

## The online shopping season until the end of the year promises to be busy - here are 5 tips from Posti for smooth parcel deliveries

28-10-2021

Online shopping for the rest of the year is anticipated to break all previous records. The increase in online shopping activity, brought about by the COVID-19 pandemic, is here to stay. The November sales that have already become a staple in Finland, Singles' Day, Black Friday and Cyber Monday, are the busiest time of the year when it comes to online shopping and parcel deliveries.

"In our estimate, we will be delivering up to two million parcels during the busiest week before the end of the year. What matters most to us during the peak season is that each parcel is delivered safely and quickly to the recipient," says Tommi Kässi, Vice President, Parcel and eCommerce, Posti.

### How to ensure smoother parcel deliveries – 5 tips from Posti

Make sure that the item details are correct. In the online store, select the delivery type and place (such as Home Delivery, Parcel Locker or Posti outlet). Carefully fill in the recipient's name, address, email address and mobile phone number for the delivery. If the item is cleared through the customs, this information will make the process smoother. If the phone number is not known, you will receive a printed notice of arrival, which takes a bit longer to arrive.

Download the OmaPosti application. You can track your item easily in the OmaPosti app. The app will send a notification immediately when the item is ready for pickup. You can also send or return a parcel using the app.

Don't wait until the last moment. Online stores may run out of the most popular products when demand is high. Please bear in mind that the difficulties faced by the global maritime transport industry may also affect the availability of some products. If you have ordered products online from outside the EU, prepare to pay VAT and don't forget the customs clearance. And if you are sending parcels abroad, check the last delivery dates on Posti's website.

Pick up your parcel as soon as you can. This way, you will make space for the next parcels. During the peak season, the parcel lockers are filled several times a day.

Avoid going to the service points at rush hour. Most parcels are picked up between 4 p.m. and 6 p.m. Avoid the rush hour if you can. You can check the locations and opening hours of all of Posti's service points at <https://www.posti.fi/en/service-points-on-map>.

Posti has prepared for the season by increasing its service point network, adding deliveries and hiring Christmas helpers. Posti has been building a more extensive service point network throughout the year, opening 5–10 new parcel lockers each week. There are now 400 more parcel lockers than a year ago. According to Kantar's Online shopping survey 2021 commissioned by Posti, roughly one in two Finns (54%) select parcel lockers as their preferred delivery location. This year, Posti has already opened

100 new pickup points. Posti is preparing for the peak season by increasing shelf space in existing service points, introducing more pop-up pickup points and increasing the number of personal service points. Posti now has nearly 3,300 service points.

Unlike in previous years, Posti has been increasing Saturday deliveries to parcel lockers and pickup points since the start of October. Saturday deliveries, normally available in the 12 biggest cities, will be extended to more than 100 municipalities. Saturday deliveries will continue until Christmas to make parcel traffic more efficient. Starting from Black Friday in late November, parcels will also be delivered on Sundays in the major cities. Once again, Posti will employ thousands of Christmas helpers all around Finland this year.

Source: [Posti](#)