



SNOW VALLEY
inspirational e-commerce

Home Delivery in the UK 2011 The Doorstep Experience

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Background to the report

For the past six years, Snow Valley has produced the annual *Online Retail Delivery in the UK Report*, sponsored by MetaPack, which examines the service that online shoppers are receiving from UK retailers.

For the 2011 edition of the report, Snow Valley placed live orders with 229 retailers. The report is full of data on delivery charges, delivery options, speed of delivery, and more. It is available free of charge from www.snowvalley.com/research

This year, our friends at Blackbay asked us to share more of the information that we gathered, including more of the anecdotal evidence about what happened on the doorstep when the driver arrived with the customer's order.

The aim of this report is to explore what a good delivery service looks like and to elaborate on how the interaction between customer and carrier can enhance the online shopping experience.

Foreword

The annual *Online Retail Delivery Report* published by Snow Valley is an excellent benchmark for retailers, carriers and suppliers alike.

Since it was first published in 2005, the research has highlighted steady improvements in nearly all aspects of the online retail delivery service proposition: more flexibility with Saturday, nominated day, and timed deliveries along with more flexibility about where goods are delivered. The delivery promise is undoubtedly improving.

We wanted to know more about whether the delivery promise is being met. The *2011 Online Retail Delivery Report* tells us that 20% of deliveries do not arrive within given timescales. But what about the actual experience for the end-customer on the doorstep. Did the delivery require a signature? Was the delivery person friendly? What happened if the recipient was not home?

All of these things matter, because the last mile experience for the customer is very much part of the overall shopping experience with the retailer. If it is a negative experience, then this reflects badly on not only the carrier but the retailer as well.

Blackbay provides real-time mobile worker software that enables carriers and retailers to manage the last mile of delivery and enhance the doorstep experience. We wanted to measure how these solutions were being used, the level of interaction with the end-customer and the delivery person's performance on the doorstep.

In this report, we asked Snow Valley to focus on the end-customer delivery experience from when the order is placed through to the moment it arrives on the doorstep.

The findings are very interesting. Only 113 out of the 227 orders required electronic proof of delivery – that is, the recipient had to sign on a handheld device to confirm the goods had been received. But only 57% of the 113 electronic PODs were made available to the customer as part of the overall tracking information, and as the screengrabs show, the quality of the information on the carriers' sites varies greatly.

Only 10 retailers sent text messages about the delivery, and only a portion of those gave the customer the chance to amend the delivery slot.

The failed deliveries are possibly the most sobering aspect of this report. Snow Valley tested 12 retailers using a single residential address where no-one would be available to receive the delivery. What we found was a complete lack of predictability for the customer – every carrier behaved differently with some dropping the package with a neighbour, a few putting it on the doorstep while others left a card.

Ultimately what this report shows is that when it comes to pre-delivery communication and the doorstep experience there is still room for improvement. The data is available through mobile worker solutions; however the data is not always being used by the carrier or retailer to maximum effect in order to provide visibility of delivery and to better communicate with their customers.

Nigel Doust
CEO
Blackbay

What Makes a Good Delivery Experience?

In the *2011 Online Retail Delivery Report*, Snow Valley has identified a whole host of trends in how retailers are delivering the goods to customers. Here is a brief summary of those trends, grouped into seven areas:

1. Customers want a range of flexible delivery options

Flexibility is on the increase in UK online retailing: 69% of the retailers we evaluated in the *2011 Online Retail Delivery Report* could offer at least two delivery options to the customer, usually a standard service and an express service. 59% offered next-day delivery, 25% had a Saturday delivery option, 17% could allow the customer to choose a nominated day for delivery, while 12% could offer some sort of nominated time slot. 9% could offer same-day delivery. Sometimes the customer wants fast and sometimes they want cheap, and the retailers that can meet those expectations are more likely to win the customer's order.

2. Customers want affordable delivery charges

13% of the retailers offered free delivery on everything, while the mean average charge for standard delivery had gone up slightly to £4.17 in 2010, from £3.88 the previous year. But interestingly, many of the premium delivery services were also very affordable – the average cost of next-day delivery was £6.77, while nominated day delivery was even cheaper at £6.47. Saturday delivery was the most expensive premium option – the mean average was £9.98.

3. Customers want flexibility on where the order can be delivered

Customers also want and expect more flexibility today on where their goods are delivered. We're seeing lots of improvements in this area: only 4% of the retailers insisted on delivering to the billing address, down from 17% in 2005. 19% of the retailers supported 'collect from store', up from 15% last year. 9% of the retailers allowed the customer to place one order for delivery to multiple destinations. 21% of retailers allowed us to add special delivery instructions, such as 'leave with my next door neighbour'.

4. Customers want effective communication about their delivery

77% of the retailers allowed the customer to track their order online this year, up from 59% in 2005. As you will read in this report, the quality of tracking information varied – of the 113 retailers that asked for electronic proof of delivery, just over half provided a link to the carrier's website to allow the customer to actually see the progress of their goods. Only 4% of the retailers sent us a text message alert regarding our delivery and only 28% of sites returned any useful information when we searched for 'delivery'. It wasn't always clear what would be expected of us during the delivery itself - 57% of orders needed to be signed for but 31% of the retailers did not warn us about this.

5. Customers want fast fulfilment

48% of the orders arrived within two working days this year, although larger retailers delivered faster – 64% arrived within two working days. 81% of the retailers that gave us an estimated delivery timeframe were able to deliver within it.

6. Customers want a good doorstep experience

We've all heard horror stories about deliveries going wrong and causing hassle for the customer, carrier and retailer alike. In our research all of the orders that were delivered to our work address arrived safely and, as you will read in the anecdotal evidence in this report, the drivers were generally friendly and pleasant, making the delivery hassle-free for the customer.

However, the orders that were delivered to a residential address were a different story. Every order was dealt with differently – some were left with a neighbour, some were taken to a post office, and some were left on the doorstep. This lack of predictability for a customer not only creates a huge amount of hassle for the customer but it puts them off buying online in future.

The Pre-delivery Experience

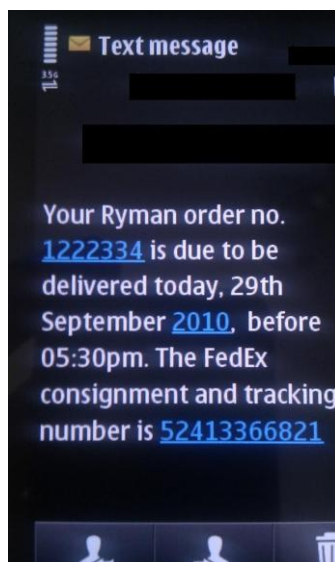
The purpose of this report is to explore the doorstep experience in more depth. Before we move on to this, we thought it would be useful to look more closely at the pre-delivery experience – the order has been placed and the customer is waiting for delivery. What information were we actually given about where our goods had got to?

How many deliveries included a pre-delivery text message?

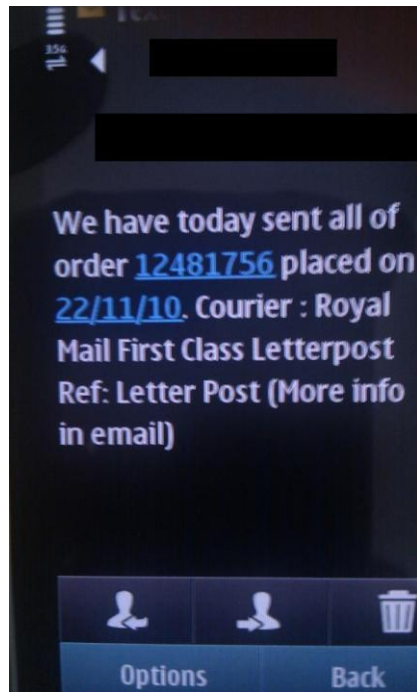
Only 10 of the deliveries were accompanied by some kind of pre-delivery text alert to the customer. The content of the text message varied greatly – some allowed the delivery date to be changed, others were simply a notification of despatch:

DELIVERY TEXT MESSAGE?	No of deliveries	%
No	217	95.6%
Yes – with an expected delivery timeslot	2	0.9%
Yes – notifying of dispatch	2	0.9%
Yes – with expected delivery timeslot & option to change	2	0.9%
Yes – delivery expected today	2	0.9%
Yes – with expected delivery date & option to change	1	0.4%
Yes – your order has arrived at the collection point	1	0.4%
TOTAL	227	100%

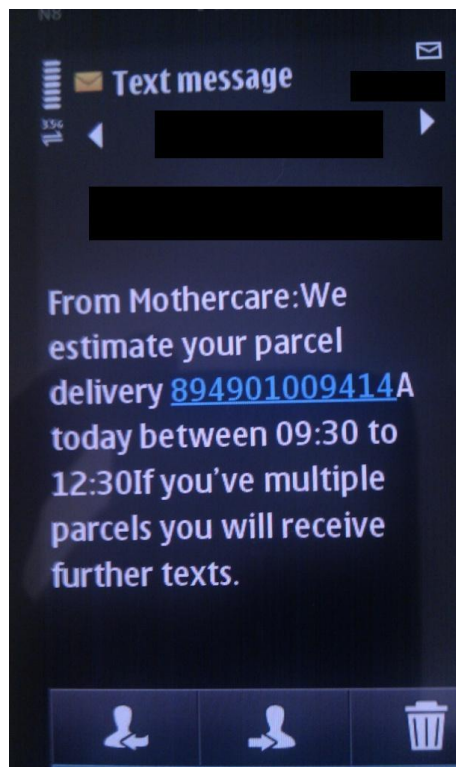
Ryman text alert



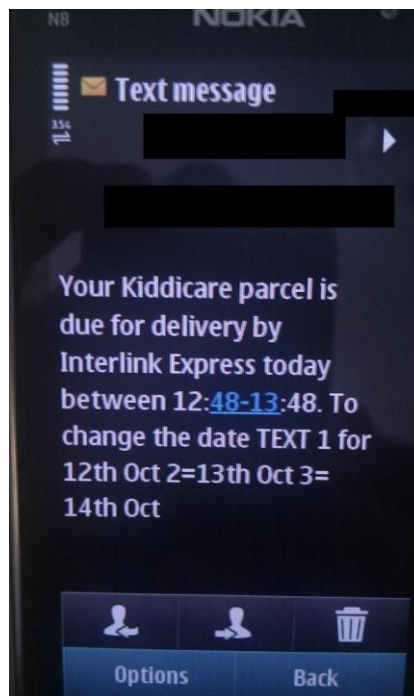
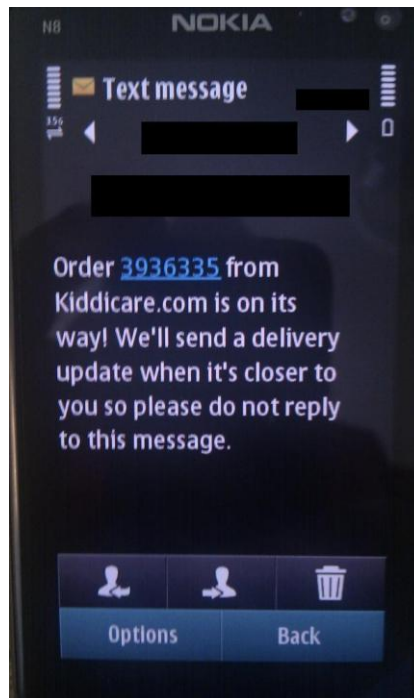
Dabs text alert



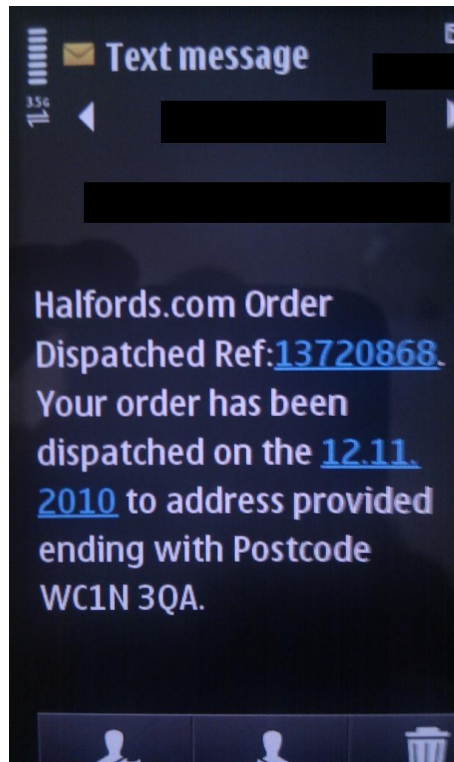
Mothercare text alert



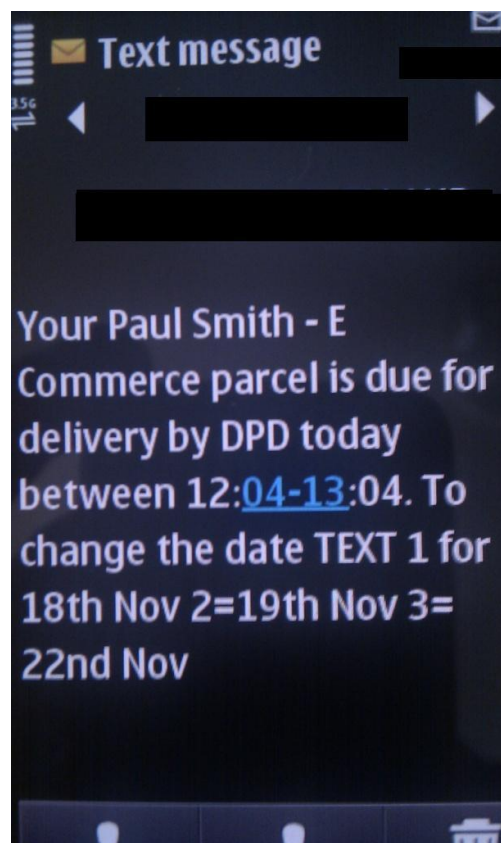
Kiddicare text alerts



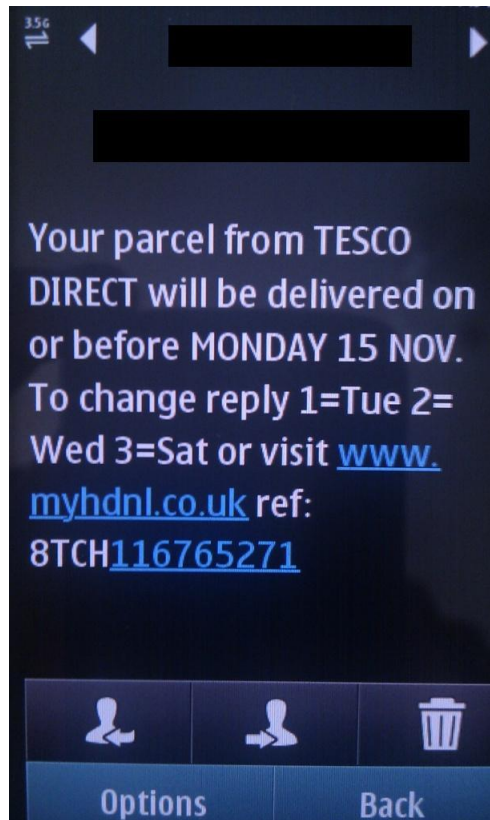
Halfords text alert



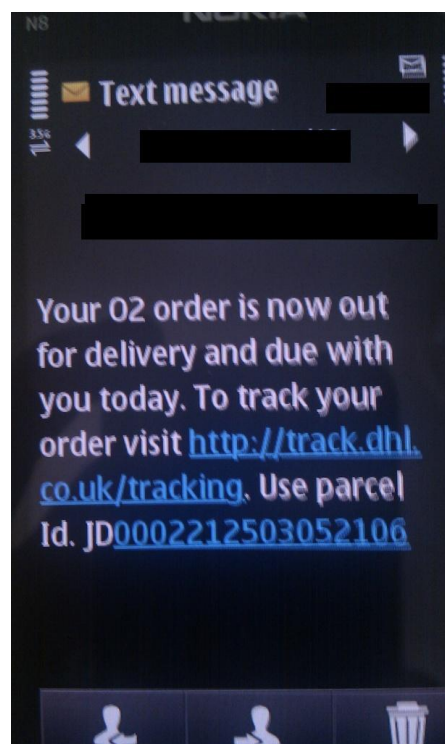
Paul Smith text alert



Tesco Direct text alert



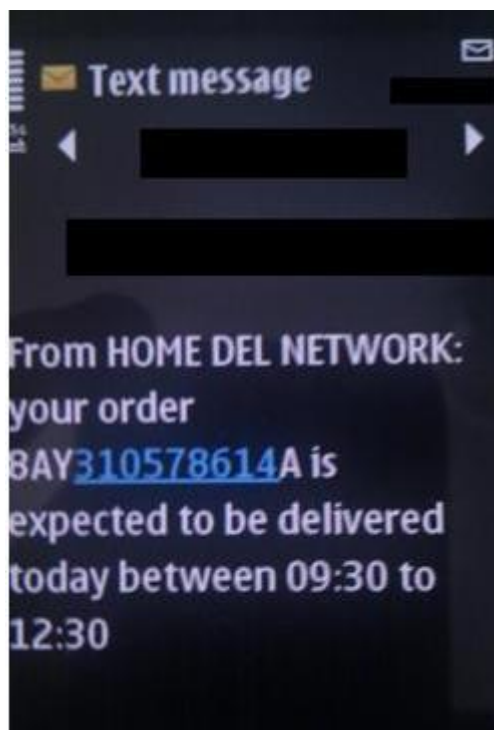
O2 text alert



Littlewoods text alert



JD Sports text alert



Retailer size breakdown of which deliveries included a pre-delivery text message

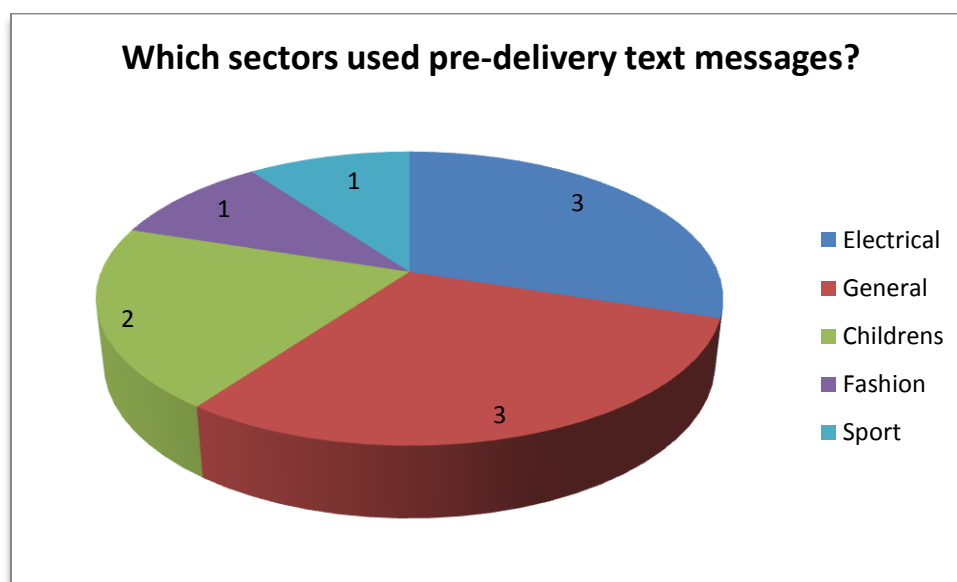
Were the larger retailers more likely to incorporate pre-delivery text messaging into the fulfilment process? The answer is yes: 12% of the larger retailers sent the customer a pre-delivery text, compared to just 4% of retailers overall.

DELIVERY TEXT MESSAGE?	Number of deliveries	%
No	38	88.4%
Yes – with an expected delivery timeslot	2	4.7%
Yes – notifying of dispatch	1	2.3%
Yes – with expected delivery date & option to change	1	2.3%
Yes – your order has arrived at the collection point	1	2.3%
TOTAL	43	100%

Sector breakdown of which deliveries involved pre-delivery text messages:

Electrical/electronic goods retailers and general retailers (that is, department stores and big book mail order retailers) were more likely to send pre-delivery texts – 3 of the 16 electrical retailers did so, as did 3 of the 20 general retailers. 2 of the 11 children’s goods retailers did so, as did one of the 90 fashion retailers and 1 of the 12 sports goods retailers.

None of the B2B, book, entertainment, gift, homeware, food, or healthcare retailers that we tested sent pre-delivery texts.



The Doorstep Experience

How many deliveries required electronic proof of delivery (via handheld device)?

Of the 229 orders that were successfully delivered to us on a standard delivery service, 130 required a signature. Of those, 113 required a signature on an electronic device:

SIGNATURE REQUIRED?	Number of deliveries	%
No	97	42.7%
Yes, on paper	17	7.5%
Yes, on a handheld device	113	49.8%
TOTAL	227	100%

Retailer size breakdown of which deliveries involved handheld devices

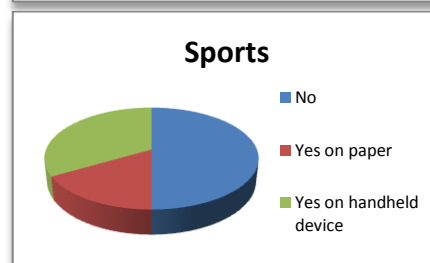
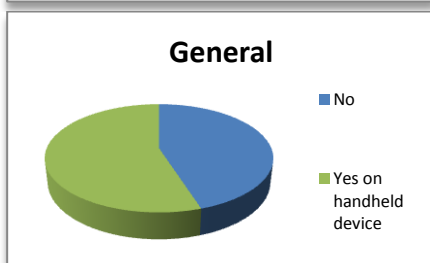
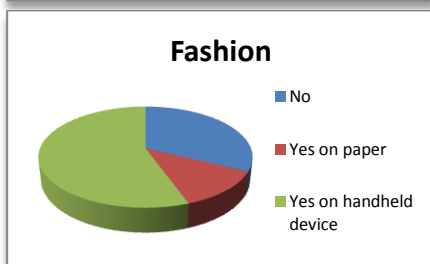
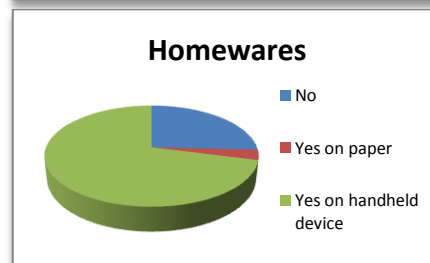
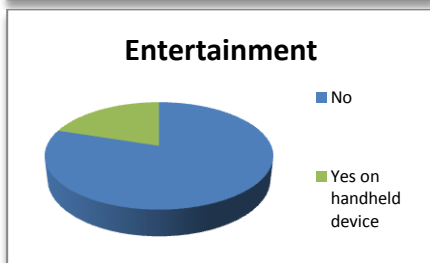
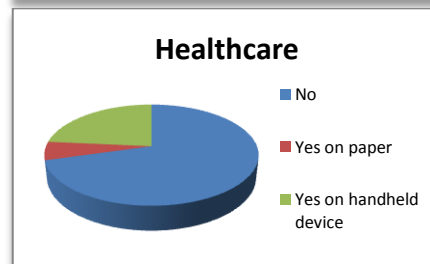
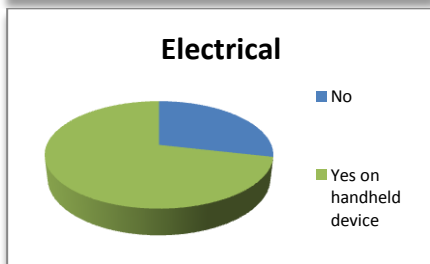
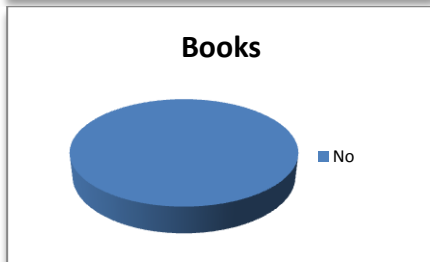
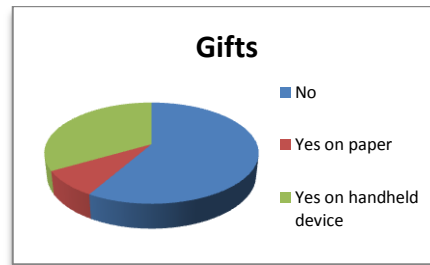
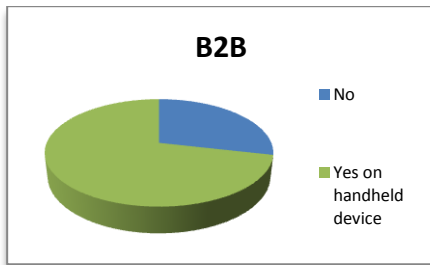
As we can see below, the picture is very similar to the previous table, except that deliveries from larger retailers were less likely to require a signature on paper.

SIGNATURE REQUIRED?	Number of deliveries	%
No	21	48.8%
Yes, on paper	1	2.3%
Yes, on a handheld device	21	48.8%
TOTAL	43	100%

Sector breakdown of which deliveries involved handheld devices

The pie charts overleaf show that some sectors were much likely to require electronic proof of delivery – namely Electronics, B2B, Fashion, General (ie department stores and big-book mail order retailers) and Homewares.

Sector breakdown of which deliveries involved handheld devices:



Did the retailer provide the customer with access to carrier tracking?

The 113 retailers that collected electronic proof of delivery had the potential to provide more detailed order tracking than if the goods had not been signed for, or if they had been signed for on paper.

However, as the table below shows, only 57% of those retailers surfaced that tracking information to the customer in one way or another. The vast majority (41%) put a link in one of the automated e-mails that was sent to the customer, but a further 9% put a link in both an e-mail and in the 'My Account' section of the website, and another 8% did not e-mail the link but made it available from the website only.

CARRIER TRACKING INFO PROVIDED TO CUSTOMER?	Number of deliveries	%
No	48	42.5%
Yes – a link was provided in an e-mail only	46	40.7%
Yes – a link from the My Account area of the retailer's site	9	8%
Yes – links in both an e-mail and in the My Account area	10	8.8%
TOTAL	113	100%

Interestingly, nearly every retailer that provided access to carrier tracking information did so by taking the customer to the carrier's own website. Below are examples showing each of the thirteen carriers that were used by the 113 retailers:

DHL order tracking

DHL Express

Current Ident Code⁽¹⁾ Status

To review the historical status information for an item please click on the relevant Ident Code⁽¹⁾.

Ident Code ⁽¹⁾	Current Status	Date	Time	Signatory	Branch
▶ JD00 022 113 0196 1509	Delivered	22/11/10	18:28	PRIYA	VAUXHALL HOME DELIVERY

If you are the account / contract holder and have registered with Customer Care, you can obtain full Proof of Delivery (POD) information by clicking on the button below. If you are not registered with Customer Care at the top right of this page.

Recipients of parcels do not have access to full POD information.

Proof of Delivery

⁽¹⁾ Parcel number or "JD" reference number

Interlink order tracking



Track It

Consignment Detail

Consignment	No of Parcels	Collected Date	Post Code	Weight	Service	Senders Ref
7349807905/0	1	15 Nov 2010	WC1N	2Kg	expresspak 5 - next day	CT00446924

Parcel Detail

Parcel	Delivery Status	Senders Ref
1597 6734 760 598 N	Your parcel has been delivered, signed for by HALLAM O, on 16 Nov 2010 at 10:22	CT00446924

Tracking History

Date	Time	Location	Event Status
16 Nov 2010	10:22	Kings Cross	Your parcel has been delivered, signed for by HALLAM O
16 Nov 2010	08:47	Kings Cross	Your parcel is on the vehicle for delivery
16 Nov 2010	06:33	Kings Cross	Your parcel has arrived at the local depot
15 Nov 2010	21:11	Hub 1	Your parcel has been received at our sortation hub

[Another enquiry](#)

Hermes order tracking

Track My Parcel


Please enter your tracking number and postcode below then click on 'Find'.

Tracking No

Postcode

FIND

Date	Time	Status
15/09/2010	13:40	Signature From Household
15/09/2010	07:36	Courier Received
15/09/2010	04:20	Out For Delivery To Courier
15/09/2010	03:57	Processed at Depot
15/09/2010	03:46	Receipt at Depot



CLINK Reports

Track parcel

Book a job

Log in

Important changes to legal requirements for sending Offshore Dangerous Goods... [read more](#)

City Link Job No Search

CIU67675

Current Status:	These goods have been successfully delivered.		
Customer Reference:	533052	Scheduled Delivery Date:	16/11/10
POD Date:	POD Time:	POD Signature:	
16/11/10	16:42	HALMAN	

Tracking History

13:24	Monday, November 15, 2010	On route to delivery depot
02:54	Tuesday, November 16, 2010	Arrived at Delivery Depot
10:27	Tuesday, November 16, 2010	Goods loaded onto a van
16:42	Tuesday, November 16, 2010	Goods Delivered

City Link Customers can [Log In](#) to view POD images and Customer Reports

[View 'printer friendly' version of this page](#)

City Link # 2

Consignment CT055386

Collection
In Our Network
Out for Delivery
Delivered

Current Status

Delivered

Signed for by 'HALLAM' at 14:58 on Friday 29th October.

Booking Information

Customer Reference: RI9BBE86AD [what is this?](#)

Postcode: WC1N 3QA

Delivery Depot: **London - City**

Number of Items: 1

Track another consignment

To track another parcel, enter a consignment number or reference:

Frequently Asked Questions

- [Can I arrange to have my parcel\(s\) delivered to a different address?](#)
- [Can I arrange to collect my parcel\(s\) from you?](#)
- [What proof of identification do I need to collect my parcel?](#)
- [Can I arrange to have my parcel\(s\) delivered on a Saturday?](#)

Tracking History

Date	Time	Message
29/10/10	14:58	These goods have been successfully delivered.
29/10/10	07:29	These goods have been loaded onto a van for delivery today.
29/10/10	05:13	These goods have successfully arrived at the Depot ready for delivery.
28/10/10	17:59	These goods have been scanned at the collection Depot and are now on route to the delivery Depot.
28/10/10	16:50	These goods have been successfully collected and are on route to the collection Depot.

DPD tracking

Search or Tracking 

-Shipping | About DPD | Careers | CSR

Tracking > Track your parcels

Track It

Parcel Details:

Parcel No	Senders Ref	Consignment	Post Code	Collected Date	Service	Delivery Status
1550 1806 146 774 F	243366, 12028636	1906148774	WC1N	15 Nov 2010	parcel - dpd next day	Your parcel has been delivered, signed for by HALLAM O, on 18 Nov 2010 at 10:22


Show more tracking details

Another Enquiry 

Walsh Western (Dell)

Track & Trace

B2C Version 2.1 December 20, 2010 13:37:54



Customer No.	Order No.		
*****		Search	ePOD Data Log
Order	Status	DELIVERED	Contact
	Delivered On	16/11/10	Sarah Clelland
	Received By	SARAH	Clelland, Sarah
	Sent On	15/11/2010	10 Emerald Street
	Order No.	26375948	London
	Box Qty	1	WC1N 3QA
	Weight	1 Kgs	GB
	ETA	16/11/2010	Please check the order history below for any possible delays.
	Carrier Code/Description	BPO	Business Post Ltd.
History			
Date	Time	Location	Activity
16/11/10	14:21	SARAH	DELIVERED
16/11/10	06:42	BPO - DOCKLANDS	ORDER ON DELIVERY.
16/11/10	06:23	BPO - DOCKLANDS	ORDER COMPLETE IN DEPOT.
16/11/10	06:23	BPO - DOCKLANDS	FIRST BOX SCANNED INTO HUB.
15/11/10	21:12	WWI - HINCKLEY	ORDER DISPATCHED FROM HUB.
15/11/10	21:12	WWI - HINCKLEY	FIRST BOX SCANNED OUT OF HUB.
15/11/10	18:56	WWI - HINCKLEY	MERGE ITEMS PICKED.
15/11/10	18:30	PLAN COMMITTED	NOTE.
15/11/10	16:45	EMF	DEPARTED MANU.FACILITY

Parcelforce order tracking



Details

Parcel number:	PBIQ0148240001
Consignment number:	IQ0148240
Senders reference:	217451
Shipping date:	08.11.2010
Service:	Express 48
Number of parcels:	1
Delivery date:	10.11.2010 10:14
Status:	Delivered
Signed for by:	MS OLIVIA

Signature:



Close
Tracking details
Print



[Receiving](#) [About us](#) [My account](#)

Home >

Track & Trace

Proof of Delivery

Parcel number: [PBKR0614255001](#)
Part of consignment: [KR0614255](#)
Service: Express 48
Delivery Postcode: SW147LS
Delivered on: 03-12-2010
Delivered at: 10:54
Signed for by: S CLELLAND

Signature: 


HDNL order tracking

UPI Tracking Details

The HDNL 'Track & Trace' facility enables you to access the latest information regarding your parcel's whereabouts.

In order to use the 'Track & Trace' facility you will need to enter the UPI (Unique Parcel Identifier) associated with your parcel, which should have been provided to you by your retailer.

If you wish to re-arrange a delivery or collection, please click on the 'myhdnl' web link below.

www.myhdnl.co.uk 

Tracking Details for UPI: 85PX0076886HA

Date	Depot	Action	Reason
03/11/2010 05:52:00	NEW CROSS DEPOT	The parcel has been received into depot	
03/11/2010 08:28:00	NEW CROSS VAN	The parcel has been loaded on to the drivers van	
03/11/2010 17:51:00	NEW CROSS DEPOT	The parcel has been delivered	

HDN order tracking

Retailer: Hobbs Order: 2A8F-8413-5E8A-F302 Carrier: HDN Carrier Reference: 10013916 DM Consignment Code: DMC05009CL7T	Delivery Expected: 07:00 Tue 30 Nov 2010 - 21:31 Wed 01 Dec 2010 Find other parcels in this order										
Parcel: 1 of 1 Tracking Code: 8HBE10013916A019	<p style="text-align: right;">Delivered 11:43 Wed 01 Dec 2010 Visit HDN's tracking site</p> <table> <tr> <td>Out for delivery</td> <td>08:47 Wed 01 Dec 2010</td> </tr> <tr> <td>Received by carrier</td> <td>00:09 Wed 01 Dec 2010</td> </tr> <tr> <td>In transit</td> <td>08:36 Tue 30 Nov 2010</td> </tr> <tr> <td>Elec Advice recd by carrier</td> <td>00:00 Mon 29 Nov 2010</td> </tr> <tr> <td>Despatched</td> <td>12:52 Sat 27 Nov 2010</td> </tr> </table>	Out for delivery	08:47 Wed 01 Dec 2010	Received by carrier	00:09 Wed 01 Dec 2010	In transit	08:36 Tue 30 Nov 2010	Elec Advice recd by carrier	00:00 Mon 29 Nov 2010	Despatched	12:52 Sat 27 Nov 2010
Out for delivery	08:47 Wed 01 Dec 2010										
Received by carrier	00:09 Wed 01 Dec 2010										
In transit	08:36 Tue 30 Nov 2010										
Elec Advice recd by carrier	00:00 Mon 29 Nov 2010										
Despatched	12:52 Sat 27 Nov 2010										

Fedex order tracking

Quick Track				
Track Shipments - Detailed Results				
Tracking Number	61751538181	Reference	5085637	
Ship Date	29/10/2010	Consignee Name	SARAH CLELLAND	
Items	1	Service	Next Working Day	
Status	Delivered			
Signed For By	P.BALSARA			
Date / Time	Activity	Location	Items	
01/11/2010	N/A Delivered	LONDON CENTRAL	1	
	08:06 Out For Delivery	LONDON CENTRAL	1	
	07:57 Items Tracked	LONDON CENTRAL	1	
29/10/2010	23:24 Items Tracked	Parkhouse Central Hub	1	
	22:38 Consignment data received	BRISTOL	1	

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UPS order tracking

Track Shipments

Track Packages & Freight **Quantum View** Flex Global View

Tracking Detail [Print](#) [Help](#)

Your package has been delivered. To view Proof of Delivery, please select the link.

Tracking Number: 1Z9FA0826840353627

Status: [Delivered](#) [Proof of Delivery](#)

Delivered On: 26/11/2010 13:45

Signed By: JENNY

Location: OFFICE

Delivered To: LONDON, GB

Shipped/Billed On: 25/11/2010

Type: Package

Service: STANDARD

Weight: 1.00 Kg

To view additional tracking information, please [log in](#) to My UPS.

[Show Package Progress](#)

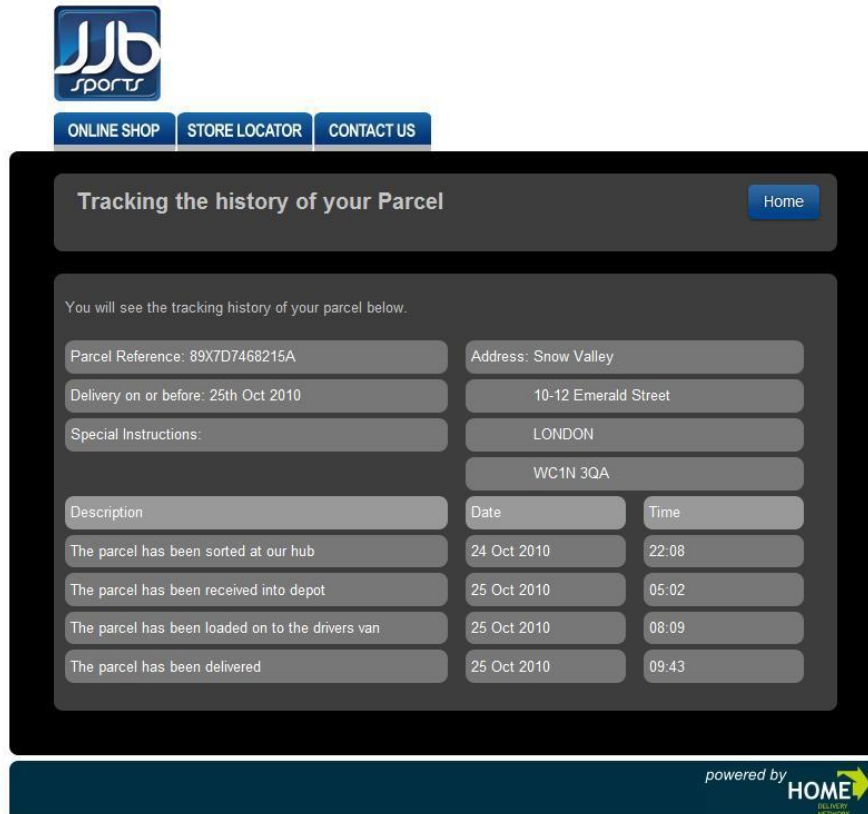
Need to send e-mail notifications?

Use UPS Quantum View Notify® to send delivery or exception notifications.

[E-mail Notifications](#)

NOTICE: UPS authorises you to use UPS tracking systems solely to track shipments tendered by or for you to UPS for delivery and for no other purpose. Any other use of UPS tracking systems and information is strictly prohibited.

However, a few did include that data within their own websites. An example was JJB Sports:



The screenshot shows the JJB Sports website interface. At the top is the JJB Sports logo and navigation buttons for 'ONLINE SHOP', 'STORE LOCATOR', and 'CONTACT US'. The main heading is 'Tracking the history of your Parcel' with a 'Home' button. Below this, a message states 'You will see the tracking history of your parcel below.' The tracking details are presented in a table-like format with the following information:

Parcel Reference: 89X7D7468215A	Address: Snow Valley	
Delivery on or before: 25th Oct 2010	10-12 Emerald Street	
Special Instructions:	LONDON	
	WC1N 3QA	
Description	Date	Time
The parcel has been sorted at our hub	24 Oct 2010	22:08
The parcel has been received into depot	25 Oct 2010	05:02
The parcel has been loaded on to the drivers van	25 Oct 2010	08:09
The parcel has been delivered	25 Oct 2010	09:43

At the bottom right, it says 'powered by HOME DELIVERY NETWORK'.

Copyright © JJB Sports plc

Retailer size breakdown of which retailers shared carrier tracking information

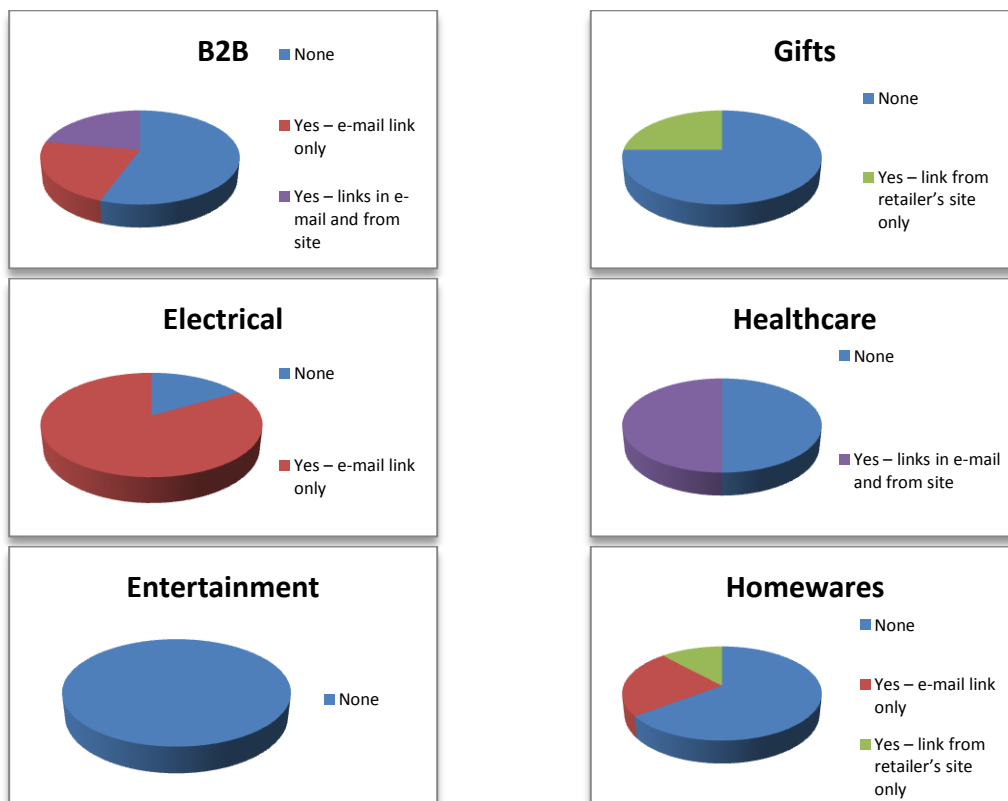
43 of the retailers that delivered to us successfully are listed on the IMRG/Hitwise Top 100. Did they behave differently to retailers generally?

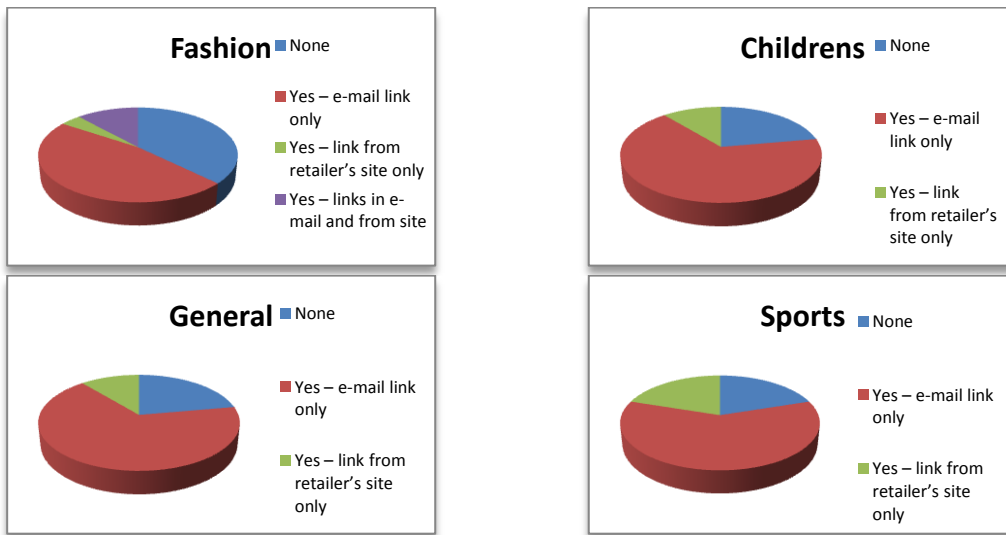
The larger retailers were much more likely to share the electronic carrier tracking data with the customer – 86% did so:

ACCESS TO CARRIER TRACKING PROVIDED TO CUSTOMER?	Number of deliveries	%
None	3	14.4%
Yes – a link was provided in an e-mail only	12	57.1%
Yes – a link from the My Account area of the retailer’s site	2	9.5%
Yes – links in both an e-mail and in the My Account area	4	19%
TOTAL	21	100%

Sector breakdown of which retailers shared carrier tracking information

The 229 retailers that we evaluated were grouped into 12 sectors. The electrical goods sector was most likely to share carrier tracking data with the customer. The B2B, gift, entertainment, and homeware retailers were all less likely to do so.





How many deliveries offered secure PIN delivery?

The only 'delivery' that required us to enter a secure PIN was the Littlewoods order that we chose to collect from a local shop as part of the Collect+ service.

Did the device screen represent the retailer brand or the carrier?

All 113 orders requiring electronic proof of delivery were signed for on a screen that either contained no branding or branding of the carrier. No retailer branding was clear at all.

Did the driver deliver to the recipient or to anyone at the location?

All of the orders were handed to anyone that answered the door – none of the carriers insisted on delivering to the addressee.

In fact, on every order where it was possible to add special delivery instructions we always wrote "Please ask for Priya". Only one driver actually followed those instructions and asked for her on his arrival – the rest just ignored the instruction.

Did they take the recipient name, ask you to sign?

Most of the drivers confirmed that the addressee was at the address before asking the person accepting the order for a signature.

Did they deliver on time?

Deliveries were more likely to arrive on time when electronic proof of delivery was required - 90% of the orders did so, compared to 88% of deliveries where a paper signature was requested or where no signature was needed at all. The full list of late deliveries is shown on page 9 of this report.

Were you asked any questions on the screen?

We were not asked any questions at all – we were merely asked to sign and provide a name.

Anecdotal evidence about the drivers


Carrier	Device	Dress	Willingness to chat
Citypost	"No device – goods arrived through the normal post"		
Asda	"Yes, quite smart but not new"	Smart	"Nice man, was in a hurry though"
Citilink	"Looked fairly new"	OK	"Friendly enough"
DHL driver #1	"Didn't have one"	Neat	"He was Polish I think so didn't really speak much English."
DHL driver #2	"Didn't have one"		"Really clinical, not friendly at all"
DHL driver #3	"Terrible -had to use a biro to sign and the screen was all blue"		"Did not speak any English so couldn't really have a conversation."
DHL driver #4	"Battered"		"Not very friendly at all"
DHL driver #5	"Was all scratched"		"Nice man"
DPD	"Machine was in really good condition"	"Neat and tidy"	"Our regular DPD driver always remembers my name. Very friendly and chatty, asked if I had bought new shoes; I said yes and that I was treating myself."
Fedex driver #1	"Old – covered in pen marks"		"really talkative and friendly"
Fedex driver #2	"Good quality"		"nice man, quite chatty"
HDN	"looked newish"		"Our regular driver comes a lot – he's really nice, always chatty and pleasant"
Hermes driver #1			"Driver comes every day - very friendly guy who knows all of our names."
Hermes driver #2	"looked worn but not in a bad way"	Smart	"Really lovely guy, nice smile, was obviously in a rush but chatted for a few seconds."
Majestic	None	Very smart	"Very friendly man"
Interlink	"looked old"		"Chatty guy, very pleasant"
Ocado	None	Very smart	"Lovely man, took his time to explain everything to me as a new customer"
Parcelforce	"looked relatively new"		"Regular driver, always remembers our names – even asked why Priya wasn't in!"
Royal Mail	"Had to sign using a biro although the machine didn't have any biro on it – it looked quite new?"		"Wasn't very talkative, though not in a rude way, just seemed a bit shy. Remembered my name (and how to spell it, which as far as I'm concerned is impressive)."
Sainsbury's	No	Smartly dressed	"Bit laid back"
Tesco	No	Smart	"In a huge rush, was gone before I could ask him any questions"
UPS driver #1	"Good condition"		"Didn't really seem to want to chat"
UPS driver #2	"Really new-looking"		"Friendly but very quick"



The Failed Delivery Experience

We also placed twelve orders to see what happened when a customer was not at home to sign for their delivery.

Carrier	Carded?	Process to collect?
Parcelforce	Yes – a Parcelforce card containing our home address, post office address and date was left somewhere outside the flat. No indication which retailer.	Went to post office, which was 0.4 miles away. Showed a credit card as ID and was given parcel.
Interlink	No – the driver wrote on the card left by Parcelforce above and pushed it through the letterbox.	Went to neighbour and collected it.
Yodel	No – the parcel was pushed through the letterbox	n/a
Hermes	No – the parcel was dropped through an open window (please note that this is the usual way that this driver delivers to this flat and there's an unspoken agreement that this is preferred by us).	n/a
Citylink	No – after a few days we rang them to find out where the order was. Tried to rearrange delivery for another address, which was very complicated. It still did not arrive so we called again. Eventually two orders turned up at the alternative address.	n/a
TNT	No – as nothing arrived, we looked at the tracking on the website and noted it had been returned to depot. Rang them and they told us to call Zara and change our address with the retailer. Zara would then contact TNT to rearrange. Delivery finally arrived 9 days later.	n/a
Yodel	Yes – a card with the delivery number and the address where the parcel had been left was pushed through the letterbox.	Went to neighbour and collected it.
Yodel (according to tracking)	No – delivery was left on doorstep with a red label attached.	n/a
Parcelforce	Yes – the driver stuck the label to the external doorbell of the flat.	Went to a different post office, 0.7 miles away. Showed credit card and was given parcel.
Parcelforce	Yes – the driver put the card through the letterbox	Went to post office, which was 0.4 miles away. Showed a credit card as ID and was given parcel.
Royal Mail	No – was left on the doorstep	n/a
UPS	Yes – the driver put the card through the letterbox telling us it was with a neighbour	Neighbour brought it round.

Parcelforce card with Interlink note added

Delivery - We called to deliver a parcel which needs to be signed for:	
Address:	106 St Leonards Cré
Time:	Date: 13-01-11
Tracking number:	
<input type="checkbox"/> We will deliver again tomorrow (except weekends and bank holidays)	
<input type="checkbox"/> Has been left at	
<input checked="" type="checkbox"/> Has been taken to the Post Office® branch at 200e Upper Richmond Rd 4pm	
<input type="checkbox"/> Has been returned to our depot. You can:	
1. collect your parcel from our depot	
2. arrange redelivery on www.parcelforce.com or the number overleaf	
a) to the same address free of charge	
b) to a local Post Office® branch for a £1.00 fee	
c) to a different address for a £5.50 fee.	
If you are collecting your parcel, please allow 1 day. You will need to bring this card with you plus a form of identification.	
Collection - We called to collect a parcel from:	
Address:	PARCEL FROM DPD
Time:	Date: AT 108
<input type="checkbox"/> No-one was available <input type="checkbox"/> Refused because	
Please rearrange your collection on www.parcelforce.com	
Driver: <small>(Print driver surname)</small>	Route:
	
www.parcelforce.com	

How to find your local Parcelforce Worldwide depot	
Address:	Parcelforce Worldwide - London West LD Concord Road Acton LONDON W3 0TH
We are open:	Mon - Fri 8am - 7pm Saturday 8am - 12.30pm
Telephone:	0844 209 6102
	
IMPORTANT NOTE : Please check the front of this card to confirm the location of your parcel.	
 	

This Parcelforce card was extremely confusing when we received it. The writing at the top suggests the parcel is at a Post Office, while the writing below suggests it is with a neighbour. It transpired that the Parcelforce order arrived first, the card was left, and the package taken to the Post Office.

The order by Interlink then arrived and the driver used the Parcelforce card to notify us that this order was with our neighbour. Very confusing.

Home Delivery Network card

HOME DELIVERY NETWORK

Your Parcel 34900820
(reference number)

For the attention of: _____ date:

name:

address:

We missed you today when we called to deliver/collect

We have left your parcel(s) for you to collect from:

your neighbour at:

a safe place:

We have returned your parcel(s) to our depot:

for safe keeping as a signature was required

please see reverse for how to contact us.

HOME DELIVERY NETWORK

If your parcel has been returned to us for safe keeping. You can arrange a re-delivery using the reference number on the reverse of this card by visiting our website:

www.myhdnl.co.uk



Or call our automated service on:
0871 977 0800*

Save time by having your reference number to hand (overleaf)
*Your call may be recorded and used for training purposes. Calls made from BT landlines should cost no more than 10p per minute. Charges may vary for calls made via other service providers.

Your collection record:

we collected on: **HOME DELIVERY NETWORK**

Parcelforce card

We called to deliver/collect your parcel

Delivery - We called to deliver parcel which needs to be signed for:
Address:
Time: _____ Date:
Tracking number: _____

We will deliver again tomorrow (except weekends and bank holidays)

Has been left at

Has been taken to the Post Office branch at
 Has been returned to our depot. You can:

- collect your parcel from our depot
- arrange re-delivery on www.parcelforce.com or the number overleaf
- to the same address free of charge
- to a local Post Office® branch for a £1.00 fee
- to a different address for a £5.50 fee.

If you are collecting your parcel, please allow 1 day. You will need to bring this card with you plus a form of identification.

Collection - We called to collect a parcel from:

Address: _____ Date: _____

No-one was available Refused because _____

Please arrange your collection on www.parcelforce.com


PARCELFORCE

How to find your local Parcelforce Worldwide depot

Address: Parcelforce Worldwide - London West LD
Concord Road
Acton
LONDON
W3 0TH

We are open: Mon - Fri 8am - 7pm
Saturday 8am - 12.30pm

Telephone: 0844 209 6102



IMPORTANT NOTE: Please check the front of this card to confirm the location of your parcel.

PARCELFORCE

Parcelforce card

We called to deliver/collect your parcel

Delivery – We called to deliver a parcel which needs to be signed for:

Address: 106 St Leonards Crte

Time: _____ Date: 20/11

Tracking number: _____

We will deliver again tomorrow (except weekends and bank holidays)

Has been left at

Has been taken to the Post Office® branch at
264 Upper Richmond Rd
4pm

Has been returned to our depot. You can:

1. collect your parcel from our depot
2. arrange redelivery on www.parcelforce.com or the number overleaf
 - a) to the same address free of charge
 - b) to a local Post Office® branch for a £1.00 fee
 - c) to a different address for a £5.50 fee.

If you are collecting your parcel, please allow 1 day. You will need to bring this card with you plus a form of identification.

Collection – We called to collect a parcel from:

Address: _____

Time: _____ Date: _____

No-one was available Refused because

Please rearrange your collection on www.parcelforce.com

Driver: _____ Route: _____

 www.parcelforce.com

How to find your local Parcelforce Worldwide depot

Address: Parcelforce Worldwide – London West LD
Concord Road
Acton
LONDON
W3 0TH

We are open: Mon - Fri 8am - 7pm
Saturday 8am - 12.30pm

Telephone: 0844 209 6102



IMPORTANT NOTE: Please check the front of this card to confirm the location of your parcel.

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 www.parcelforce.com

UPS non-delivery card

UPS InfoNoticeSM

TO: Clifford TIME: _____ DATE: 14/11

Today we attempted to deliver/collect a shipment at your address.

Delivery	Collection	Shipper
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 st attempt	2 nd attempt	LAST ATTEMPT

In your absence, the shipment was delivered to:

Name: Agoda

Address: 108

Comments: 1 parcel

If not delivered, you have these options:

- a) **Sell Collect** Collect the shipment yourself at your nearest UPS Customer Centre (within the next five business days). To find out about your nearest UPS Customer Centre please visit us at www.ups.com. Identification is required at the collection point.
- b) **Delivery on another day** Arrange for UPS to re-deliver within five business days free of charge (provided 3 delivery attempts have not been exceeded).
- c) **Delivery to an alternate address** Free of charge (provided 3 delivery attempts have not been exceeded).
- d) **Authorisation** Authorise UPS to leave shipment as directed. Please see reverse side for more information and authorisation form.

Options a-c are available online at WWW.ups.com by entering the UPS InfoNotice number below in the "Track Packages and Freight" box.

If you do not select any of the above options, we will schedule our next delivery attempt on the day indicated below.

<input type="checkbox"/> MON	<input type="checkbox"/> TUE	<input type="checkbox"/> WED	<input type="checkbox"/> THU	<input type="checkbox"/> FRI
------------------------------	------------------------------	------------------------------	------------------------------	------------------------------


Adult Signature Required Cash only

C.O.D. (Collect on Delivery) amount due GBP

In case of successful collection, please contact UPS to reschedule. Rescheduled collection may incur an additional charge. Note: the RSI Return service includes 3 collection attempts at no additional charge. Please see reverse for more instructions on how to book another collection.

UPS InfoNotice Number: **9812 0493 739 5**

For more information, please go to www.ups.com and enter the UPS InfoNotice number above in the "Track Packages and Freight" box.



Service Information:

- UPS performs up to 3 delivery attempts. To make alternate delivery arrangements, please go to www.ups.com or contact us on 0845 1610001 (3.4 pence/min).
- Delivery change requests must be made before 5.00PM to take effect the next day.
- We will hold your package(s) for up to five business days after the last delivery attempt. After the last delivery attempt has been made, you must contact UPS at 0845 1610001 if you want to arrange for re-delivery (see options overleaf). National or intra-EU shipments will be returned to the shipper after this time. C.O.D. packages will be returned to the sender immediately after the final delivery attempt is made.

Missed package collection:

- If UPS was unable to collect a package as requested, you have the following options:
 - Schedule a collection on www.ups.com
 - Arrange for a new collection by calling UPS on 08457 877 877
 - Drop off the package at your nearest UPS Customer Centre
- Please note that there may be an additional charge to arrange a new collection except in the case of RSI service (3 collection attempts are included without charge)
- Future dry collections arranged via www.ups.com
- Details of UPS Customer Centre locations and charges are available on www.ups.com

C.O.D.:

- If the "Cash" box is marked, UPS has been instructed by the sender to accept cash only. No cheque will be accepted.

Adult Signature Required:

- If the "Adult Signature Required" box is marked, UPS has been instructed by the sender to not deliver to minors and obtain the signature of an adult.

Authorisation

Should you wish that UPS leaves your shipment at an alternate address, please complete the authorisation form below and leave it visibly at an accessible location. By signing you accept that UPS will not be liable for any loss or damage that results from these instructions and you indemnify UPS for any shipper's or third party's claim for loss and damage.

Please leave shipment at:

Name _____ Company _____

City _____ Street _____

Post/Zip Code _____ State _____

*I will not hold UPS liable for any loss, damage or delay that may result from these instructions, and will indemnify UPS for any such claim by the shipper or a third party.

Signature _____ Front name _____

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Conclusion

The way that consumers buy goods and services has changed dramatically over the past few years. Technology now plays a much greater role in how we shop, whether we're browsing the web using our computers and laptops or using our mobile phones.

But as we use web and mobile more and more to shop, we become more demanding about how that technology is used to provide us with a better service. We expect detailed order tracking. We love getting a text message from a retailer to say our order is coming tomorrow – and then we wonder why other retailers don't do the same thing. We're delighted when the driver knows where to deliver the goods and what to do if we're not in.

This report shows that there is still a way to go – improvements could be made in the pre-delivery stages and the management of failed deliveries is still a cause for concern. But by working together, we can improve these areas and ensure that home delivery is convenient, flexible, and dependable for all.

About Snow Valley

Snow Valley works with leading multi-channel retailers to help them build and run world-class e-commerce operations.

Snow Valley's e-commerce platform, MUSE, is powering online stores and management applications for Soletrader, Dobbies Gardens Centres, Majestic Wines, Clarks Shoes, and Liverpool FC among others.

The Snow Valley Insight service provides e-commerce consultancy, research, benchmarking, training and analytics to give retailers the intelligence and inspiration they need to grow their multi-channel businesses. Visit www.snowvalley.com

About Blackbay

Blackbay delivers real-time enterprise mobility solutions enabling service and productivity improvements to postal, field service and supply chain operations.

The company has significant experience in the enterprise mobility market delivering mobile data solutions to a growing list of premium clients including Royal Mail, Hermes, DHL, Parcelforce, Australia Post and DPD Ireland.

Blackbay currently has over 65,000 mobile workers and manages in excess of 3,000,000 deliveries and service visits per day. Its strength is in delivering last-mile mobility solutions that enable organisations to improve the delivery experience for consumers through real-time track and trace and delivery process management.

For more information visit www.blackbay.com or follow Blackbay on Twitter: <http://twitter.com/#!/BlackbayLtd>