



# Make trusted tracking and notifications your competitive advantage

## Offer an exceptional delivery experience with timely tracking notifications

Nearly half of online shoppers actively track their parcels, and most go straight to the delivery provider to do this.<sup>1</sup> They want confirmation of the delivery date so that they have certainty on when their parcel is arriving.

Tracking notifications from a reliable delivery partner offers customers visibility and control of their delivery, and this can increase your Net Promoter Score (NPS), reduce customer service enquiries and harden security.

“Delivery experience is the biggest contributor when it comes to both positive and negative NPS. The correlation is high.

ROSTIN JAVADI, CHIEF OPERATIONS OFFICER, THE ICONIC



<sup>1</sup> Australia Post eCommerce Market Survey, October 2024 and November 2024

# 3 ways to track with Australia Post

Your customers can track their parcel on the [Australia Post website](#) with or without a MyPost account and via the AusPost app. The website provides a quick and safe way to check on parcels and MyPost customers can easily see all their parcels in one place.

In 2024, the AusPost app reached almost 3.1 million average monthly active users. It’s popular with customers not only for near-real-time tracking notifications, but for control over deliveries.

3 ways to track	AusPost app	Web with MyPost	Web without MyPost
Estimated delivery date	✓	✓	✓
2-hour delivery window (when available)	✓	✓	✓
Real time, secure notifications	✓	✓	
Name this delivery	✓	✓	
Customise and manage tracking notifications	✓	✓	
Request eligible parcels be left in a safe place and set this as default	✓	✓	
Safe drop photo	✓		
Attempted delivery photo	✓		
Redirect eligible in transit parcels to a Post Office, Parcel Locker, PO Box or street address	✓	✓	
Send someone else to collect	✓	✓	
Parcel Locker access	✓		
Collection QR code	✓	✓	

Our customers value choice and control over their delivery experience. Since delivery is our only physical touchpoint with customers, offering a seamless experience every time is essential to delivering positive experiences.

ROSTIN JAVADI, CHIEF OPERATIONS OFFICER, THE ICONIC



# The AusPost app is the best way for your customers to track and manage their parcels

The AusPost app is a free, easy way for your customers to track their parcels and control their deliveries – all from their mobile device. Deliveries can be automatically added to the app, so customers don't have to search for or cut and paste tracking numbers.

## Customers can use the app to:

- Get secure and real-time parcel notifications
- Get estimated delivery dates, with a 2-hour delivery window when possible
- Request eligible parcels be left in a safe place
- Redirect eligible parcels that are in transit to a Post Office, 24/7 Parcel Locker, PO Box or street address
- Customise and manage tracking notifications
- Collect Parcel Locker deliveries

## How different generations use the AusPost app to improve their delivery experience<sup>2</sup>

Gen Z (18-26)

**16%**

add Parcel Locker locations in the app

Gen Y (27-43)

**24%**

like renaming their deliveries

Gen X (44-59)

**34%**

value push notifications and real-time updates

Baby Boomers (60-78)

**63%**

value tracking parcels in one spot



<sup>2</sup> Inside Australian Online Shopping Report 2024



# 3 ways to optimise notifications

The type of notifications customers receive depends on three factors - the data you provide, whether customers have the AusPost app and their notification preferences.

## 1. The data you provide

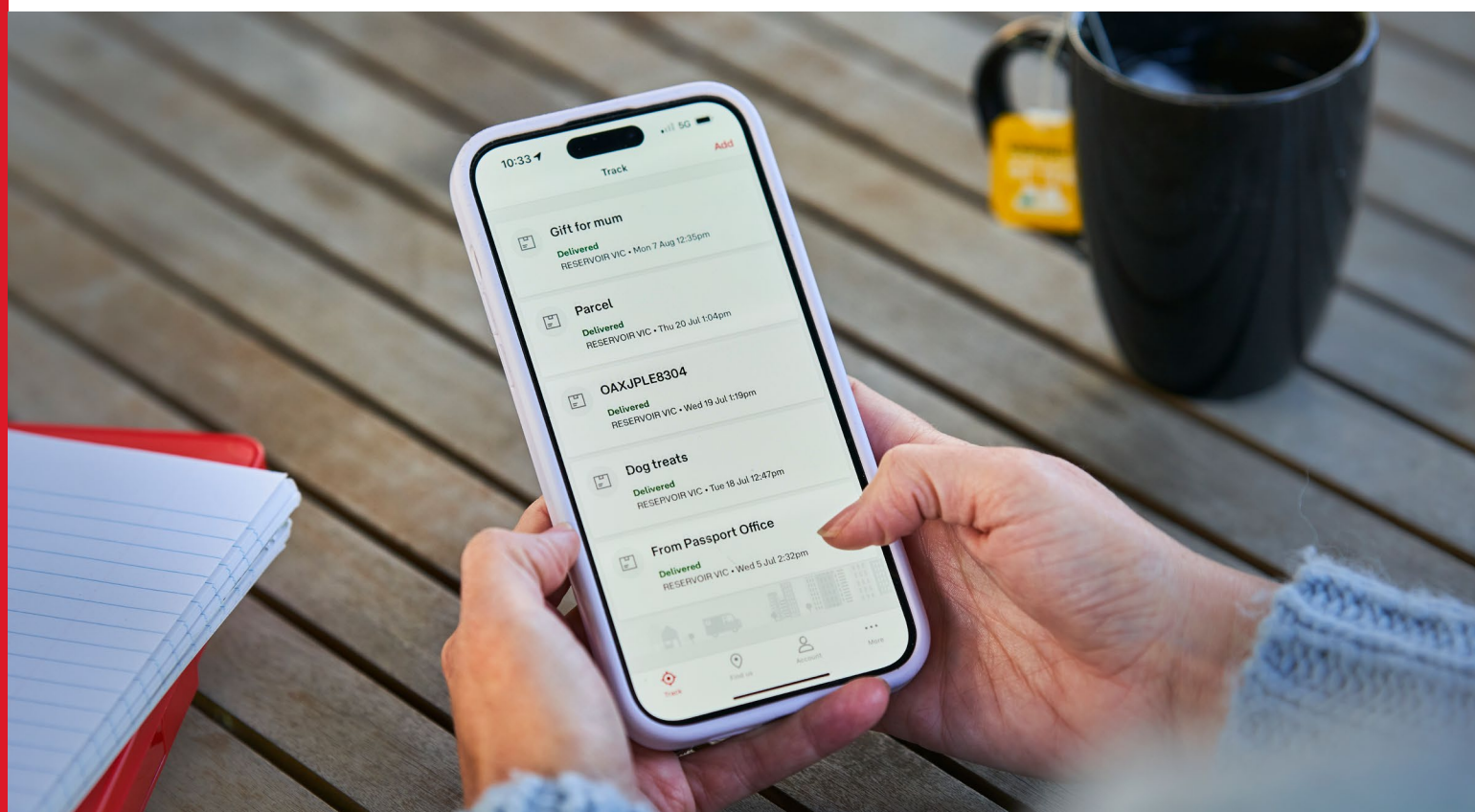
Accurate customer email addresses and mobile numbers are important for us to match parcels to the receiver so we can send them emails, SMS and/or app notifications.

## 2. Whether customers have the AusPost app

Customers who use the AusPost app have more control and visibility over their parcel deliveries.

## 3. The customers' app notification preferences

Customers can opt-in/out of SMS and email notifications via preference settings in the app. App users who've enabled notifications will receive updates via the app instead of SMS.



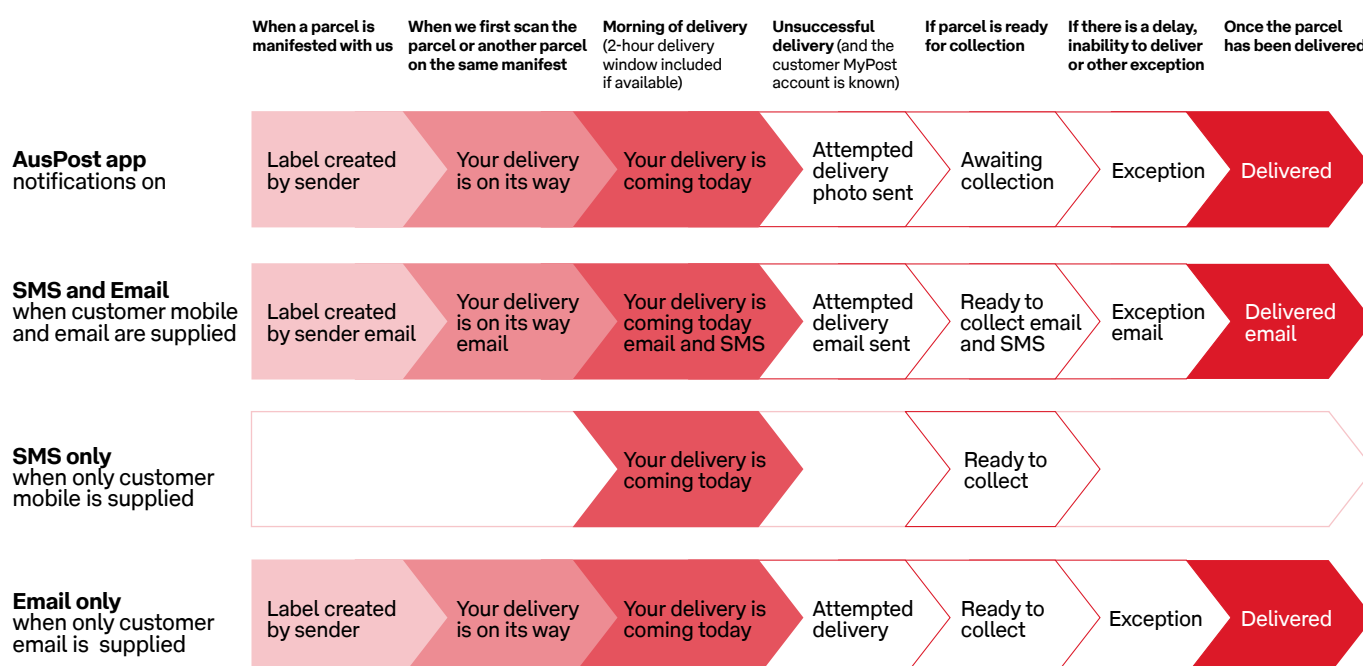
# 4 key notification milestones to keep customers informed

Clear communication at key points in the parcel journey helps manage expectations, increase customer satisfaction and reduce enquiries. We typically update customers at four key milestones:

1. When the **parcel is manifested**, we let customers know a label has been created
2. When we **first scan a parcel**, we let customers know their delivery is on the way
3. On the **morning of the delivery**, we let customers know their delivery is arriving today and we provide a 2-hour delivery window when possible
4. When the **parcel is delivered**, we send customers delivery confirmation

There are three more notifications (in the white cells below) that let customers know when a parcel couldn't be delivered the first time: 'Attempted delivery', 'Awaiting collection' and 'Exception'.

## Parcel journey customer notifications



### Note:

- Customers may opt out of any notifications, except for 'Awaiting collection' and 'Inability to deliver'.
- Customers who have enabled app notifications won't receive SMS notifications.
- App users will receive an image with attempted delivery and delivered notifications.

# Clear and timely notifications boost customer satisfaction

Notifications give customers confidence their parcel is on its way. Here's how customers will see notifications.

## AusPost app notifications on mobile home screen



Parcel manifested with us

When we first scan the parcel or another parcel on the same manifest

Morning of delivery (2-hour delivery window included if available)

If delivery was unsuccessful (and the customer MyPost account is known)

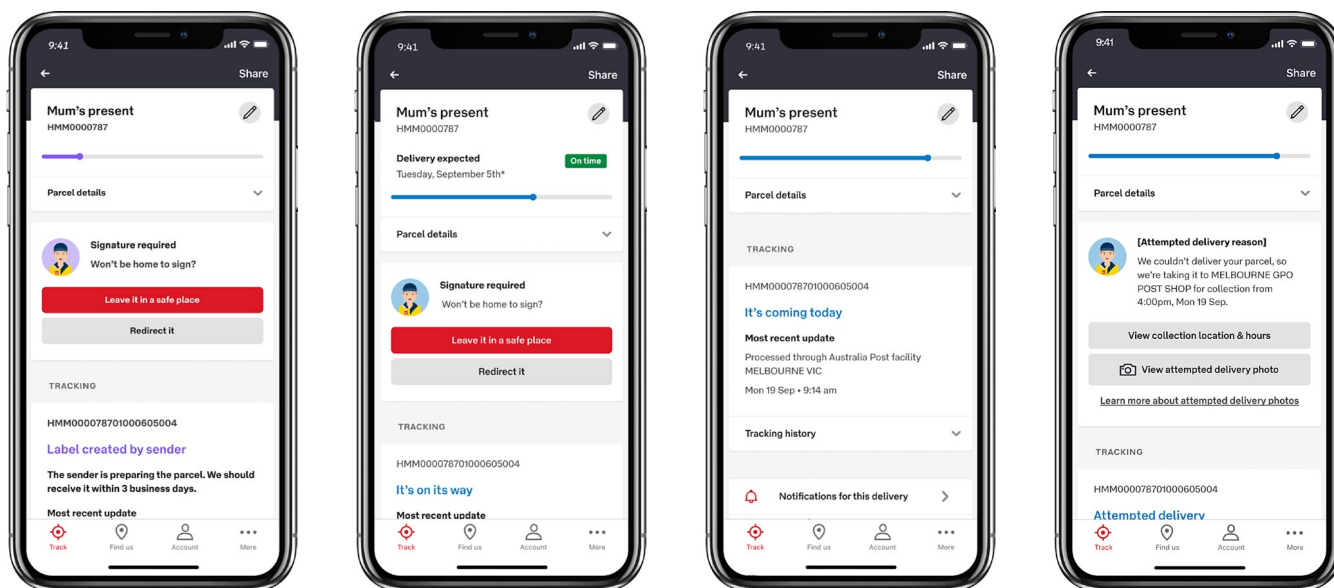


If parcel is ready for collection

If there is a delay, inability to deliver or other exception

Once the parcel has been delivered

## In the AusPost app

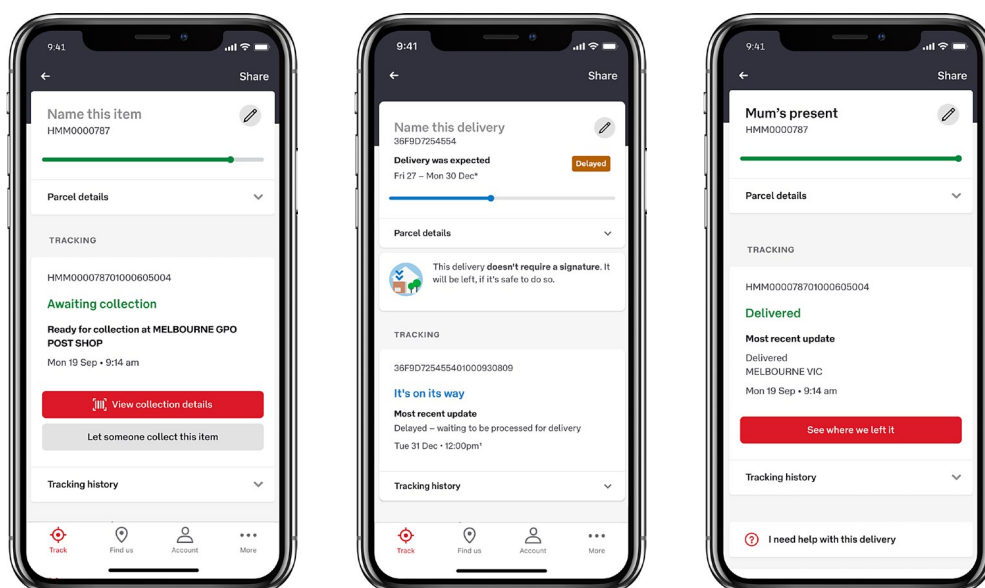


Parcel manifested with us

When we first scan the parcel or another parcel on the same manifest

Morning of delivery (2-hour delivery window included if available)

If delivery was unsuccessful (and the customer MyPost account is known)



If parcel is ready for collection

If there is a delay, inability to deliver or other exception

Once the parcel has been delivered

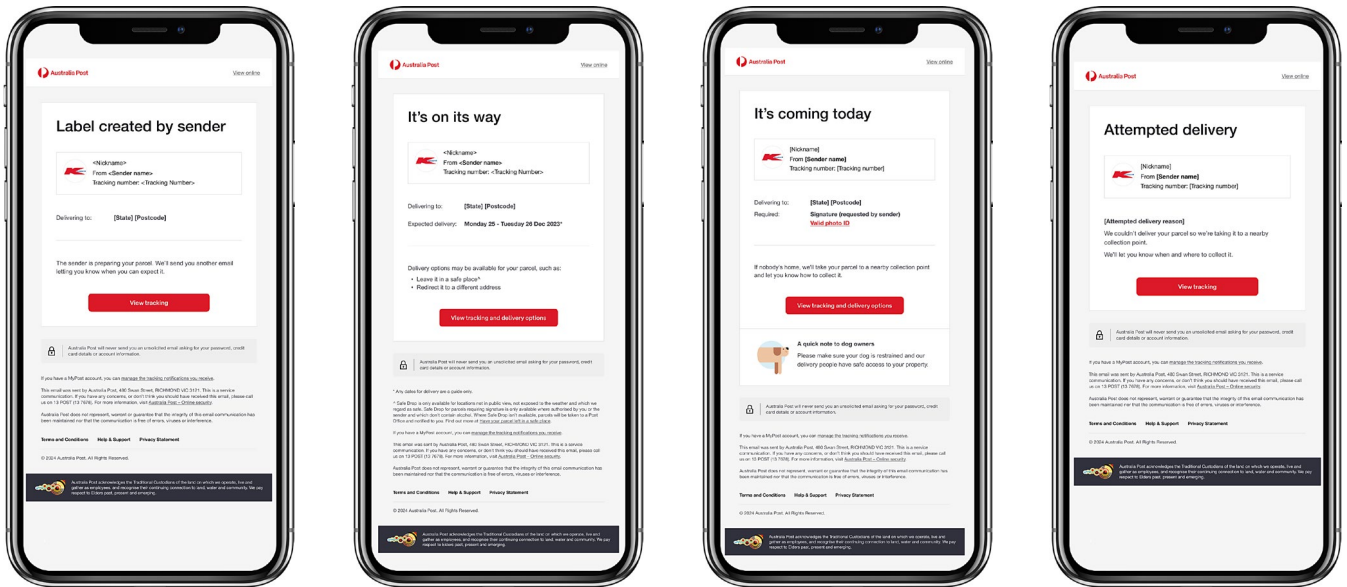
**Delivery to Parcel Locker is our highest rated delivery service from an NPS (net promoter score) perspective. Services like this that exceed existing results allow us to stay ahead of the competition**

GUY NAPPA, DIRECTOR, OZ HAIR AND BEAUTY





## Notifications via email

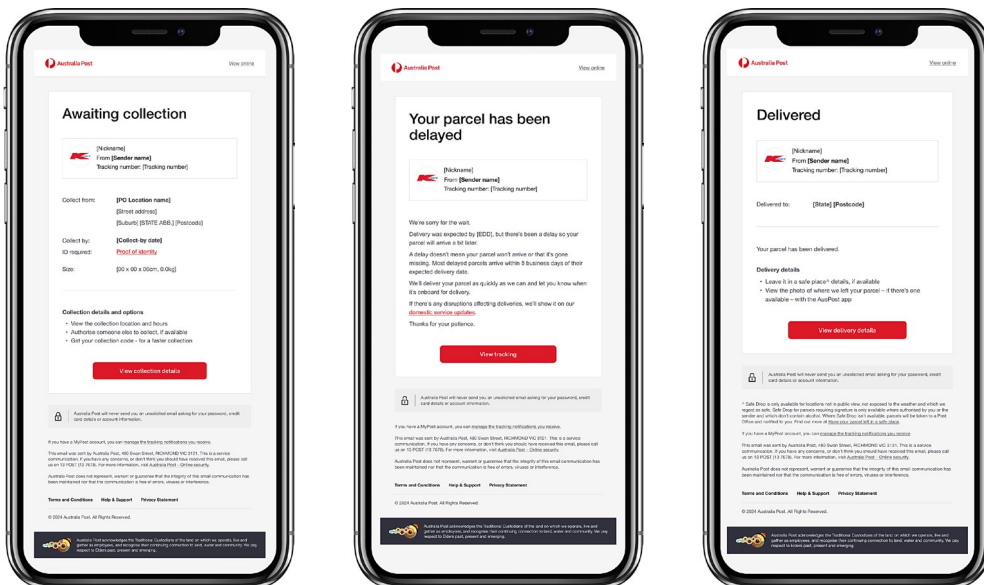


Parcel manifested with us

When we first scan the parcel or another parcel on the same manifest

Morning of delivery (2-hour delivery window included if available)

If delivery was unsuccessful (and the customer MyPost account is known)



If parcel is ready for collection

If there is a delay, inability to deliver or other exception

Once the parcel has been delivered

Wherever in the world the customer is based, getting an accurate reflection of how long delivery will take is crucial. Being able to click a link to track their parcel is what's most important to them.

AUSTIN LUDWIK, SUPPLY CHAIN SPECIALIST, HISMILE





## Notifications via SMS

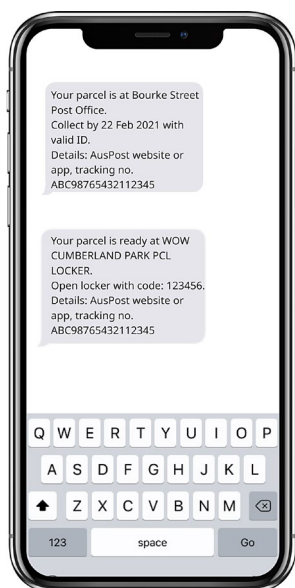


Parcel manifested with us

When we first scan the parcel or another parcel on the same manifest

Morning of delivery (2-hour delivery window included if available)

If delivery was unsuccessful (and the customer MyPost account is known)



If parcel is ready for collection

If there is a delay, inability to deliver or other exception

Once the parcel has been delivered

**We make sure we've got the right product, select the right packaging and verify the customer's address. Then we manifest in line with pickup times to send accurate, live information to customers.**

BRETT FIELDING, NATIONAL DISTRIBUTION CENTRE MANAGER, KATHMANDU



# 3 ways to provide a better tracking experience for your customers

## 1. Manifest (or create labels) on time

Submit the manifest when we pick up your parcels (or for MyPost Business customers, create labels as close as possible to the time you'll be handing the parcels to us). Too early and customers will receive a notification which then sets unrealistic delivery expectations. Too late and we'll need to enter data manually which can cause delays.

On-time manifesting/label creation is crucial for:

- Getting parcels to customers on time
- Parcel visibility in our network
- Setting accurate delivery expectations with customers

## 2. Provide customer email addresses and phone numbers

An accurate email address and phone number from consenting customers enables us to match parcels to the customer. Ensure your records are accurate by asking customers to check the phone number and email address and confirm consent to share their details with Australia Post at checkout.

## 3. Promote the AusPost app

The AusPost app lets your customers choose where and how their parcels are delivered.

It improves NPS, increases customer satisfaction and reduces customer enquiries. Help your customers enjoy the benefits of the AusPost app by promoting it throughout the purchase journey.

Consider providing a link to the app:

- On the confirmation screen at checkout
- When you send the delivery confirmation or tracking email
- Through a dedicated email campaign, especially to customers in apartment buildings who may have challenges with first-time delivery
- On your website's FAQ or shipping page



“ We know customers get really excited about receiving their new sneakers, so we encourage them to use a Parcel Locker. This way they can pick up their fresh kicks anytime they like.

ALEXIA ALESSI, STORE MANAGER, HYPE DC