



IMPACT STORY



The Context

Many consumers across the globe take advantage of meal delivery services—but have you ever thought about what goes on behind the scenes to make sure your food box is delivered on time, to your door, and still fresh?

New Zealand (NZ) Post is a state-owned enterprise delivering up to six parcels per second.

The Opportunity

Before launching an experience programme, the business had limited visibility on the kinds of delivery experiences it provided, and the impact on customer satisfaction. While NZ Post could see courier performance metrics like scanning and on-time delivery, the business couldn't see the quality of those deliveries.

Two years ago, NZ Post teamed up with InMoment to create and execute an experience improvement program. The business wanted to create a data-driven environment where it could recognise the importance of delivery metrics, balanced with more qualitative metrics to see the full picture. This program was carefully designed to listen to what customers were saying, with the ultimate goal of making customers happy while saving costs across the business.

NZ Post needed a program that could help them make sense of customer feedback, discovering opportunities to make the parcel delivery process faster, seamless, and consistent. And when it comes to delivering perishable food, these are really important factors.

The Impact

The NZ Post team dug into the data to understand the root cause of any poor feedback. When it came to delivering meal boxes, feedback showed a service gap that was creating detractors. With such a vast network, intelligence showed that sometimes delivery instructions weren't perfectly followed, causing friction between NZ Post, its delivery partners, and their valuable customers.

NZ Post took this feedback seriously and trialled technology which made the delivery instructions a lot easier for couriers to see.

The trial was a success. By giving its people the tools to support customers, NZ Post saw an immediate difference with minimal implementation costs.

The end customer **NPS improved by 57 points**, meaning more customers were getting their meals delivery correctly, the first time around. NZ Post saw a **56% improvement in ease of receiving their parcel** and an **89% improvement in following delivery instructions**.

“LAST WEEK’S DELIVERY WAS DROPPED AT THE WRONG HOUSE, SO I GAVE FEEDBACK. THIS WEEK’S DELIVERY WAS PERFECT. FOLLOWED THE INSTRUCTIONS ON THE PARCEL TO A T. THANKS.”

—CUSTOMER

What’s Next

NZ Post has big plans to obtain more feedback from receivers and is shortly launching an improved programme with much larger reach. The experience roadmap includes partnering with merchants to get feedback directly from customers about the delivery experience. This will enable NZ Post to continue to extend the feedback to couriers and depots for coaching purposes, while also looking at how the business can partner with merchants to provide a better experience for customers.

“DELIVERING FOR OUR CUSTOMERS HAS ALWAYS BEEN INTEGRAL TO HOW NZ POST DOES BUSINESS; DISCOVERING NEW & BETTER WAYS TO SUPPORT OUR COURIERS TO PROVIDE GREAT CUSTOMER OUTCOMES IS A WIN FOR US & THE MERCHANTS WE PARTNER WITH.”

—NZ POST CHIEF CUSTOMER OFFICER, BRYAN DOBSON

SUMMARY

- Customer NPS improved by 57 points
- 56 percent improvement in ease of receiving their parcel
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