New research reveals how to get the delivery experience right

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eCommerce in Australia continues to go from strength to strength with more than five million households shopping online each month, and growth for the 12 months to April 2021 up more than 45 per cent when compared to the previous year.

With this increased participation, comes increased demand from online shoppers that retailers get the delivery experience right. New research from Australia Post explores five data-based recommendations such as reducing signature on delivery, offering more collection points, and using best fit packaging, to help retailers with that experience.

The research features in the report titled, The Delivery Experience. Getting it right. Why it matters. And how data can help and draws on Australia Post data and insights gained from over 400 million parcel deliveries to 12.3 million address each year.

Australia Post General Manager Data Science, Silvio Giorgio said this inaugural report was an opportunity to share what Australia Post has learned from its millions of daily customer interactions with online retailers across the county.

"eCommerce experienced a phenomenal rise last year, but when it comes to online's share of total retail Australia lags behind its international peers; there is a lot of growth still to come presenting an incredible opportunity for Australian retailers.

"We know a great online retail experience culminates in a great delivery experience, and with more Australians shopping online more often, it's never been more important that retailers get it right.

"We have created this report to help illustrate what getting it right looks like, share the investments Australia Post is making, and provide some simple adjustments retailers can make that can have a significant impact on the overall customer experience.

"By way of example, we've found reducing signature on delivery can lead to a drop in carding (missed delivery) rates of up to 89 per cent, while allowing customers to choose an alternative collection point can significantly boost net promoter scores (NPS). For apartment dwellers this increase in NPS can

be as much as 37 points.

"As the delivery partner for many online retailers getting this right is our priority too, which is why we continue to invest in our infrastructure and automation, tracking and scanning capabilities, delivery predictions and customer notifications," Mr Giorgio concluded.

The Delivery Experience Report is available for download at: auspost.com.au/delivery-experience.

Source: Deutsche Post DHL Group

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