



“One thing I’m sure of, is free returns has definitely provided a better shopping experience for our customers, and our number one goal above all else is to provide a great experience for them.”

**TIM MCFADYEN,**  
**DIRECTOR AT THATSSOFETCH**

# Your quick guide to easy parcel returns.

72% of Aussie shoppers check that a retailer makes it easy to process returns before committing to a purchase, so providing a great returns process is a critical factor in boosting customer satisfaction and growing market share.<sup>1</sup>

## **A well-thought-out returns process can give customers the confidence to buy, and the satisfaction to buy again.**

If you have a parcel contract, Australia Post can help your business deliver a seamless returns experience for your customers, by offering a choice of simplified parcel return options, and giving them access to a huge range of convenient drop-off options through our unrivalled and growing network via a simple Returns Portal.

### **This guide includes:**



Key insights on returns and why they’re important.



A handy checklist.



The return options available to your business using Australia Post.



<sup>1</sup>. Returns key to post-Covid sales success, Duddle, May 2020

## Compelling reasons to review your returns policy.

While returns may not always be seen as a critical part of your up-front product offering, the reality is that a returns policy can have a major impact on whether customers choose to buy.



**82%**

of online shoppers agree that a **clear and simple returns process** is important.<sup>2</sup>



**70%**

of online shoppers prefer to **return an item at the Post Office**.<sup>3</sup>



Nearly **33%** of online shoppers chose to purchase from one site over another based on the quality of the returns options.<sup>4</sup> **Of these, the majority (82%) did this on average 3.6 times in a year.**<sup>5</sup>



**31%** of online shoppers had wanted to return an item purchased online, but didn't. **Younger people (49%) and females (36%) were more likely regret a purchase but not return it.**<sup>6</sup>



**1 in 10** online shoppers decided to **shop less at a retailer due to a poor returns experience.**<sup>7</sup>



To get you started on simplifying your returns process, we've pulled together a quick checklist for your business to see how customer friendly your returns offering is:

Is your returns policy clearly stated up front on your website?

Is your returns process easy for customers to use?

Have you extended your returns period for the holiday and online sale period?

Are you able to offer free returns to customers?

Have you considered offering free returns for your most loyal or frequently-purchasing customers?

Are you promoting the 5,000+ convenient drop-off locations available using Australia Post?

2. Parcel Receiver Survey, Australia Post, February 2021, n=2,277

3. Parcel Receiver Survey, Australia Post, May 2021, n=2,004

4. Parcel Receiver Survey, Australia Post, March 2020, n=2,421

5. Parcel Receiver Survey, Australia Post, March 2020, n=377

6. Parcel Receiver Survey, Australia Post, May 2021, n = 2,002

7. Parcel Receiver Survey, Australia Post, August 2021, n=2,029

## How we can streamline returns for your customers.

With Australia Post, eParcel/Parcel Send contract customers can choose from three return solutions:



### Returns Portal

Customers can self-serve through a co-branded online portal and print their return label at home, at the post office, or retail partner.



### 'Label Provided' returns

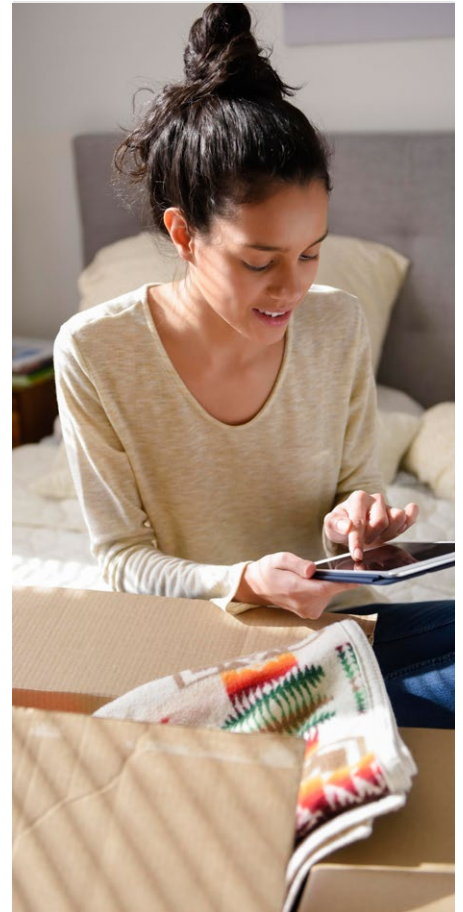
Simply provide a return label inside the parcel and only pay return shipping if the item is returned.



### 'Contact You' returns

Email your customer a return label after they make contact with you and arrange for collection if needed (ideal for large or bulky items).\*

Customer features	Returns Portal	'Label Provided' returns	'Contact You' returns*
Tracking available via <a href="https://auspost.com.au">auspost.com.au</a>	✓	✓	✓
Pre-printed return label included in outbound shipment		✓	
Printer-less returns, and print at the Post Office or retail partner	✓	✓	✓
Lodge return at a growing network of retail partners, many open late 7-days a week	✓		
Lodge return at any Post Office, street Posting Box, or 24/7 Parcel Locker	✓	✓	✓
Return collected from customer location			✓
Receive a receipt with tracking details when return is lodged at a Post Office	✓		✓



Whatever your eCommerce needs, we're here to help you with tools and advice to help create a seamless delivery and returns experience for your customers.

To find out more, please speak with your Account Manager or visit [our website](#).

## Give your customers access to an unrivalled and growing network of convenient drop off points via a simple Returns Portal.



**20,000+**  
parcel drop off points



**15,300+**  
Street Posting Boxes



**240+**  
retail partner locations including supermarkets and pharmacies



**4,300+**  
Post Offices and Business Centres



**530+**  
24/7 Parcel Lockers

\* Metro locations only (we send via courier who then brings to nearest parcel facility which allows the parcel to flow through our parcel network)



**Australia Post**