

THE ICONIC optimises delivery experience by promoting Parcel Lockers at checkout

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We've had a lot of positive feedback. Customers have told us that having a Parcel Locker option takes away stress around carding. For a lot of urban shoppers who are living in places where it's not practical for a package to be dropped somewhere safe, it gives them peace of mind.”

Rostin Javadi

CHIEF OPERATIONS OFFICER,
THE ICONIC



A key factor in the growth of leading eCommerce platform THE ICONIC is ensuring a positive delivery experience

“Delivery is the main and almost only physical touch point that we have with our customers,” explains Rostin Javadi, COO, THE ICONIC.

Because many customers aren't home to receive deliveries, and don't have a safe place to leave a parcel, first-time deliveries were failing, reflecting poorly on the overall shopping experience.

“Delivery experience is the biggest contributor when it comes to both positive and negative NPS [net promoter score]. The correlation is high,” says Rostin.

Enabling customers to select where their parcel is delivered boosts confidence

With the choice of Australia Post 24/7 Parcel Lockers, customers can collect their parcels at a location that suits them.

“We noticed that a lot of customers were already, through manual address entry, sending packages to Parcel Lockers before we incorporated the widget. So they were telling us that's an option that they wanted. We just made it more seamless for them,” says Rostin.

THE ICONIC used the Australia Post Collection Point Widget and Collection Point API to incorporate the choice of delivery to a 24/7 Parcel Locker or Post Office at checkout on their app and website. “It was pretty fast and quite easy to install,” Rostin says.

THE ICONIC has improved NPS, decreased cart abandonment and reduced customer enquiries

THE ICONIC partnered with Australia Post to promote the choice of 24/7 Parcel Lockers at checkout, successfully accelerating adoption of Parcel Lockers by THE ICONIC shoppers.

By optimising the shopping and delivery experience, including incorporating choice of Collection Points at checkout, THE ICONIC has increased NPS (Parcel Locker customers +102 NPS points compared with carded customers) and decreased cart abandonment whilst reducing customer enquiries.

“The result overall has been very positive, with higher conversion rates and a smoother shopping experience.

It's also reduced our cart abandonment rate a lot – because it helps customers feel more confident when it comes to completing the purchase,” says Rostin.

