

IMPACT STORY



The Context

Australia Post knew that it had to improve the customer experience of parcel delivery services. Disruptive technology driven by companies like Amazon and Uber has raised expectations for friction-less service, whilst the growth of eCommerce has driven a rapid expansion in parcel deliveries.

The Opportunity

A customer experience review of the end to end parcel delivery experience was undertaken and delivered a journey map, "Deliveries That Make You Smile." The PDET team was chartered to implement and manage projects that would deliver on this inspirational customer journey.

Key to improving the journey was the 'Text Your Choice' initiative. It originated from an outbound call centre making calls after delivery to see if customers wanted options other than "collect at post office." While the customers didn't choose other options, they really liked being given a choice.

The resulting service established an innovative method for 2-way communication with parcel receivers in real time via text message. This greatly improved the response rate of customers choosing how they wanted their parcels delivered.

The Impact

As a result of all initiatives (of which Text Your Choice was key) under the Parcel Delivery Experience Transformation team, Parcel receiver NPS improved by 27% and calls to the customer contact centre went down significantly.

Similarly, the carding of street delivered parcels was reduced to 10.8% while first time delivery improved to 91%.

The customer-centric design approach has also been incorporated into many projects with the team responsible for 'Text Your Choice' being consulted for input to ensure a customer lens is applied in future product design.

SUMMARY

- ✓ **\$1.7m in operational cost reduction**
- ✓ **NPS increase of 27%**
- ✓ **91% first time parcel delivery**

