



GUIDE TO PRESENTING UPS SUREPOST® TO YOUR CUSTOMERS

SHIPPING IS AN IMPORTANT FACTOR IN CUSTOMER SATISFACTION

UPS has a broad set of capabilities to help you improve customer satisfaction, such as offering an array of shipping options so customers can choose the service that meets their needs as they balance their needs for fast delivery with cost, package tracking to provide visibility on the progress of the delivery, and returns solutions that make it easy for your customers to ship items back to you.

UPS commissioned research to gain an understanding of how retailers can improve customer satisfaction. Review the [comScore white paper](#) to see the results and gain insight into what drives positive customer experience for online shoppers.

UPS SurePost® is an economical shipping option that can help you address customer need for low cost shipping, but it is just one of many UPS solutions. As the comScore research points out, to ensure a positive customer experience, you should offer several shipping options and set delivery expectations for each option. For example, while 87% of consumers expect an economy option at checkout, 67% also want another faster ground option. The following information provides guidance on how you should extend UPS SurePost as a shipping option to your customers and the importance of setting expectations correctly.

EDUCATE YOUR CUSTOMERS TO IMPROVE CUSTOMER EXPERIENCE

When using UPS SurePost to ship packages to your customers, it is important to educate your customers about the service. Increasing customer understanding of the service will result in:

- Informed service selection decisions by your customers
- Improved customer experience by:
 - Reducing delivery issues
 - Reducing incidence of postage due charges assessed by the U.S. Postal Service
- Reduced customer inquiries regarding the delivery of the item(s) ordered

When UPS SurePost is the service selected, key pieces of information your customers should understand are:

- Final delivery is often provided by the U.S. Postal Service
- Your customer needs to provide their mailing address, which, for some customers, may differ from the street address
- While UPS SurePost offers a consistent delivery experience, it is not a guaranteed day definite service

Below are some useful tips to help ensure a positive experience when using UPS SurePost:

- Communicate that the final delivery will be provided by the U.S. Postal Service; therefore, your customer should provide their mailing address
- Do not simply convey UPS as the carrier as it may set your customer's expectation that final delivery will be provided by UPS, prompting the customer to provide an address to which the U.S. Postal Service does not deliver
- Provide the ability for your customer to indicate if the address is a P.O. Box
- Consider using a graphic, such as the one below, to convey how the package will be delivered



- Present transit times as estimates to convey that the service is not day definite
- Transit time estimates should be based on the destination to minimize the range of estimated days.
E.g., “Estimated 3-4 days”
- Set expectations for customers outside the 48 contiguous U.S. states that UPS SurePost transit times can be extended:
 - Estimated delivery of 7 to 14 days after tendered to the U.S. Postal Service for packages destined for Alaska, Hawaii, Puerto Rico, and US territories
 - Estimated delivery of 3 to 6 weeks after tendered to the U.S. Postal Service for packages destined for APO/FPO addresses
- Communicate any additional time needed for processing if the package cannot be shipped the same day the order is placed. Either:
 - Specify the number of additional days and the reason associated to the additional days
E.g., allow an additional 1-2 days for processing
 - Add days to the transit time estimate, e.g., “Estimated 4-7 days”
- Reference the [UPS SurePost Brand Guidelines](#) document for additional information on properly displaying the UPS SurePost service to customers.

IMPACT OF AN INCORRECT ADDRESS

Failure to obtain your customer’s mailing address can result in consequences that adversely impact your customer’s experience. The impact to your customer may be that they never receive the package, or if they do, they may be assessed postage due charges by the U.S. Postal Service in order to receive the package. All forwarded or returned to sender items will be charged the U.S. Postal Service Parcel Select barcoded nonpresort price plus an additional service fee of \$3.00. These fees are charged directly to the shipper or receiver by the U.S. Postal Service. The examples below highlight the impact of failing to obtain the correct mailing address. Pricing in the examples below is based on the U.S. Postal Service Price List defined in Notice 123 effective January 27, 2013.

Example 1:

A 5 lb. zone 4 packaged deemed “undeliverable as addressed” by the U.S. Postal Service will cost the shipper $\$10.02 + \$3.00 = \$13.02$ for the return.

Example 2:

A 3 lb. package which is forwarded locally because your customer moved and filed a change of address with the U.S. Postal Service, will cost your customer $\$6.14 + \$3.00 = \$9.14$ when they go to the Post Office to pick up the package.

Example 3:

If the package in Example 2 is refused by your customer because they don’t want to pay the \$9.14 charge to receive the package, the U.S. Postal Service will then return the package to you and charge the \$9.14 plus the return charge of \$11.05 (using example of 3 lb. zone 4 package), for a total of \$20.19 due from you upon the return.

Example 4:

In some cases, the U.S. Postal Service does not make mail deliveries to a physical street address and instead requires a resident to get their mail at the Post Office. In such a situation where a 2 lb. package is addressed to your customer’s street address, the U.S. Postal Service will forward the package to your customer’s P.O. Box and charge your customer \$8.47 ($\$5.47 + \3.00) for the act of forwarding the package from the physical street address to the P.O. Box address.

To reduce the occurrence of undeliverable packages and to minimize forwarding and returns charges, you must ensure that you are collecting your customers’ current, valid mailing addresses when using the UPS SurePost service.

SAMPLE ADDRESS COLLECTION DURING CHECKOUT / SITE REGISTRATION

The example below is used to illustrate the distinction between the shipping address and the mailing address. Based on how you collect customer shipping and billing address information, the process of capturing address information may vary.

Enter your shipping address

First name Last name

Address 1

Address 2 (optional)

City State Zip code

Enter your mailing address

Same as shipping address

First name Last name

Address 1

Address 2 (optional)

City State Zip code

Phone (for shipping-related questions)

Is this a PO Box?

Yes No

The mailing address is the address used for delivery of items shipped using the USPS.

If your mailing address is different from your shipping address, please provide your mailing address. Otherwise, select the "Same as shipping address" checkbox.

SAMPLE SHIPPING SERVICE SELECTION PRESENTATION

Shipping Service

(Select One)

UPS Next Day Air® Early A.M.® (Guaranteed by June 11 at 8:00 A.M.)

UPS Next Day Air® (Guaranteed by June 11 at 10:30 A.M.)

UPS Next Day Air Saver® (Guaranteed by June 11 End of Day)

UPS 2nd Day Air® (Guaranteed by June 12 End of Day)

UPS Ground (Guaranteed by June 14 End of Day)

UPS SurePost® (Estimated by June 15 – June 17)

UPS SurePost® is a service that includes final delivery to you by the USPS. When selecting this service, you must provide your mailing address to ensure successful delivery without additional postage due charges.

Note: Delivery commit times listed above vary by destination.