SEPTEMBER 2023

# Keeping your customers informed about their delivery.

## Tracking notifications for Parcel Post and Express Post.

Your customers' experience doesn't end at the checkout. In a survey, 74% of customers said real-time tracking was important to them[1]. Customers also said that better delivery notifications and status updates are important for improving their online shopping experience[1]. Online retailers who offer a great delivery experience are more likely to retain customers[2].

### Our tracking notifications make it easier to track and choose delivery options.

Your customers will be given their tracking number and the date their parcel is expected to be delivered – as well as the opportunity to choose how and where they'd like to receive it[3]. We send notifications when the parcel is:

- ✓ Manifested to us
- ✓ First scanned in our network
- ✓ On board for delivery later that day (many with a 2 hour delivery window)
- ✓ Unable to be delivered
- ✓ Awaiting collection at a Post Office
- ✓ Delivered

### The numbers add up.

Australia Post's Net Promoter Score (NPS) – used to measure customer satisfaction – is higher when we meet the delivery expectations we set, even if delivery is delayed[4]. Of course, this is only possible if we have the customer's contact details. And once Australia Post has their parcel, over 85% of customers expect to receive updates on their deliveries from Australia Post[5].

Being clear about delivery timing helps build confidence in new and infrequent online shoppers, and meeting delivery expectations improves the customer experience for new and frequent online shoppers alike.

Australia Post

## Changes in September and October 2021.

1. We're now calculating an Estimated Date of Delivery and sending an "On its way" notification for all parcels on a manifest based on the first parcel on that manifest being scanned, rather than waiting for scan events to be recorded later in their journey.

2. We're giving your customers more control over their tracking notification experience through the Australia Post App. Customers can choose which notifications they want to receive and whether to receive these updates through email, SMS and/or the app (the primary notification channel varies for each notification). Providing us with your customers' email addresses and mobile numbers ensures we can send their preferred notifications.

## When do we send email, SMS or app notifications?

We provide a blend of email, SMS and app notifications based on the following criteria:

**The data you provide** – an email address and mobile number is important for us to match parcels to the receiver so we can send them an email (when it's for information purposes), SMS (when there's a level of urgency) and/or app notifications. If you only provide one or the other we send notifications via that channel.

**The receivers notification preference settings** – receivers can opt-in/out of SMS and email notifications through their preference settings in their app. Receivers who use the Australia Post App with app notifications enabled will, by default, receive notifications through the app rather than SMS.

Providing us with your customers' mobile number and email address means we can help set delivery expectations and we can send notifications consistent with customers' preferences resulting in a more customised delivery experience.

Full details of the main notifications we send, and when we send an SMS, an email or an app notification are shown on pages 3 to 5 of this fact sheet.
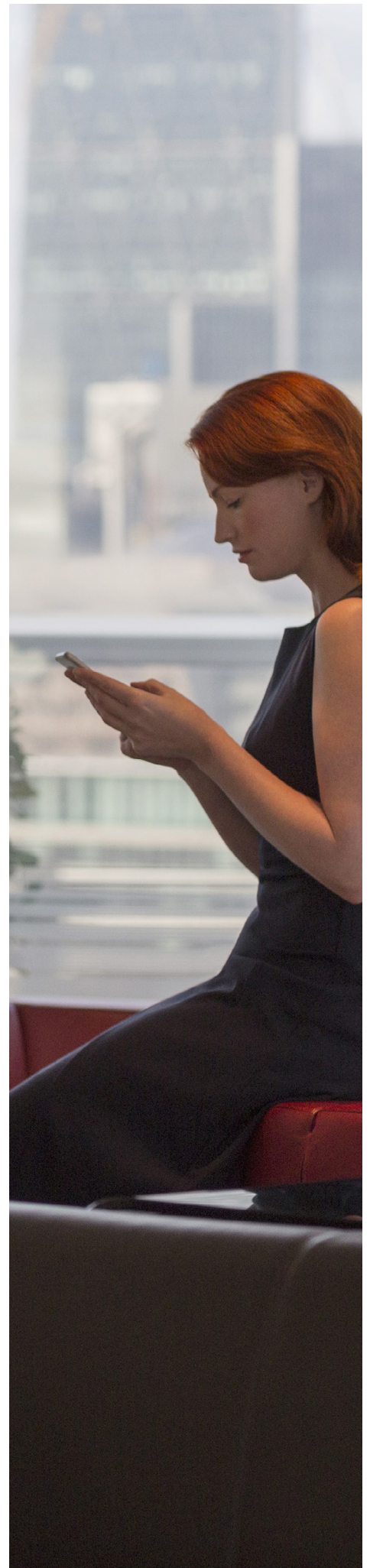
# What tracking notifications will my customers receive?

Email   SMS   App

| | When you manifest the parcel to us | When we first scan the parcel or other parcels on that manifest | The morning of delivery* | If the driver has attempted delivery but was unsuccessful | If the parcel is ready for collection at the local Post Office | Once the parcel has been delivered to your customer |
|---|---|---|---|---|---|---|
| **When you send us mobile number and email^** | Being packed by sender email[2] | Your delivery is on its way email | Your delivery is coming today SMS[1]* | Attempted delivery email[2] | Ready to collect email / Ready to collect SMS[1] | Delivered email |
| **When you send us mobile number^** | | | Your delivery is coming today SMS[1]* | | Ready to collect SMS[1] | |
| **When you send us email only^** | Being packed by sender email[2] | Your delivery is on its way email | Your delivery is coming today email | Attempted delivery email[2] | Ready to collect email | Delivered email |
| **When your customer has the Australia Post App with notifications turned on** | Being packed by sender notification[3] | Your delivery is on its way notification | Your delivery is coming today notification | Attempted delivery notification | Ready to collect notification | Delivered notification |

\* We'll let your customer know when their parcel is arriving within a 2-hour delivery window (if available).

^ Customers may opt out of any notifications they don't want, except for the 'Awaiting Collection' message and the 'Can't be delivered' message. There may be circumstances that prevent us from sending a notification to your customers which they have opted to receive.

\# Available to receivers who opt into it using notification preferences.

Note that additional notifications are sent if the delivery is delayed.

1. SMS notifications are suppressed if your customer has app notifications enabled.
2. We will only send this Email notification if the user has a MyPost account and has opted into receive this email as part of their notification preferences.
3. When the parcel has been matched to a MyPost Account

# What do the tracking notifications look like?

## Your delivery is being packed   Email

Sent when we receive your shipping information.

We let your customer know that we've just received shipping information for their delivery and they should receive further notification within 3 business days.

*Note that this is only enabled where the receiver specifically requests it through notifications preferences in the Australia Post App.*
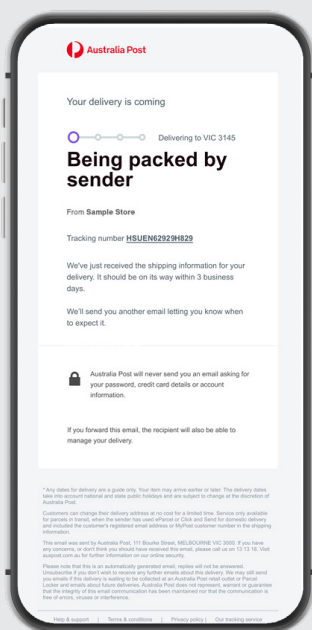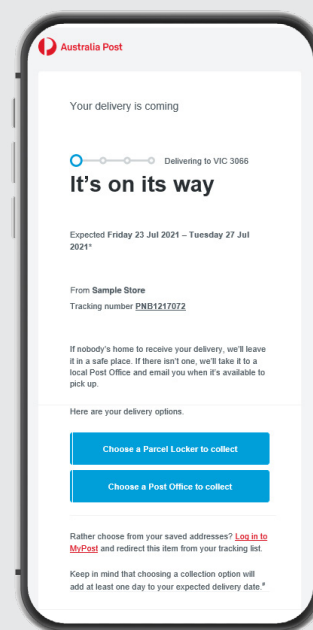


## Your delivery is on its way   Email

Sent when the parcel, or other parcels in the same manifest, are first scanned in our network.

The estimated delivery date range lets your customer know when to expect it and reduces "receiver anxiety".

For eligible parcels, provides the opportunity for customers to redirect to a Post Office, Parcel Locker or request for it to be left in a safe place if nobody will be home to receive delivery.
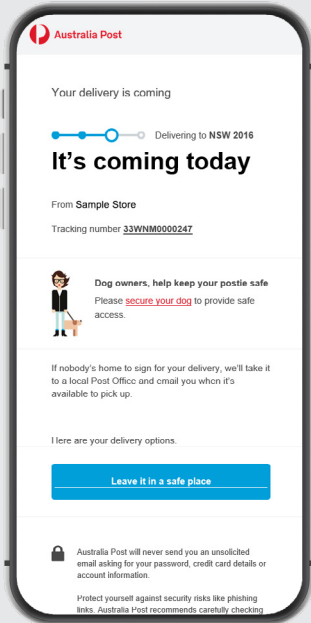
## Your delivery is coming today

Sent on the morning of delivery for street addressed parcels, if the customer has not already requested we **Leave it in a safe place.**

Provides the opportunity for customers to request **Leave it in a safe place** if the service selected allows it.

SMS sent instead if a mobile number is present and app notification not activated.
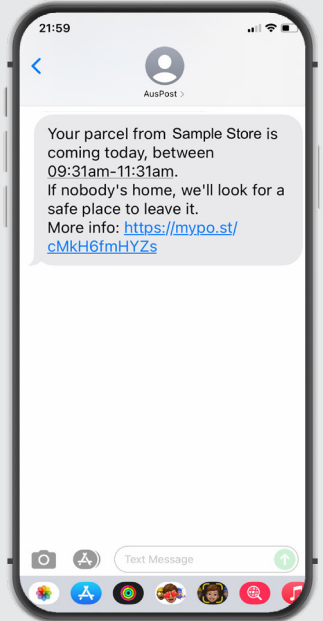


## Your delivery is coming today

SMS 1 is sent on the morning of delivery if the receiver has the option of requesting safe drop based on sender preferences.

SMS 2 is sent once the driver has scheduled their run on the day of delivery and contains a 2 hour delivery window where available. A further SMS is sent later if this 2 hour window can no longer be achieved.

**SMS 1**
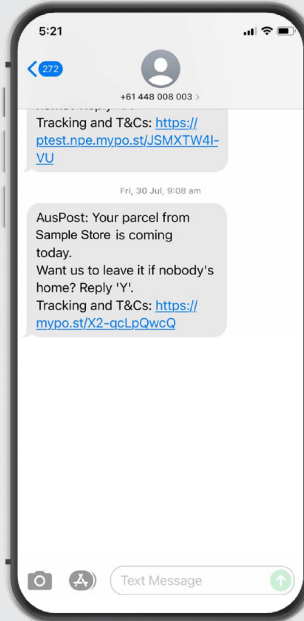
**SMS 2**



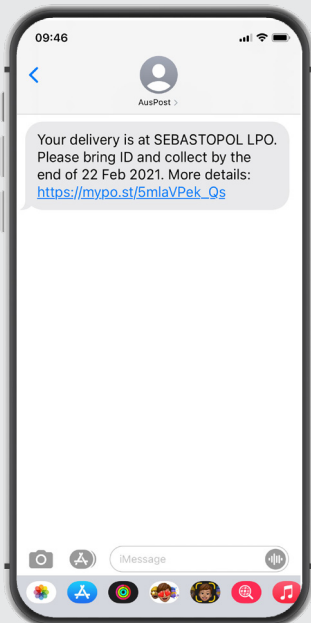## Your delivery is ready to collect

Sent once the parcel is ready to pick up from the local Post Office or Parcel Locker. The link provides details of the location of the Post Office and opening hours.

If the parcel is not collected within 5 business days a reminder is sent.
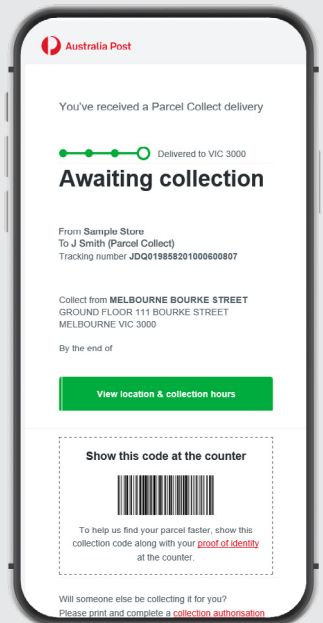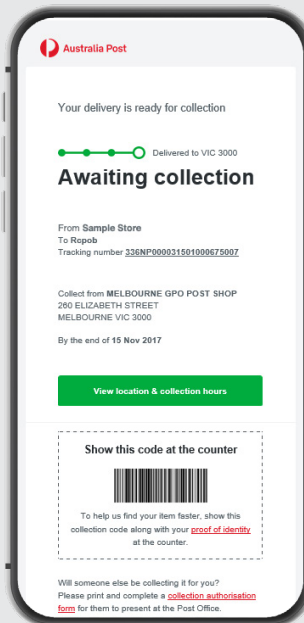


## Your delivery is ready to collect

Sent once the parcel is ready to pick up from the local Post Office or Parcel Locker. The link provides details of the location of the Post Office or Parcel Locker and opening hours.

If the parcel is not collected within 5 business days (24 hours in the case of a Parcel Locker), a reminder is sent.
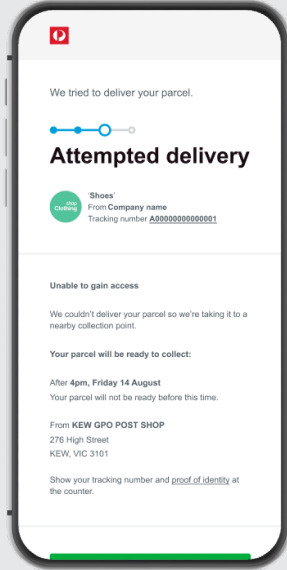
## Your delivery has been attempted

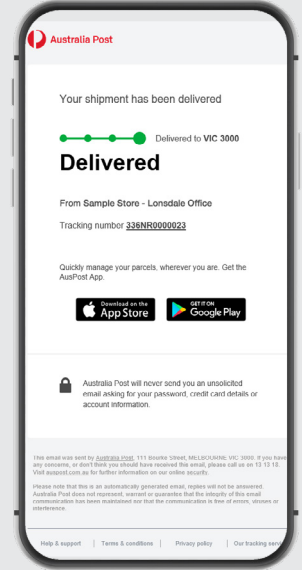Sent when the driver has attempted delivery but has been unsuccessful.

Provides the reason as to why the driver was unable to deliver, as well as details of the collection location and time.



We tried to deliver your parcel.

**Attempted delivery**

'Shoes'
From **Company name**
Tracking number A00000000000001

**Unable to gain access**

We couldn't deliver your parcel so we're taking it to a nearby collection point.

**Your parcel will be ready to collect:**

After **4pm, Friday 14 August**
Your parcel will not be ready before this time.

From **KEW GPO POST SHOP**
276 High Street
KEW, VIC 3101

Show your tracking number and proof of identity at the counter.

## Delivered

Sent once the parcel has been delivered to the address or collected by your customer.



Australia Post

Your shipment has been delivered

Delivered to VIC 3000

**Delivered**

From Sample Store – Lonsdale Office

Tracking number 336NR0000023

Quickly manage your parcels, wherever you are. Get the AusPost App.

[App Store] [Google Play]

Australia Post will never send you an unsolicited email asking for your password, credit card details or account information.

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## The Australia Post App is the best place for your customers to track and manage their deliveries.

Did you know that Australia Post App users are 20% less likely to contact us[4]? This may be because they are more informed and updated on their delivery – visiting 'track' 3.6 times more often than web-only users.

For the best tracking experience, Australia Post App notifications need to be turned on.

When app notifications are turned on, we can send your customers secure, real-time updates about their deliveries in one convenient place. To make sure they're turned on, they can log in to the app, go to Account, tap Notification Preferences and check the app Notifications toggle is turned on.

It's now easier than ever for your customers to monitor their deliveries on the go. Encourage your customers to download the Australia Post App, it's free.

For more details of how to do this click here.
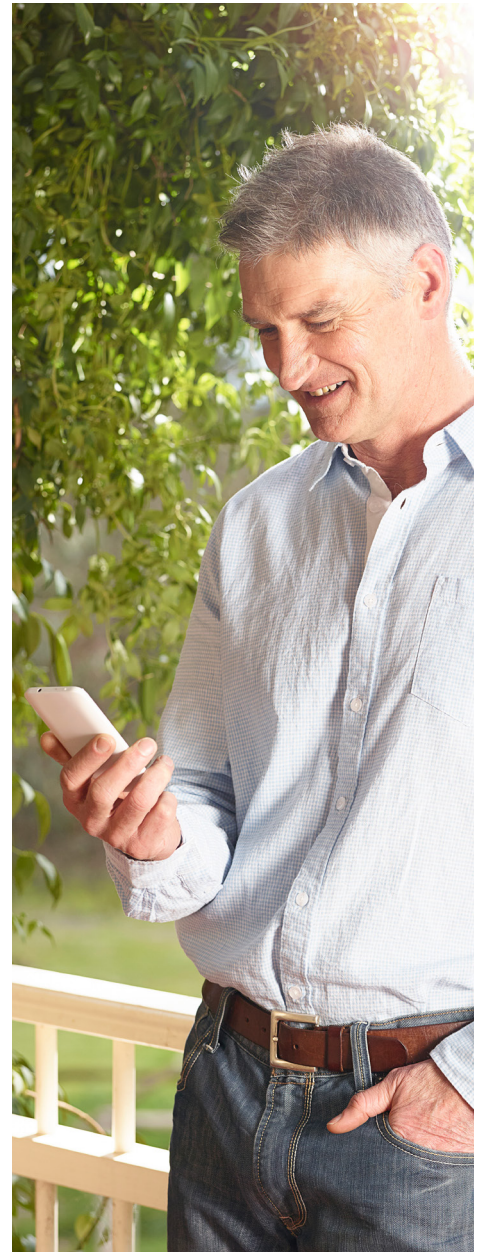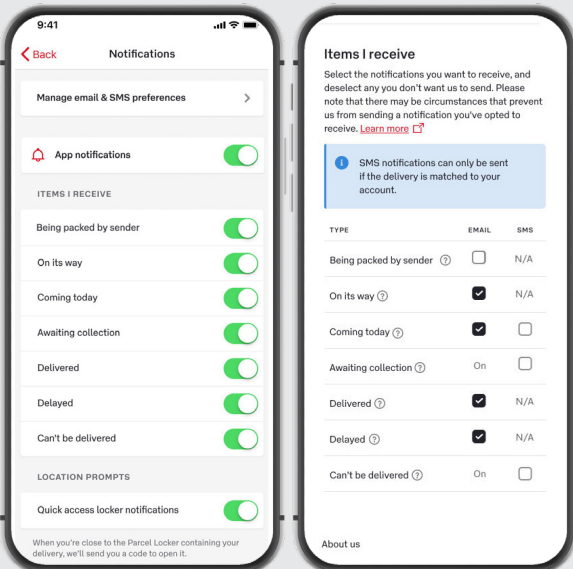
# How do I make sure my customers get the best tracking notification experience of all.

## Giving your customers control over their Notification Preferences experience.

The Australia Post App can significantly improve your customers delivery experience – considerably more than when customers track parcels on our website.

The Australia Post App is a free, easy way for your customers to track their purchases and parcels – all from their mobile device. Deliveries can be automatically added to the app, so customers don't have to find or remember tracking numbers.

Via the app, your customers can:

Get secure app notifications in real-time.

Get estimated delivery dates.

Access our collection points, like free 24/7 Parcel Lockers or Post Offices, to get parcels when and where they want them.

Collect Parcel Locker deliveries using their device.

Request for eligible parcels to be left in a safe location if they're not home, and set this as their default preference.

Redirect eligible parcels, even when they're in transit, to a Post Office, Parcel Locker, PO Box or street address.

Customise and manage the tracking notifications they want to receive through their preferred channel.

We've made improvements to the way we send notifications. We're giving your customers more control over the way they receive updates about their deliveries.

Providing a customer has signed up for a free MyPost account, they can choose:

• Whether we send their tracking updates by app, email, or SMS.

• Which notifications they're most interested in, and which they'd rather not receive.

Customers can opt out of any notifications they don't want and change their preferences at any time, except for mandatory notifications such as the 'Awaiting Collection' message and the 'Can't be delivered' message.

There may be circumstances that prevent us from automatically sending a notification to your customers which they have opted to receive. A number of reasons why this might happen:

• Their account details didn't match the details provided by the sender.

• Key details from the sender were missing.

• The notification is currently unavailable in some areas.

• The label was handwritten.

• The item is being delivered by another carrier.

Additionally, customers can opt in/out of receiving:

• all notifications for a specific parcel, or

• marketing related notifications.

Where customers have app notifications enabled, we won't send them notifications via SMS unless customers enable that option in their preference settings.

Customers who want to disable all notifications (including mandatory ones) can do so by contacting the Contact Centre on 13 POST (13 76 78).

# Why should business customers promote the Australia Post App?

**By promoting the Australia Post App to customers, business customers can provide an improved delivery experience.**

## Increase NPS through first time delivery.

**A better delivery experience equals happier customers.**
With the number of parcel deliveries to apartments continuing to grow, we're seeing an increase in carding rates, which we know negatively impacts NPS. The Australia Post App lets consumers select the best delivery choice for them, which increases first time delivery. Not only does this result in a happier customer, who is more likely to make repeat purchases from that business, but also an increase in NPS.

**Greater choice and control with collection points.**
With consumers now working and living in a more agile way and from multiple locations, it's more important than ever to provide customers with the choice and flexibility they need to ensure they can receive their parcels when, where and how they choose - including from over 7,500 of our collection points.

## Reduce customer service enquiries.

**More visibility as parcels move through our network.**
The app provides more visibility compared to website and email tracking updates - including notifications as the parcel moves through our network, and flexibility to update preferences even when a parcel is on the move.

**Less burden from customer enquiries on businesses.**
Providing more visibility helps to reduce the burden on customer call centres or business owners, allowing them to free up time to grow their business.

**Consumers can raise enquiries directly via the app.**
If something does go wrong, consumers can raise a case with Australia Post directly from the app, rather than the merchant. This feature helps to further lessen enquiries to senders.

# How to enable email and SMS tracking notifications.

## If you use the Parcel Send portal.

All you need to do is to include your customer's email address and/or mobile number in the New shipment screen.
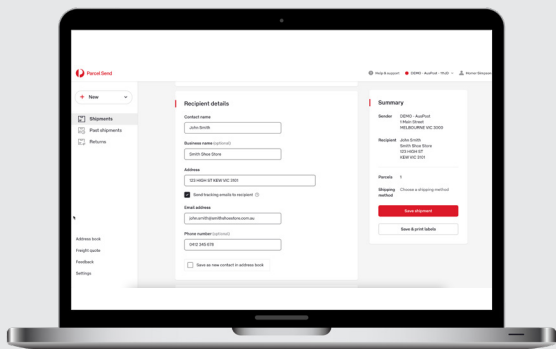


### Changing the notification sender name.

You can edit the sender name that appears on the notifications your customer receives in the Business details screen in Settings. Just click on New details and enter the name exactly as you'd like it to appear in the Business name field.
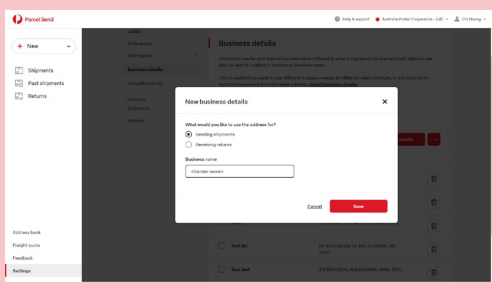


Then, when you create a new shipment, select the business name you've created from Sender details.
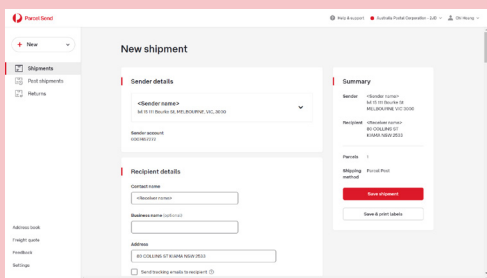


## If you use our Shipping APIs.

Making it possible for your customers to receive tracking notifications is as easy as providing their email address and/or mobile number when you're creating your manifest. For email addresses, just populate their email address in the optional **email** field (under the **to** element). Enabling SMS notifications is a similar approach – all you need to do is populate the **phone** field with their mobile number in the **to** element.

### Changing the notification sender name.

You can change the sender name in the **business** name field in the **from** element.

## If you use the eParcel Online portal.

All you need to do is to include your customer's email address and/or mobile number in the **Create Consignment** screen.

If you import your consignment information via CSV file, all you need to do is populate the following fields with your customer's details:

- Mobile number in the **(CNSGNEE_PHONE_NBR)** column.

- Email address in the **(CONSIGNEE_EMAIL)** column.

For more details, see the "eParcel Consignment Import Guide" available on application to **auspost.com.au/lodgement-techsupport**

### Changing the notification sender name.

You can edit the sender name that appears on the notifications your customer receives in the Edit Location – Return Address screen. Just enter the name exactly as you'd like it to appear in the Business or Contact Name field. Because this will be your default name, it'll show up in the return address on your parcel label too.
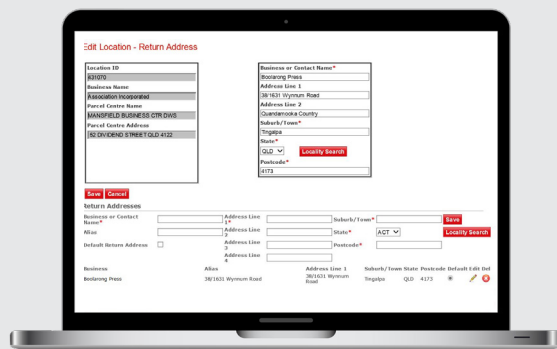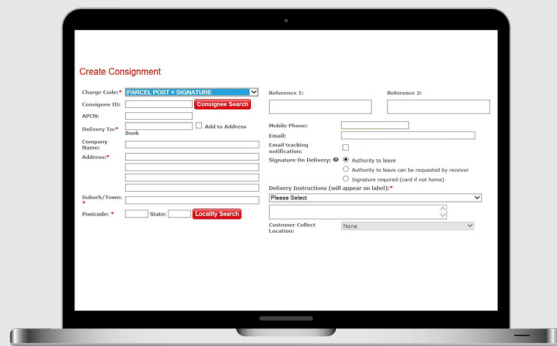
**References**
1. Parcel Receiver Survey Feb 2021, n= 2,028.
2. Australia Post, Monthly Consumer Parcel Receiver Survey, December 2020.
3. Customers can change their delivery address at no cost. Service only available for parcels in transit, when the sender has included the customer's registered email address, mobile phone number or MyPost customer number in the shipping information. Depending on the location, this may result in a delay in delivery.
4. Australia Post, The Delivery Experience Report 2021.
5. Parcel Receiver Survey June 2021, n=2,092.

Support with technical integration is available from **auspost.com.au/lodgement-techsupport**

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