International Post Corporation

Posti to begin parcel deliveries to doorstep â€“ bringing more options for e-commerce deliveries

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Posti is offering a new way to receive smaller parcels by the doorstep. The new Small Parcel to Door is delivered by the mail carrier to the mailbox, mail slot or behind the door, and can be found in online stores offering the service starting on September 30.

Expectations toward e-commerce deliveries are growing. In addition to speed, customers want ease, affordable prices, and different options for different situations. In Sweden and Norway, more affordable deliveries to doorstep have become more common in recent years.

“We at Posti visit every door in Finland to deliver mail. We wanted to use our unique position in parcel deliveries and offer our customers a new and convenient way to order parcels,” says Marleena Hanka who oversees the development of the new service at Posti.

Parcel to doorstep with no delivery confirmation

Posti has already been delivering small parcels to the mailbox or mail slot. Now, you can order a parcel up to the size of a shoebox with your daily mail. If the parcel is too big to fit into the mailbox, we notify you about leaving it behind the front door – or apartment door, if you live in an apartment building.

The delivery method needs to be selected from an online store, and its delivery time is two to five weekdays. The recipient will be notified when the mail carrier starts their route with the parcel, and when the parcel is delivered.

86% would choose the delivery method again

Posti tested deliveries to doorstep in the spring with good results. 86% of customers who participated in the trial would choose the delivery method again. Deliveries to doorstep fit utility goods and clothes especially well. Customers can continue to order bigger and more valuable items through Posti’s home delivery, which includes the driver personally handing over the parcel with delivery confirmation.

“We want to give the recipient options to choose from and different solutions for different needs. Small Parcel to Door is a convenient alternative for situations where you are willing to wait for the parcel a little longer, but get it delivered home at a more

affordable price. We have been developing the service closely with our customers and have seen that there is demand for it," says Hanka.

Source: Posti

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