Delivery Experience Toolkit

How to improve the delivery experience and increase customer loyalty

Australia Post

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> "eParcel automates tracking which our customers love. And it's really easy to manage returns – just a few clicks and we know where it is."
>
> STEPH PASE,
> STEPH PASE PLANNERS

Customer loyalty depends on a good delivery experience

Online retailers who offer a great delivery experience are more likely to retain customers.[1]

That's why we've developed this toolkit with practical tips and advice for businesses with an eParcel contract, to help them improve the delivery experience for their customers.

About eParcel

An eParcel contract from Australia Post is designed for customers sending more than 2,000 parcels a year. It gives you an online platform to use for lodgement, contract shipping rates and a suite of APIs to help you both optimise your sending and improve the delivery experience of your customers.

Request a call back

#1

A poor delivery experience was the number one reason for customers not intending to buy from a website again.[1]

Sending less than 2,000 parcels a year? Take a look at MyPost Business.

1.   Australia Post, Parcel Receiver Survey, August 2020.

# How to give your customers a choice of Collection Points

With Australia Post, you can give your customers the choice of multiple collection points. That's important because one in five online shoppers made a buying decision in the last 12 months based on the number of delivery options offered by a website.[1]

The Collections Widget and API

The Collections Widget and API give your customers the option at checkout to have their parcel delivered to a Collect & Return location.

If you're already using our Shipping APIs to access Parcel Post or Express Post and want an easy, out-of-the-box solution then Collections Widget is best. If you want to customise the solution to suit your needs, then use the API.

Find out how to more about our Collections Widget and API
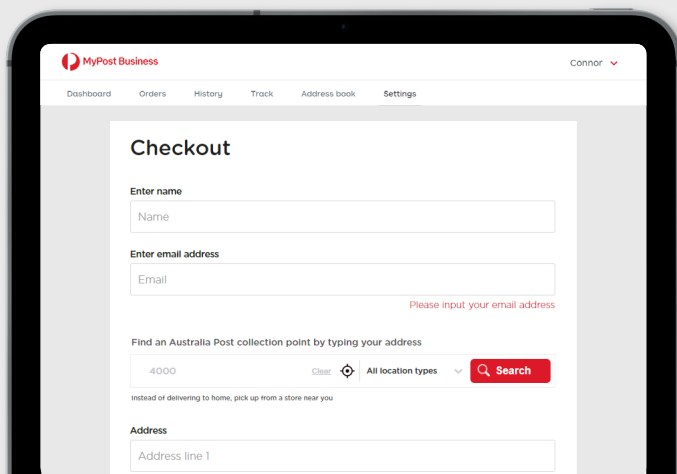
Tip: Many customers prefer to use their Australia Post PO Box for deliveries. So make sure you tell customers at checkout that you send with Australia Post. That way, your customers can choose to receive parcels at their preferred location, which helps protect against cart abandonment.

Our Collect & Return network

Over 20,000 locations across Australia; many offering 24/7 or extended opening hours and the ability to manage printer-less returns.

15,300+
24/7 Street Posting Boxes

4,300+
Post Offices

400+
24/7 Parcel Lockers

150+
Retail partners; including supermarkets and pharmacies

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1. Australia Post, Parcel Receiver Survey, June 2020.

The value of Easy Returns

Making returns easy helps to convert and retain more shoppers. Importantly, it also gives you data and insight on why customers return.

28%
of online shoppers have returned something in the last 12 months.[1]

16%
of respondents have made a buying decision based on return options (and it's higher for younger shoppers).[2]

18%
of respondents said their main barrier to shopping more online was that it was too much effort to return a product.[2]

Easy Returns portal

The Easy Returns portal provides an easy, self-service returns experience for your customers, enabling them to choose when and where they return their items.

Accessed via a click-through link shared on your website, the Easy Returns portal enables your customers to:

- drop their return parcels anywhere in the Collect & Return network – that's over 20,000 locations nationwide many of which are 24/7 or offer extended opening hours, and

- access printer-less returns at participating Post Offices and retail partners by showing a barcode on their device.
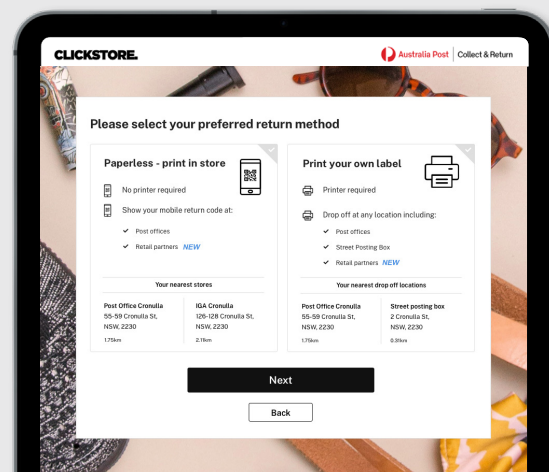
Tip: To gain maximum value from your returns offer, it's crucial that your customers know about it. Make sure you have a clear and easy to understand returns page that highlights your returns policy, and promotes features such as free returns or access to the Collect & Return network.

[Register for the Easy Returns portal](#)

[Find other parcel return options](#)

1. Australia Post, Parcel Receiver Survey, August 2020.
2. Australia Post, Parcel Receiver Survey, June 2020.

> "Once you have the customer on your site, you try to remove any barriers to order. That's why we offer free shipping and always ship express."
>
> REBECCA CHAN,
> ARTISANALE CHOCOLATE

How to use our data and insights to help improve the delivery experience

Every year, we produce an eCommerce report full of data and insights about online shopping in Australia, with deep dives into different industry sectors:

Fashion and apparel

Variety stores

Health and beauty

Home and garden

Hobbies and recreational goods

Specialty food and liquor

The report is available to download from the Australia Post website. And you can use it to help shape your eCommerce strategy. For example, by using our parcel volume data you can see peaks and troughs and plan stock availability around them. Or, plan for marketing activity around peak sale events.

Download the eCommerce report

How to validate address data in real-time

Real-time address data validation can help you capture and use the correct addresses to help parcels reach customers the first time. This can reduce any potential resending costs.
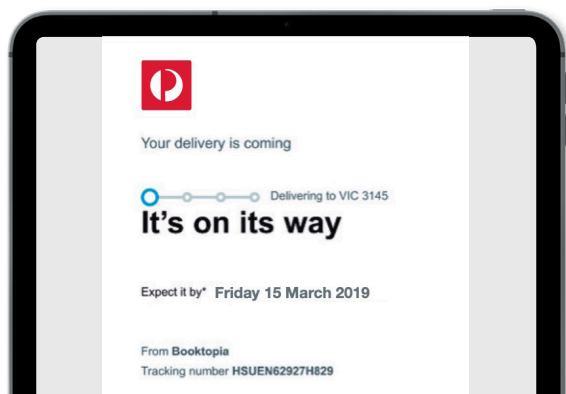
Find real-time address validation solution partners

How to use notifications and tracking

Being kept in-the-loop is important to customers

For example, in a recent survey, customers told us that better delivery notifications and status updates are most important for improving their online shopping experience.[1]

eParcel tracking notifications

By sending through eParcel, your customers can receive SMS and email updates on their parcel's progress, with the option to have their parcel left in a safe place[2] or change the delivery address.[3]

Your delivery is coming

Delivering to VIC 3145

It's on its way

Expect it by* Friday 15 March 2019

From **Booktopia**
Tracking number HSUEN62927H829

Read more about how tracking notifications work

1. Australia Post, Monthly Consumer Parcel Receiver Survey, December 2020.
2. Terms and conditions apply. The service is only available for deliveries to an address that is accessible and to a requested delivery location where it is safe to leave parcels. Parcels that do not require a signature will be left in a place our delivery drivers deem to be safe.
3. Our redirection service is only available for parcels in transit when the sender has included your registered email address, mobile phone number or Australia Post customer number in the shipping information they've given us, and that have been addressed to a street address.

"We're working with the team at Australia Post to find a sustainable, branded packaging alternative."

ELOISE HALL AND ISOBEL MARSHALL, TABOO

Need support with eParcel?

Complete the support request form.

Or, talk to an account manager to find out how eParcel can help your business.

Australia Post