

# How postal operators can improve online customer experience

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Information for companies that send parcels about how to improve the experience for their customers, based on our research findings.

The information is for parcel operators and companies that send parcels. As a postal operator, you want to deliver the best possible service to your customers, such as making sure they know what they need to do, what they are entitled to, and how you can help them.

We carried out research where consumers told us their experiences of dealing with the postal service. The research highlighted those areas where consumers experienced most difficulty was understanding the suppliers' website, and communication being overly complicated. The information below will help a postal operator improve their customer experience based on our research findings.

# **Improving customer experience if you are a parcel operator**

## **Ensure your website is easy to use and accessible**

Make your website for buying parcel services easy to navigate and display the relevant information logically. Ensure the homepage and information is accessible on all devices. Offer a guest option for the checkout stage, so consumers do not need to set up an account. Give the consumer the option of not needing to provide the recipient's details as they may want to send a gift as a surprise. Allow consumers to view easy to read summary information. Do not rely on hyperlinks to lengthy and more difficult to understand information.

## **Communicate clearly about options and charges**

Bring relevant information to the consumers attention at each part of their online journey. This includes information about prices, weight and measurements, geographical restrictions, compensation cover and any exclusions, and packaging requirements. Make prices accurate, clear, and transparent from the start of their journey. This includes making any geographic surcharges clear at the outset and why these are being applied. Make it easy to get an accurate price quote. Keep prices simple and easy to understand, and provide access to clear guidance on weight and dimensions.

Help consumers pick the right parcel service. Keep information short, clear, and easy to understand so consumers are clear about all their options. Provide upfront, accurate, clear, and transparent information on any geographical restrictions such as services that are not available in certain locations. Establish what consumers are sending early in the process and proactively alert them to any potential issues and the consequences. Proactively tell consumers about important information such as items you are unable to carry.

## **Communicate clearly about terms, conditions, and compensation**

Make sure consumers know what is covered, and what is not covered, by the compensation policy. Keep these policies short and simple and explain them in plain English. Make any exclusions clear and easy to understand and be upfront about what you do not cover and why. Also, make sure the price you charge for compensation is

fair. Make sure your terms and conditions are visible, accessible, and easy to understand. Keep terms and conditions short, clear, and simple. Create better consumer understanding. Lengthy terms and conditions can confuse consumers and may lead them to making uninformed choices, leaving them out of pocket. It is likely consumers will not read complex, technical and legally worded terms and conditions.

## **Customs declarations**

Consumers in Northern Ireland do not need customs declarations when sending parcels to locations in Great Britain or destinations in the European Union. Requesting unnecessary customs related information is confusing.