businesscompanion
trading standards law explained

Part 2. Achieving great consumer service

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Things to consider

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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?

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