

# AUSTRALIA POST & DODDLE LAUNCH A MARKET-LEADING DIGITAL RETURNS PORTAL

Australia Post is the leading postal delivery company in Australia, with an 80% share of ecommerce traffic throughout the country, and partnerships with many of the biggest Australian retailers.

In 2018, they started talking to Doddle about the changing delivery landscape in Australia, with growth in ecommerce sales and increased complexity around returns. With consumers and retailers expecting bigger and better returns solutions, they expected even more change on the horizon.

**“We chose to partner with Doddle because we consider them experts in pick-up and drop-off, and it’s really important for us that we do work with the best-in-class from around the world.”**

Christine Holgate, Australia Post CEO



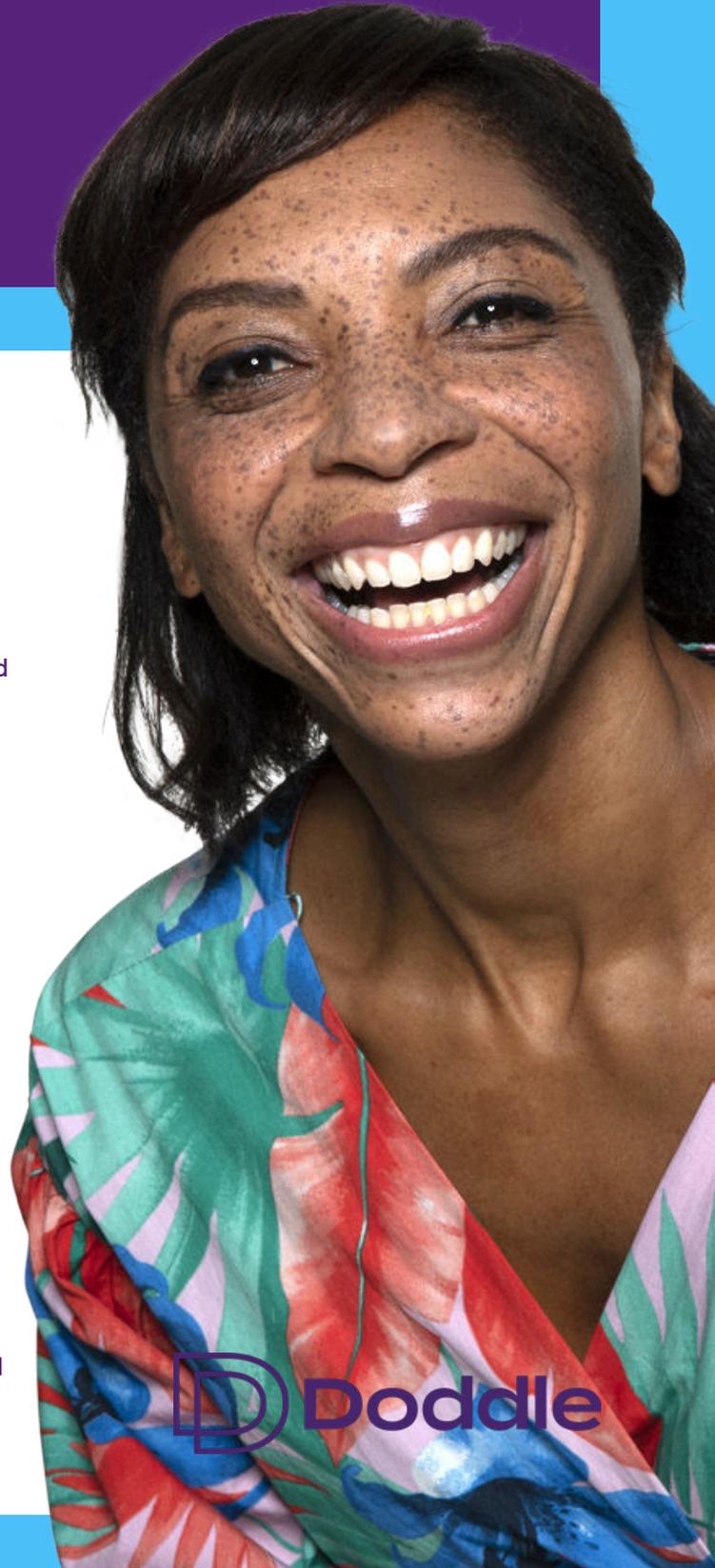
# PROBLEMS TO SOLVE:

- Consumer demand for convenient returns options was starting to increase, as ecommerce growth accelerated
- Retailers were putting greater focus on customer experience and choice around returns to reduce costs and drive revenue
- Poor customer return experiences is leading to customer attrition. This includes:
  - Requirement to print return labels
  - Not having convenient places to return items
  - Having to email Customer Service to get status updates
  - Significant delays to receive refunds
- As a carrier, Australia Post needed to find sustainable and scalable ways to handle a growing volume of ecommerce returns
- With a large number of post offices throughout Australia, Australia Post wanted to drive more footfall into the locations

## WHY DODDLE?:

Given that Duddle is a pioneer in the world of click & collect and returns, Duddle was an obvious partner for Australia Post. They chose to work with Duddle for following reasons:

- **Battle-tested:** Platform already built and battle-tested on hundreds of merchants
- **Insight-led:** Platform designed based on insight from the biggest brands in the world - Amazon, Nike, ASOS, right through to small businesses finding their feet
- **Carrier focused:** Unlike most other returns solutions, co-created with a world-leading national postal operator
- **Out-of-the-box ecommerce integrations:** Existing integrations with ecommerce and retail platforms remove the need for costly investments
- **Product & tech focus:** Duddle product & technology team focused directly on solving the biggest problems around returns - which go beyond just moving parcels
- **Customer base to drive evolution:** Existing global customer base, driving continued insight and evolution of the platform
- **Carrier commercial model:** Carrier commercial model caters for a range of merchant sizes and allows carrier to drive new revenue streams from premium services



 **Duddle**

# SOLUTION:

Doddle's digital returns portal is provided by Australia Post to its retail customers to allow for consumers to simply effect the processing of online returns.

- Thousands of locations being used to process returns
- Portal handling returns from many leading Australian retailers
- Solution allows for integrated & non-integrated journeys, paid vs free returns, configurable returns reasons, and mixed shipping service offerings to consumers
- Process is completely self-service meaning retailers have autonomy with their return solution and Australia Post do not need to invest resource into onboarding their clients
- Retailers are able to fully customise their portal in their own branding and unique feel and style

## THREE CORE COMPONENTS OF THE PLATFORM

1



### MERCHANT PORTAL

Merchant/retailers can access the portal on an admin level to configure items for their consumers including reason codes, branding and payment options.

2



### CARRIER ADMINISTRATION PLATFORM

Carriers can administrate the full portal, including approval/rejection of retailer applications, onboarding and retailer reports.

3



### CONSUMER PORTAL

Consumers are able to access the fully-branded (either in carrier or merchant brand) portal to book their return, provide details about their item, select an exchange, and pick method/location of return.

## IMPACT:

Very high satisfaction score of

**92%**

amongst live retailers

In the first few months

**408**

returns portals now live

Consumers spend an average of just

**2 MINS**

booking their return

Australia Post can help retailers launch their new solution in just

**2 HRS**

from when they start the process

## KEY MERCHANT PARTNERS:



**MYER**

**PANDORA**



**URBAN OUTFITTERS**

## KEY MERCHANT FEEDBACK:

"Looks very professional."

"it looks a lot more professional with my own branding and imagery"

"The ability to customise and change things ourselves is key!"

"I love that I can customise my own reasons for return that are relevant to my business"