

# Sharpening Oz Hair and Beauty's competitive advantage with Parcel Lockers

“

Delivery to Parcel Locker is our highest rated delivery service from an NPS (net promoter score) perspective. Services like this that exceed existing results allow us to stay ahead of the competition.”

Guy Nappa

DIRECTOR,  
OZ HAIR AND BEAUTY

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## Oz Hair and Beauty relies on outstanding customer experience to retain customers

In a crowded market, differentiation is key. “We sell the same products as other businesses, so customer experience is where we can be competitive and stand out,” explains Guy Nappa, Director, Oz Hair and Beauty.

Delivery experience has a significant impact on customer satisfaction, which can impact return sales and overall loyalty.

“Delivery is the last engagement with us until they shop again, so if we provide a good experience, it leaves a good taste in their mouth,” says Guy.

## Helping customers avoid failed deliveries is easy with the Collection Point Shopify app

Customers can avoid failed deliveries and unplanned trips to the Post Office by utilising collection points if they won't be at home or have a safe place for parcels to be left. Oz Hair and Beauty have included the option to send to a collection point at checkout to make the process seamless.

“The tech side is very easy. Australia Post have created the Collection Point Shopify app. It's essentially plug and play – you download it via the Shopify app store and it appears on your checkout page. It all happens within a few clicks, so it's incredibly seamless,” Guy shares.

“From a support perspective, Australia Post really understand what's going on in the back end. They support us,” he adds.

## Customers who select a Parcel Locker for deliveries have the highest net promoter scores

Customers who select a Parcel Locker for deliveries have high advocacy of their delivery experience (net promoter score).

Customers who choose to have parcels delivered to a Parcel Locker are more satisfied than those who are carded.

This is reflected in NPS. Customers who select a Parcel Locker have an NPS that is 56 points higher than those who are carded.

“The NPS is consistently much higher when they select a Parcel Locker, which we believe comes down to the expectation setting – when the expectations are hit, it's a very good experience,” says Guy.

