International Post Corporation

Royal Mail launches Sunday Special Delivery Guaranteed service

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Royal Mail has launched a Sunday Special Delivery Guaranteed service to offer enhanced levels of security and convenience for business account customers throughout the week.

The move gives business customers the ability to send high value and important parcels on a Saturday for Sunday delivery, strengthening Royal Mail's seven-days-a-week parcel delivery proposition. It comes as online shoppers increasingly require seven-day-a-week delivery options when buying parcels online.

Business customers now have the choice of Tracked 24 or Special Delivery Guaranteed to deliver parcels next day, any day of the week. This provides added convenience for businesses looking to cater for consumers ordering high-value, last-minute gifts and important parcels requiring Sunday delivery. Business customers will still be able to post Special Delivery Guaranteed parcels on a Saturday for Monday delivery, if they are sending to a business address that won't be open on the Sunday.

In another move, Royal Mail is dropping the additional charge for Special Delivery Guaranteed parcels delivered on Saturdays, meaning businesses will pay the same price, seven-days-a-week for this enhanced security service.

Royal Mail's Sunday delivery parcel service continues to provide business customers - including smaller online retailers - with extra choice and convenience, enabling them to meet the needs of their customers all week long.

Royal Mail already delivers around a quarter of a million parcels on a Sunday and demand continues to grow. Royal Mail is tapping into the seven-day-a-week delivery market as receiving customers increasingly expect Sunday deliveries as part of their online shopping experience. In recent research, 77% of shoppers said that fast delivery times make them more confident to shop online*.

Nick Landon, Chief Commercial Officer at Royal Mail, said: "Retailers who can offer all of their customers a seven-days-a-week shopping experience, open up a whole new trading day and don't push their customers to other online retailers or physical stores at the weekend. In short, retailers who offer Sunday

delivery will grow faster. That's why we have been rapidly scaling up our Sunday service and why we're now adding another option for urgent and higher value items.

"The UK already trusts Royal Mail to deliver their purchases seven-days-a-week. Adding a Special Delivery option means we can offer even higher levels of choice and convenience for our sending and receiving customers."

Source: Royal Mail

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