



Changing the delivery experience for the better

Updating our signature service





Research shows that receivers are happiest when their parcels are delivered where they want the first time*

Online shopping has come a long way

With more and more Australians using online retailers, a shopping experience that's fast, convenient and flexible is becoming less of an added bonus, and more of an expectation.

The way your customers receive their parcels is no exception. Research shows that receivers are happiest when they receive their parcels where they want the first time* – instead of collecting them later from the Post Office. Considering that parcels which are delivered the first time are typically in the receiver's hands at least a day earlier†, it's no surprise.

All around the world, consumer delivery expectations have come a long way too

As the leading link between online retailers and their parcel receivers here in Australia, we'll be making some changes to help meet these expectations.



A safe way to deliver more parcels

From 2 April 2017 we'll be making some changes to the signature service in eParcel. One of the current eParcel options that requires a signature on delivery (unless the receiver chooses otherwise), will now default to signature with authority to leave.

What this means for your business

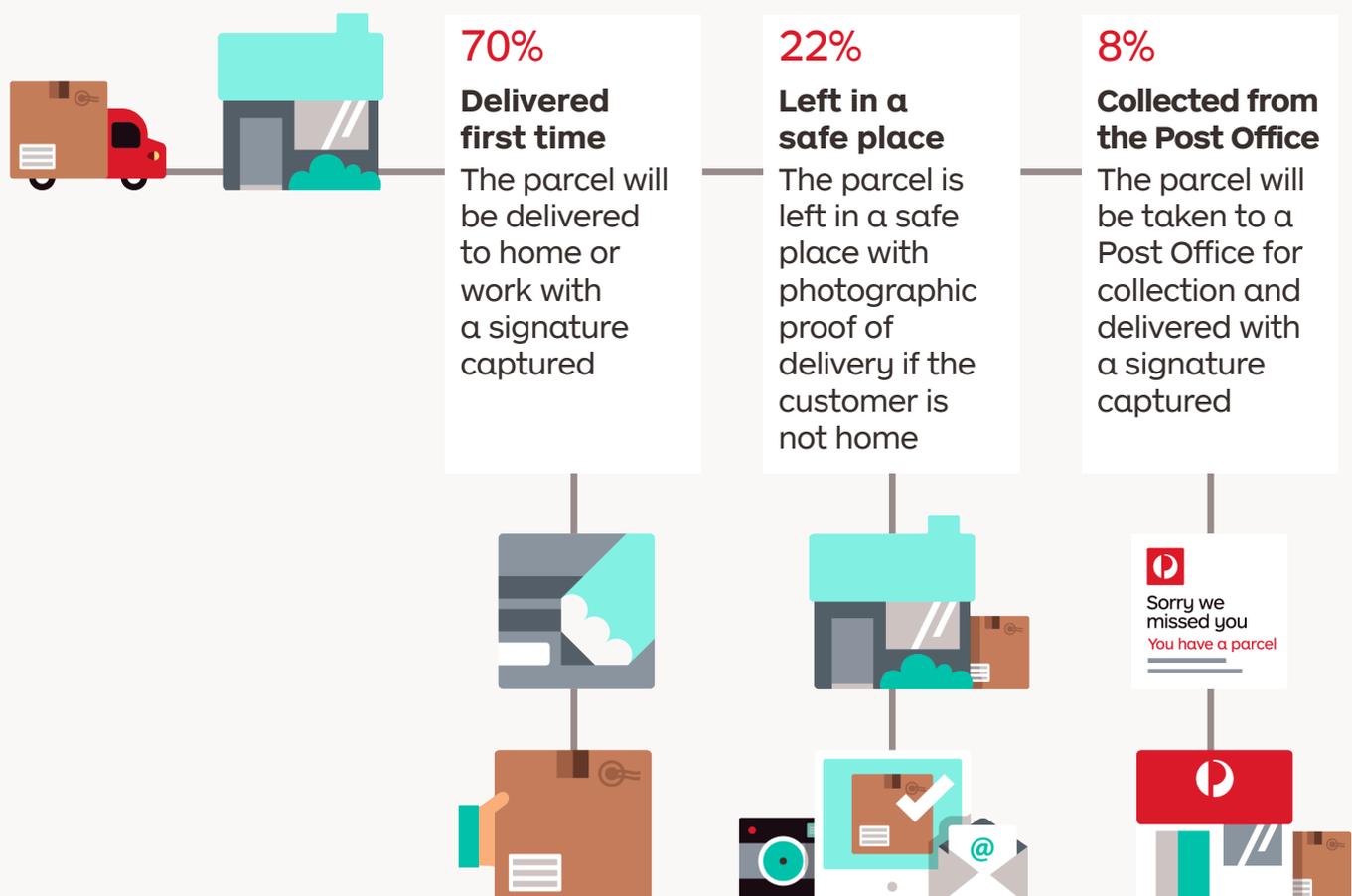
We'll still have your customer sign for a parcel whenever they're home. If they're not home, and a safe spot for the parcel is available, we'll leave it there so it's ready and waiting for them. We'll also take a photo of the parcel as proof that it was delivered safely, which you'll be able to access at auspost.com.au/MerchantTrack.

If there's no safe place, we'll leave a card as we normally would and take the parcel to a nearby Post Office for your customer to pick up and sign for.

Typically, 78% of online deliveries will still be signed for, with the remainder being left in a safe place at your customer's home. It's a process that is as straightforward as it's always been – with added convenience for you and your customers.

Help reduce customer queries

Receivers are **three times** more likely to need to call Australia Post about a parcel that requires a signature, compared to those parcels that can be left in a safe location.





86%[^]
of receivers who prefer home delivery have somewhere safe for their parcel to be left if they're not home to receive it

What you need to do

We're updating our signature service to make the delivery experience easier for you and your customers – and setting up these changes in your systems is no different.

If you're happy for us to leave parcels in a safe place at the delivery address, then you don't need to do a thing. From 2 April 2017, eParcel will automatically default to signature with authority to leave.

If you currently use the option that always requires a signature, you won't need to do anything – this won't affect you.

If you think that authority to leave isn't the best option for you (perhaps because the parcel is a higher value product, contains alcohol, or the receiver has special requirements), you can still select the signature always required option. Just visit auspost.com.au/eParcelUpdates to find out what technical changes you may need to make.

We'd also recommend reviewing your delivery terms and conditions, so that your customers are just as aware of the changes as you are.

An option for every receiver

If you'd prefer to give your customers the final say, you can include an option for them to provide their authority for the parcel to be left when they reach your online checkout.

If your customers don't want to have their parcel left in a safe place when they're not at home, we recommend that they take up our Collect@Post service – which gives them the freedom to have their parcels addressed and delivered directly to more than 4,000 collection points, including Post Offices, PO Box locations and free 24/7 Parcel Lockers[‡]. And because they get to choose where to pick up their deliveries, they're still enjoying the benefits of a more convenient experience.

Your customers will benefit, and so will you

A faster, more convenient delivery experience isn't just good for your customers. It's good for your business too.

Signature on delivery
78%^{††}

Photographic proof
22%



It's just as easy

We've been trusted to deliver parcels for well over 200 years now – and with these changes, you'll still be able to count on us. All of your parcels will still receive a delivery scan, with typically 78% also receiving a signature on delivery. For additional peace of mind, we'll also take a photo of those parcels that we leave in a safe place if the customer is not at home and make these available to you when you log in at auspost.com.au/MerchantTrack^Ω.

Parcel delivered first time
+58^{*}

Collected from a Post Office
+41



Your customers will be happier

Research shows that receivers are happier when they receive their parcel the first time – 86%[^] of receivers who prefer home delivery have somewhere safe for their parcel to be left if they're not home to receive it. In fact, the Net Promoter Score (NPS) is +58 for a parcel that's delivered the first time – while a parcel that they need to collect later from a Post Office is lower, at +41^{††}.

If you're not familiar with NPS, it's a customer loyalty metric which measures how positive a customer's experience has been and how likely they'd be to recommend a brand to their friends and family. A score of 9 or 10 suggests someone is a 'Promoter', while anything from 6 to 0 is a 'Detractor'.

Delivered first time
1.5 days^{††} sooner

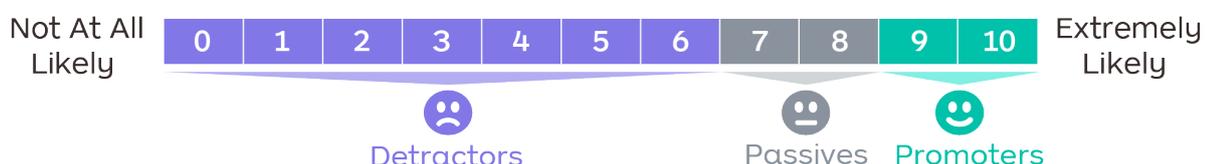


It's faster and more convenient

Parcels delivered the first time to a residence are generally in a receiver's hands at least a day sooner than those that are taken to a nearby Post Office for subsequent collection (allowing for the time they take to pick it up).

Net Promoter Score

How likely is it you would recommend a friend?



Promoters % – Detractors % = Net Promoter Score



92%^μ

of recipients believe that once Australia Post has received the parcel, it's Australia Post who should send them delivery status updates



Keeping your customers in the loop

Along with the changes to our signature service we've also made some improvements to our tracking and notifications service, giving those customers who can be notified even more choice and control.

We know that receivers who are given updates about their parcel's journey are generally happier. In fact, the NPS score for receivers who are notified of the progress of their parcel is 14 points higher than those that aren't ~.

Our new email and SMS notification sent the day before delivery will let your customers know that their parcel is due for delivery the next day[¥]. This way, they'll have the option to choose an alternative delivery location if they need to – or, for signature parcels, to choose how they would like to receive it.

That's why it's important for you to include your customers' email and mobile phone details in your manifest. Not only will this provide them with a measurably improved delivery experience, it will ensure that they have a say in how their parcel is delivered.

Talk to your Account Manager or visit auspost.com.au/eParcelUpdates if you have any questions.



eParcel signature service changes

Frequently asked questions

If I adopt signature with authority to leave, will I still receive a proof of delivery?

We will always endeavour to get a signature if the receiver is home or if they collect their parcel from the Post Office – typically 78% of deliveries^{††}. If nobody's home to sign for it, we'll capture a picture of the parcel as proof, in addition to the standard deliveries scan, of where it's been left and you'll be able to access it at auspost.com.au/MerchantTrack².

What if I need a signature on delivery to make a claim for credit card fraud with the major banks or payment gateways?

Although it's up to the merchant to provide satisfactory evidence to prove that the delivery of the item took place, there are a number of alternatives to signature that can provide this – like an acceptance / delivery scan, a consignment information page that shows the delivery address, or a photo of the delivered parcel. Providing a signature on delivery doesn't guarantee that the banks or payment gateways will compensate a claim that's been made.

Will you still provide Transit Cover for parcels that are sent using the signature with authority to leave option?

Yes. You can still choose Transit Cover for parcels sent using the signature with authority to leave option. This will provide cover up to \$500 in value up to the point of delivery, ie. when the parcel has been delivered or left in a safe place at the receiver's address.

Will I still get the same tracking information if I send my parcels as signature with authority to leave?

Yes. You and your customers will receive exactly the same tracking information whether you choose to take up the updated service or not. We'll still capture a delivery track event when we leave the parcel in a safe place. If you have a login to our tracking system, you'll be able to see a photo of the delivery location where the parcel has been left.

Where will the parcel be left?

Generally, the best place to leave a parcel is at freestanding properties which are set back from the street.

We'll find a place that isn't visible from the street and is out of the weather for the parcel to be safely delivered. If there isn't a safe place to leave the parcel, we will take it to a nearby Post Office.

For security and safety reasons, we don't allow our drivers or posties to leave the parcel around the side or back of the property, or inside garages – we can only leave them out the front.

What if there isn't a safe place on the customer's property for their parcel to be left?

If customers don't have a safe location for their parcel to be left, we'll leave them a card and take it to a nearby Post Office for them to pick up. If you provide their email address and / or mobile phone number, we'll even send them an email and / or SMS advising them of where to pick up their parcel.

Alternatively, they can choose to use our Collect@Post service when ordering online – and you can choose to integrate it into your shopping cart. This will give your customers an even easier way to choose a different delivery and collection point that's convenient for them – and there's no additional charge to you or them to use this service.

eParcel signature service changes

Frequently asked questions

What will happen if a parcel goes missing?

We'll always capture a photo as proof of delivery if no one is home to sign for the parcel – this can then be used to assist with any missing parcel claims. If a parcel does go missing, please call us on 13 11 18.

What if your customer doesn't want their parcel to be left safely at their address if they're not home?

We'll only ever leave a parcel when the driver or postie feels that it's safe to do so.

86%[^] of receivers who prefer home delivery have somewhere safe for their parcel to be left if they're not home to receive it.

If customers don't want to have their parcel left at their address, they can choose to use our Collect@Post service. Once they've registered online, they can have their parcel shipped directly to an Australia Post location – like a Post Office, a free 24/7 Parcel Locker, or a PO Box[‡].

You can also have our collections API or widget integrated directly into your shopping cart, so your customers can choose one of these delivery and collection points when they're making purchases.

What else is Australia Post doing to improve the delivery experience for customers?

We want to make it as easy as possible for your customers to receive their parcels when and where it's convenient for them. That's why we're testing out a range of new delivery options – like early morning and evening deliveries, and extended Post Office trading hours. We're also working closely with our operational front line teams and investing in additional training, so that they can have a hands-on role in improving the delivery experience for customers.

What if I want to keep the service I have now?

If you'd like to keep using our existing signature service, which will capture a signature every time (unless the receiver requests otherwise), you'll need to make some technical changes to your system. We've put together a number of fact sheets that will help you make those changes – you'll find them at auspost.com.au/eParcelUpdates.

* Delivery Experience Research 2016, Australia Post
† Internal Monitoring, Australia Post, September 2016 (business days)
Ω From April 2017. Login required – call 1800 287 457 to request. Terms & Conditions apply.
~ Internal Monitoring, Australia Post, 2016
^ Australia Post Parcels Market Share Survey, September 2016
‡ Terms, Conditions and collection time limits apply. Collect@Post service is only available at participating Post Offices.
†† Internal Monitoring, Australia Post, September 2016
~ Internal Customer Satisfaction Monitoring, Australia Post, 2016
μ Parcel Delivery Window Notification Survey, October 2016
¥ Not for all parcels or in all areas

