelivery never gets scheduled. With ENRICH, the redelivery request carries the same verified brand identity as every other message in the thread, and two-way capability lets the customer pick a new window without leaving the conversation.

Shopto - We Missed You!

We were unable to deliver your order today.
Please reschedule your delivery time below.

[Reschedule Delivery](#)

Proof of Delivery and Completion Confirmation

Once a package is dropped off, a photo of the item at the door, sent through a verified branded message, gives customers confidence the delivery happened as expected and cuts down on “where’s my package” support calls.

Haus Route: Delivery Complete!

We successfully delivered your order. See the photo below where your order was placed.
Contact us if you have questions or concerns.
We are happy to assist you.

 [Order Photo](#)

 [Contact Us](#)

Delivery Instructions and Access Requests

Gate codes, apartment numbers, leave-at-door preferences, and signature requirements are exactly the kind of detail that gets lost in a one-way SMS. ENRICH’s two-way threads let drivers or dispatch request this information directly, and customers can reply in the same conversation instead of hunting for a support line.

Order and Fulfillment Status for Food and On-Demand Delivery

For food and on-demand delivery, status changes fast: order received, preparing, picked up, arriving. ENRICH keeps every stage inside one branded, trusted thread with rich media showing the order or the courier’s progress, so customers stay informed without needing a separate app open.

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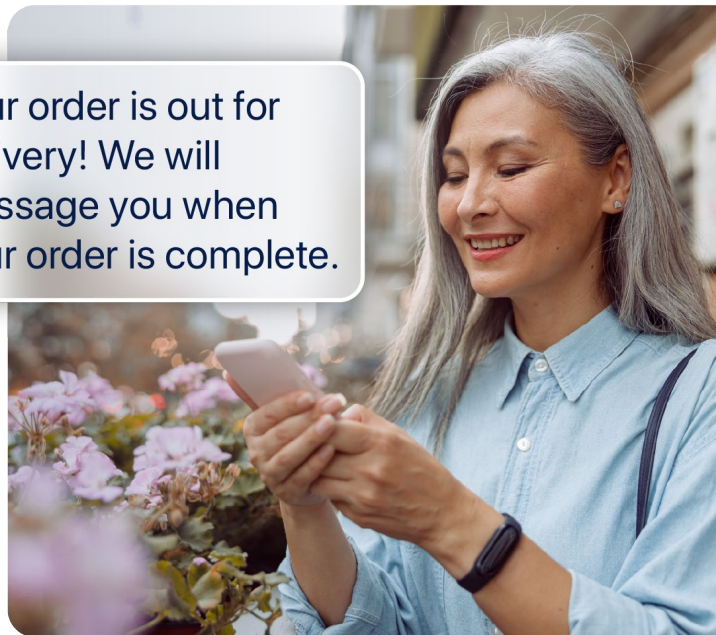
Tips for Delivery Businesses Using ENRICH

Lead with your brand identity, not the tracking link. The verified sender display is what earns the click on a delivery link. Put the brand name and logo ahead of any tracking detail or call to action.

Match message type to moment. Dispatch confirmation, driver-arrival alert, and failed-delivery notices all carry different urgency. Keep each message type easy to recognize on sight.

Keep the copy tight. Customers scanning a delivery update want the status and the action, not a paragraph. Lead with what's happening and what, if anything, they need to do.

Your order is out for delivery! We will message you when your order is complete.



Message us below if you have any questions about your order.

Plan for two-way replies before you launch.

Two-way replies for delivery instructions or reschedule requests need somewhere to go. Route them to dispatch or a live agent before you launch, not after the first reply arrives.

Don't over-message. Every additional delivery text should carry new information. Consolidate minor status changes rather than sending a separate message for each one.

Segment before you send. A high-value or time-sensitive delivery (perishables, signature-required packages, same-day orders) warrants a different message cadence than routine shipments. Build your triggers accordingly.

ENRICH® Branded Messaging For Delivery Services

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Example Messages for Delivery

Dispatch Confirmation

[Brand Logo] Northline Courier: Your delivery is scheduled for today between 2:00–4:00 PM. [Track Your Delivery]

Driver Arrival Alert

[Brand Logo] Coastal Express: Your driver is 5 minutes away. Please have your package ready or your gate code handy. [View Live Tracking]

Proof of Delivery

[Brand Logo] Summit Parcel: Delivered at 1:42 PM to your front door. [View Delivery Photo]

Failed Delivery / Redelivery

[Brand Logo] Redwood Freight: We missed you today. Reply with a preferred day and time, or we'll attempt redelivery tomorrow. [Reschedule Now]

Delivery Instructions Request

[Brand Logo] Union Courier: Your driver needs your gate code to complete delivery. Reply here and we'll pass it along right away.

Food Order Status Update

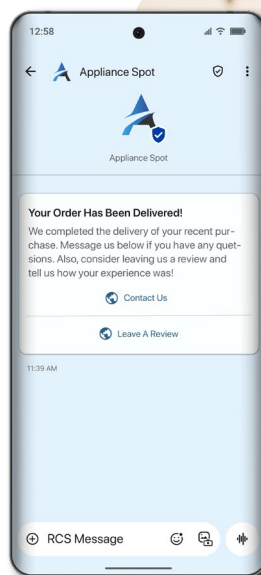
[Brand Logo] Harvest Table: Your order is on the way. Estimated arrival: 6:15 PM. [Track Your Order]

Getting Started

ENRICH integrates through First Orion's API, with an onboarding process designed to minimize technical lift. Once your sender identity is verified, messages go out through your existing systems and customer responses route back via webhook.

For delivery services that already use [INFORM® Branded Calling](#), ENRICH extends that branded communication strategy into the messaging channel, managed through a single provider across all three major U.S. carriers.

For delivery services ready to stop blending in with the anonymous texts customers ignore, ENRICH is the channel to make every message one worth opening.



Start Building Trusted Customer Conversations With ENRICH Today.