

Presentation on ReturnPal to the Regional Seminar of the SDC project,  
“Promoting European Social Dialogue in the postal sector in an enlarged  
Europe”

‘The digital transformation of the postal sector  
and the adaptation of postal operators’

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Vilnius

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# An Post Parcel and Packet Business



- 25% share of the domestic parcels market
- Strategy to grow the business to a 35% market share by 2021
- Have introduced a range of initiatives over the past 12 months with the support of our trade union
  - Evening and weekend delivery for contract parcels
  - Later induction of product for contract customers
  - AddressPal
- We are working with our trade union to manage our costs by leveraging the dense network where we can



# The Market Demand



- Online shopping in Ireland growing at a rate of 20% year on year
- Value of the market is set to double by 2021
- Returns is a big headache for online retailers, particularly in fashion industry






30% of online purchases are returned

- Online retailers expressed concerns that a difficult and complex returns process discourages the consumer from shopping online
- Our major customers had been looking for a better, customer friendly solution



# ReturnPal

**post**  
parcels

-  Smartphone APP
-  Return Online Shopping to Ireland and UK e-retailers
-  Collection or Post Office drop off
-  Retailer Pay/ Customer Pay options
-  Reporting available

 **post**

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# How does it work?



- Using the ReturnPal app the customer can order a collection of the item to be returned for the following day
- Collections can be arranged via the app at late as midnight on the day of collection
- The collection point is determined by the customer (home, work etc)
- Alternatively, the customer can drop the return item off at any Post Office
- Payment is processed via the app – no cash transaction



# How does it work?



- An Post provides a printed return address label
- Postal Operative collects item in the course of his normal delivery route
- The return label is attached by the Postal Operative
- The item is inserted by the Postal Operative into postal system
- Tracking data back to sender available





**POST**  
parcels

 **POST**

Do more.\*

# How is it being received so far?

- Service launched in Sept 2017
- Over 10k registered users so far
- Slow transactional growth to date
- Service offering for all new contract customers
- Focus is on growing transaction usage and working with e-retailers to promote on their own websites, literature etc.

**POST**  
parcels

 **POST**

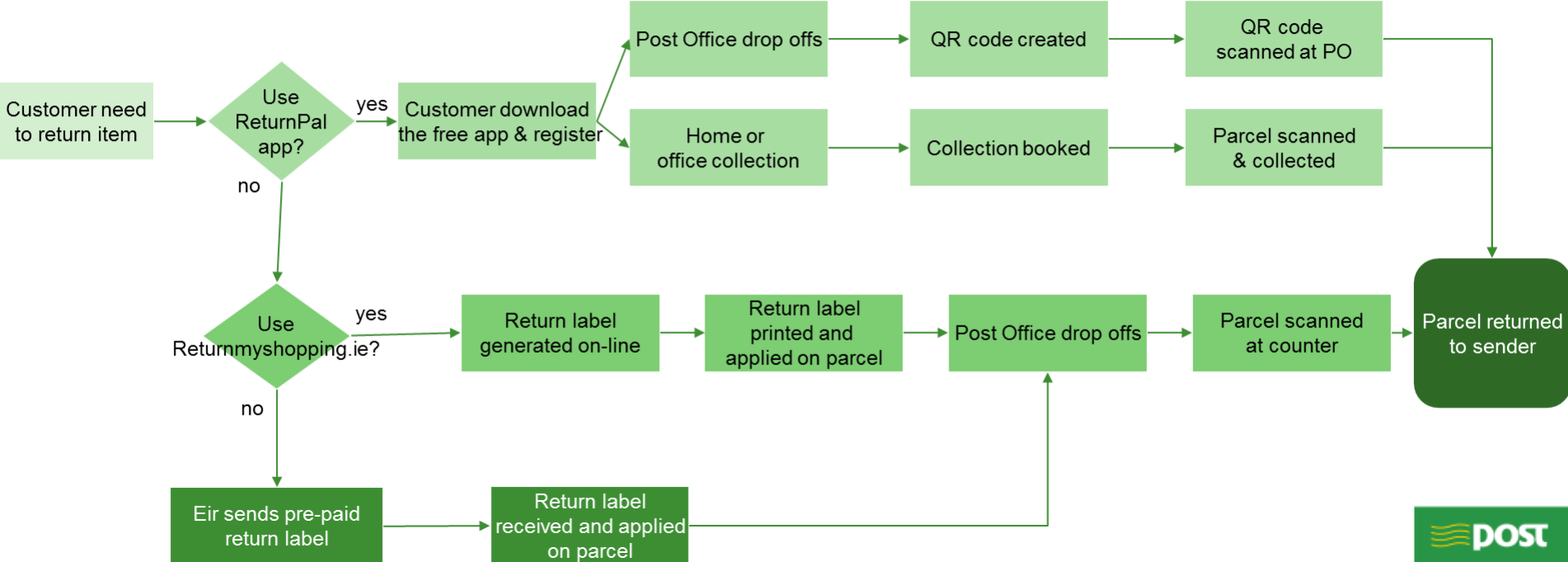
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# High-level Returns Process Map



## Customer Returns



Do more.\*