

# User Guide

## How to embed your Easy Returns portal into your customer journey

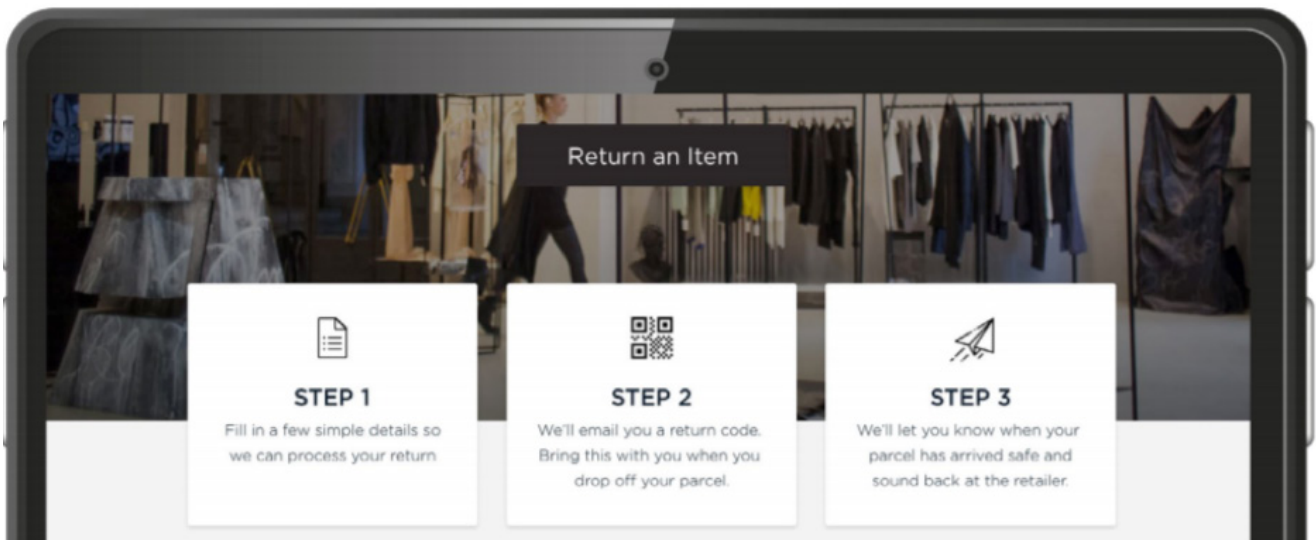
It is important that your customer is guided through the returns journey and that you make it clear on your web page.

You can make the most of Easy Returns through:

- Giving your customers easy to follow instructions, highlighting how simple the process is
- Promoting Easy Returns with Australia Post Collect & Return on your homepage. If your returns are FREE, then let your customers know
- Using the Easy Returns with Australia Post Collect & Return lockup on your homepage, product page and returns page

Having a clear, well laid out returns page is crucial. Every store's page will be different, but we have included some best practice concepts for you to weave into yours.

### Sample Design:



### Sample Copy:

Easy returns with Australia Post Collect & Return, no labels, no printing, no problem.

1. Visit [returns portal url] enter the email address used to place your order and complete the fields to submit your return. Once submitted, you'll be emailed your unique barcode.
2. Print your label at home and lodge your return in a Street Posting box OR take your return and barcode to your nearest Australia Post Collect & Return location (those marked with a printer symbol on the map) and they'll print it for you. Choose to drop your return at any Post Office, Street Posting Box, or selected retailers including supermarkets and pharmacies.
3. You'll be emailed tracking details so you can check on the progress of your return back to our warehouse.

## What is the best way to let my customers know about my Easy Returns solution?

To drive maximum value from your returns offer, it's crucial that your customers know about it. The most effective ways to do this is through offline communications and online communications.

**Offline communications** - let customers know they can use Australia Post Collect & Return for returns by promoting the services on parcel inserts. Inserts are an effective way to increase awareness and adoption of the service and drive a better customer experience, resulting in increased customer loyalty and higher purchase frequency.

**Online communications** - educate your customers about your Easy Returns with Australia Post Collect & Return returns offer by updating the homepage, product page and returns sections of your website. You can also use your social channels and emails to let your customers know about the service.

### Sample Design:



This can have a big impact on your customer retention and conversion rates. A hard returns policy is one of the biggest barriers to online shopping.

## Why do I need to include the Easy Returns with Australia Post Collect & Return lock up?

This is really important to start getting customers recognising the extended network of stores beyond Australia Post outlets and Street Posting Boxes. By displaying this logo your customers will know that they will have a consistent, easy and streamlined returns experience.

For a copy of the lock up, please contact [returnsportal@auspost.com.au](mailto:returnsportal@auspost.com.au).