

## Part 2. Achieving great consumer service

In this section

Things to consider

### Things to consider

These are other aspects which traders might like to consider offering to their customers in order to achieve great consumer service.

#### Do you:

Select your courier/postal service carefully, taking into account:

- how easy it is for your customer to contact them (app, telephone, social media, chatbot, email etc)
- ability to deliver to a wide range of postcodes? (If not, is this explained?)
- performance reviews by other customers
- the ability for a customer to select alternative delivery locations (for example, home or work) and options at the premises (for example, front doorstep, parcel box, etc)
- price
- access to a locker network or local collection points
- operating according to environmental best practice\*
- ability to track parcels in real time
- ability to amend a delivery time/date at short notice
- in-app communications
- collect-from-home option when returning a parcel
- the consumer's ability to provide feedback on the delivery
- the ability to obtain data from the courier on first-time success deliveries and failures
- the ability to keep your customer regularly informed about delivery status at various times (at dispatch and on the day of delivery)

#### Do you:

- publish your target response times for replying to customers?
- offer goodwill gestures when things go wrong (other than legal redress)?
- promote environmentally friendly options, such as choosing biodegradable packaging, or offering delivery arrangements that include the use of electrical vehicles or route optimisation?
- offset your carbon footprint by funding an equivalent carbon dioxide saving elsewhere, utilising a credible scheme to demonstrate your achievements? A credible scheme is one that operates within strict protocols for managing offsets and verifying against international standards. An example of a suite of schemes is described on the [Carbon Footprint](#) website; it includes the Verified Carbon Standard (VCS) and the Gold Standard VER (Verified Emission Reduction), amongst others

Be careful not to 'Greenwash'! For more information, see our guide ['Environmental \('green'\) claims'](#).

## **Delivery Law UK**

More useful information on the law relating to delivery charges can be found on the [Delivery Law UK](#) website, which has separate sections for businesses and consumers. The site is run by the Highland Council, on behalf of the Consumer Protection Partnership.

\*Do you promote environmentally friendly options, such as choosing biodegradable packaging, or offering delivery arrangements that include the use of electrical vehicles or route optimisation?

[< Part 1: Legal requirements - the basics](#)

[> Part 3: How am I doing?](#)

© 2026 Chartered Trading Standards Institute

### **Source URL:**

<https://www.businesscompanion.info/focus/delivery-charges/part-2-achieving-great-consumer-service>