

Royal Mail Local Collect®



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The Delivery Experience

A winning combination of Trust and Convenience

- **Delivery of items** is a major factor in customers' online shopping experience. Delivery reasons account for **60%** of cart abandonments*
- **69%** of online shoppers trust the Post Office® as an alternative delivery option at Christmas**
- **46%** of online shoppers would be **more likely to use an etailer** if they were to deliver direct to a Post Office® branch **
- **39%** of online shoppers said they wanted a good range of delivery options to choose from*



*Source: Delivery Matters April 2013, Hall & Partner's

**Source: Delivery Matters, Especially at Christmas, 2014 report . Hall & Partner's



Royal Mail's **Local Collect**® service provides an additional delivery option

- Our Royal Mail Local Collect® service can offer your customers additional **“Click & Collect”** delivery options at locations convenient to them.
- The service will now allow you to offer your customers the convenience of selecting delivery of their item to one of 10,500 available **Post Office**® branches – many with extended and weekend opening hours. **Improving Choice, Convenience & Satisfaction**
- The service has been designed to allow you to include this delivery option within your website.
- Using this service in conjunction with Royal Mail Tracked 24 and 48® & Special Delivery® your customers can **Track** their item easily online, with **SMS & Email Notification** of delivery available to keep customers informed of the whereabouts of their item



Using the strength of our **Brands**

We are trusted, **76%** of online shoppers would use an online retailer again if they use Royal Mail for delivery. With **78% Customer Satisfaction**, many consumers feel Royal Mail is a brand they can trust and rely on.*¹



With a **89% satisfaction rate** and **74%** of consumers looking **favourably** on the Post Office® *².

Using the strength of both the Royal Mail and the Post Office Brand,
Local Collect® will inspire trust in your customers

*¹Delivery Matters research conducted independently by Hall & Partners 2013

*²Ipsos MORI General Public Corporate Image Report 2012

The **Post Office**® Customer Experience

- Local Collect® is offered at 10,500 Post Offices providing easy access. 99.7% of the UK homes are within 3 miles of a Post Office® branch.^①
- As well as easy access for the 18m customers visiting per year, many Post Offices® now offer extended opening hours. Branches were open by an additional 17,500 hours per week in 2012/13.^①
- This is set to grow further with 4,000+ branches offering parcel collection outside of core hours – including Saturday & Sunday.



Q Case study

Johnny Kimber

Drumaness local Post Office branch,
County Down

"Our Post Office services are now available for an extra 69 hours every week, and this has already brought in new customers. We're a much more realistic option for everyone now, and the Post Office is a far more convenient high street proposition."

Q Case study

Chitty Thavachelvam

Medway Parade local Post Office branch,
West London

"I've been able to extend my retail counter, and I've noticed new customers coming through the door who are now able to take advantage of Post Office services until 10.30pm on Sunday nights."



Lovehoney – Case Study

“We are more than happy with Royal Mail’s new Local Collect service. We can now offer an **additional delivery option** that is very **convenient for our customers** – enhancing the value that we offer them.

Integration, Implementation, and Testing **were well supported** by Royal Mail’s technical team.

We would **highly recommend** this service to retailers wanting to give their customers a convenient alternative delivery option.” – Richard Longhurst (Co-founder of Lovehoney)



Lovehoney®

Customer Testimonials

“Yet another reason why Lovehoney are the best company out there for customer service. Thanks guys :) xx”

“ Brilliant! Exactly what I need :) ”

“I think I've found a new favorite delivery service! Local Collect sounds perfect for me and I will definitely make use of it for my next order! Thank you LH for yet another amazing delivery idea! :) xxx”



Royal Mail

How does **Local Collect[®]** work?

Step 1

The consumer wishes to purchase an item and proceeds to checkout



Step 2

At Checkout, the consumer selects the Local Collect delivery option



Step 3

The consumer then enters the postcode near where they wish to collect their item

Step 4

A list of available Post Offices[®] from the POL Capacity database are displayed



Step 5

The Consumer then selects 'Despatch to this address' and completes check out as normal to receive e-mail confirmation of delivery address



How does Local Collect[®] work?

Step 6

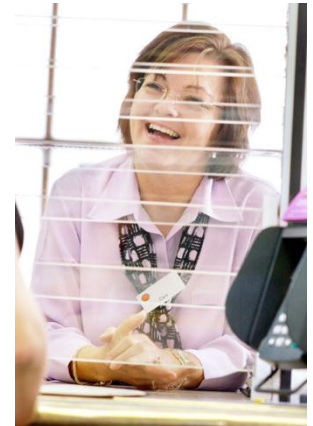
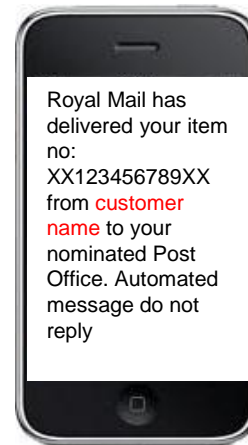
Local Collect[®] items are despatched using Tracked 24/48 or Special Delivery

Step 7

On delivery to the nominated Post Office, parcels are scanned as delivered, triggering an SMS / email confirmation to the Consumer

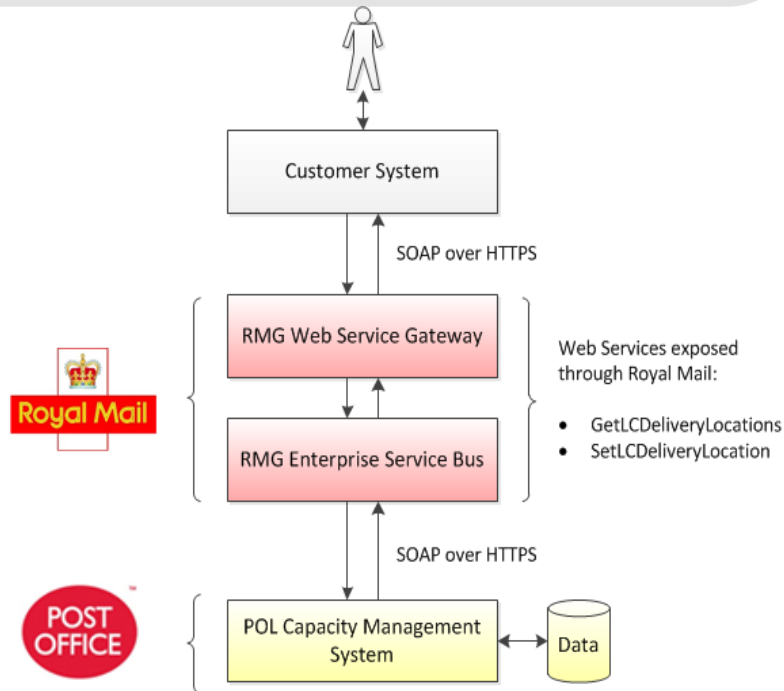
Step 8

Customer identity checked at the Post Office and the item is handed over



What you need to do to offer Local Collect® on your site

- Royal Mail have developed two **Web Services** to enable Post Office locations to be retrieved from the **Post Office Capacity Database**, and to confirm selection of the chosen Post Office
- Integration will allow you access via the development of an Application Programme Interface (**API**)



- You will be required to make changes to your E-commerce systems to support the Local Collect® API
- Using an API link provides flexibility to how your E-commerce system presents Post Office® locations to customers
- The consumer selects a Post Office® from the options returned to them
- Your E-commerce platform via the API confirms selection of the Post Office®
- The capacity database is updated for the selected branch
- The Post Office® address details should be used on your despatch labels



Support

- **Customers already using DMO** will have the correct label and pre-advice set up therefore won't need to make any change.
- For **customer using their own shipping systems**, Royal Mail will provide technical specifications and our Customer Solutions team will support:
 - **Label Design Changes and Testing**
 - Addition of 'Local Collect' text field
 - **Pre-advice Change and Testing**
 - Business Name (Post Office) and Service Code
- **Customer API testing:** during set up, we will provide all customers with access to a test environment that has the same functionality as the 'live' environment.
 - Test retrieval of Post Office address based upon postcode supplied
 - Test result returned for 'unavailable' Post Offices
 - Test Post Office address appears on despatch labels
- A high level **technical overview and detailed specification** can be shared with you for your technical teams to review.

Get in touch now

- If you don't already have one, you can contact our Business Centre on **08457 950 950**.
- If your business has a Royal Mail Account Manager, contact yours and find out more about Royal Mail Local Collect®
- If you already have an account, contact a member of our business team on **08457 950 950**.

