

Schauplatzgasse 3  
3000 Bern 7

## PostShop

Öffnungszeiten  
Schalter

Montag – Freitag

9.00 – 18.30

Sonntag

9.00 – 21.00

9.00 – 16.00

Logistics

### Integrating PickPost

Your customers will never miss  
a delivery again

Documentation for mail order companies  
March 2012

**SWISS POST** 

# Increase customer satisfaction even further

## **Customer-focused in all areas**

Your company's products are in demand, your Customer Service department provides competent and friendly advice, and your logistics function perfectly. You are pulling out all the stops to ensure your customers are satisfied. Unfortunately, though, your customers are not always in when a parcel arrives for them. So delivery is delayed.

## **PickPost: your customers will never miss a delivery again**

With PickPost, your customers will never miss a delivery again. If you actively promote PickPost to your customers and integrate PickPost into your ordering process, you will ensure your customers receive their parcels quickly and easily.

## **Customers pick up parcels wherever and whenever they like**

Your customers select a PickPost collection point as their delivery address. More than 700 collection points across the whole of Switzerland offer the PickPost service. They are in easily accessible locations. Some offer extended opening hours and are even open at the weekend. As soon as their parcel arrives, the customer receives a message by text and/or e-mail. They can pick up their parcel within seven days of receiving this notification.

## **Free of charge**

PickPost is a free service. There are no additional costs for you as the sender, or for the recipient. Parcel collection and electronic notification are both free of charge.

# Integrating PickPost into your ordering process

## Internet

There are several ways of integrating PickPost into your ordering process. The following section contains examples of how it can be done and introduces the main advantages of integrating PickPost.

Home > My order

1 Shopping basket > 2 Customer data > 3 Delivery > 4 Payment method > 5 Order

**Stage 3: Choose your delivery address**

**Delivery address**

- To your domicile address  
Peter Jones  
Sample Street 11  
1234 Sample Town
- To a different address
- To a PickPost point

**PickPost point (last used/selected):**  
Post Office Thun 1 Bahnhofplatz  
Panoramastrasse 1 A – 3600 Thun  
Opening hours: 07:30 – 19:00 Mon – Fri  
08:00 – 12:00 Sat

**How would you like to be notified when your order arrives at the PickPost point?**

By e-mail E-mail:  \*

By text message Mobile no.:  \* Mandatory fields

**Search for PickPost point >>**

Barrier-free version

Thun  opened on 01.06.2010 at 12:30

**Post office 3601 Thun 1 Bahnhofplatz**  
Panoramastrasse 1A  
3600 Thun  
Tel. 0848 888 888

**Opening hours**  
Today (01.06.2010)  
Regular counter  
07:30 - 19:00  
Business customer counter  
07:30 - 19:00  
[show details](#)

**Search for**  
PickPost point  
**Key**  
 Post office/postal agency  
 Other locations (filling station, train station, etc.)

**Search results**  
PickPost point 3600 Thun Bahnhof SBB  
Post office 3601 Thun 1 Bahnhofplatz  
Post office 3604 Thun 4 Strättigen Markt

[Back](#) [Next step >>](#)

**"We'll never miss each other again."  
Your parcel  
www.swisspost.ch/pickpost  
SWISS POST**

Example of an ordering page with integrated PickPost and geotagged location search

### **Banner**

A banner on the order page calls attention to PickPost. The banner is linked to the pop-up (see below, page 6). With the pop-up you can explain to your customers what PickPost is and how the service works. Customers who are not familiar with PickPost can obtain information about PickPost without having to leave the order page.

### **Delivery address selection**

Your customers can have their order delivered to their domicile address, another address or to a PickPost point. If the user selects the option "To a PickPost point", a notification question and the map for locating a collection point are displayed on the order page.

### **Suggested PickPost point**

You can suggest a PickPost point to your customer. This may, for example, be the point that is closest to the domicile address. If the customer has previously placed an order with you and had it delivered to a PickPost point, you can suggest the last PickPost point they selected.

### **Search and select a PickPost point**

The map shows the various locations with the relevant information. The georeferenced location search can be used to view the nearest PickPost point from a defined location. The map centres itself dynamically at this location and shows the nearest PickPost point. If the customer selects a PickPost point, the correct delivery address is immediately transferred to the order form.

### **Notification details**

Your customers can specify how they wish to be notified when the parcel arrives at the PickPost point (e-mail and/or text message).

The PickPost points can be found not only in the location search on the map (see page 3) but also in a detailed list that includes the opening times.

MY ORDER > MY ACCOUNT > ON-LINE HELP > CONTACT US

**LAST PICKPOST POINT USED / SELECTED**

**Thun Bahnhof SBB - Seestrasse 2 - 3600 - Thun**

**Opening hours:**


> [Show on the map](#)

Monday	06:15 - 19:45
Tuesday	06:15 - 19:45
Wednesday	06:15 - 19:45
Thursday	06:15 - 19:45
Friday	06:15 - 19:45
Saturday	06:15 - 19:45
Sunday	06:15 - 19:45

**SEARCH AND CHOOSE THE NEAREST PICKPOST POINT**



**"We'll never miss each other again."**  
Your parcel

> [Find out more](#)

Canton:  City or postal code:   **SEARCH FOR A POINT**

- Poststelle Luzern 1 Annahme - Bahnhofplatz 4 - 6003 - Luzern**  
Opening hours:  > [Show on the map](#)
- Poststelle Luzern 7 Hirschengraben - Hirschengraben 57 - 6003 - Luzern**  
Opening hours:  > [Show on the map](#)
- Luzern Bahnhof SBB - Robert-Zünd-Strasse 2 - 6005 - Luzern**  
Opening hours:  > [Show on the map](#)
- Poststelle Luzern 2 Universität - Frohburgstrasse 3 - 6005 - Luzern**  
Opening hours:  > [Show on the map](#)
- Poststelle Luzern Littau - Fanghöfli 2 - 6014 - Luzern**  
Opening hours:  > [Show on the map](#)

**We automatically inform you when your parcel is available in the chosen PickPost point**  
If you prefer to be informed on your mobile phone (through SMS), please communicate us the phone number  
(ex: 07xxxxxxx)

 **CHANGE THE MODE OF DELIVERY**  **ORDER (NEXT STEP)**

Example of screen showing PickPost locations

The PickPost points are shown in a list and can be selected by activating a radio button. The advantage of this form of presentation is that the opening times of each point can be displayed

with a simple click of the mouse. The option to display the point on a map is also offered here.



## Swiss Post

### PickPost: Information for Individuals

You'll never have to chase up another parcel

We all know how frustrating it can be to come home and find that we've missed a delivery. If this is a regular occurrence at your house, then PickPost is the perfect solution for you. PickPost enables you to receive your parcels at a time and place that is convenient for you.

#### Here's how it works

- Enter a PickPost point now as the delivery address. You will be registered with PickPost automatically as a result of the order. You will receive the welcome e-mail and your personal PickPost customer number from the PickPost customer service.
- Once you are registered with PickPost you can have your consignments delivered to a PickPost point whenever you wish.
- You will be notified by text and/or e-mail as soon as the item has arrived at your chosen PickPost collection point. You then have seven days in which to collect it.

#### PickPost locations

There are more than 700 PickPost collection points across Switzerland. They are often open for longer than standard post offices and some are even open at weekends.

#### The choice is yours

By registering with PickPost, you are not committing yourself to anything. Your parcels can still be delivered to your home address if required. In such cases, simply state your home address as the delivery address.

#### Free of charge

PickPost is a free service. Parcel collection and notification by text/e-mail are all completely free. And there are no additional costs involved for the sender.

#### Contact details

E-mail: [pickpost@post.ch](mailto:pickpost@post.ch)

Tel.: 0800 888 099

#### Additional links

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[→ PickPost locations](#)

#### Downloads

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 [→ Subscriber Conditions for PickPost \(in german\)](#) (PDF, 121 KB)

## Order form

Alert your customers to PickPost in your printed documentation (catalogues, order form, etc.), too.

Space for company logo

# ENTRY AND ORDER CARD

I hereby order the listed items on account (without COD) in accordance with the specified terms and conditions.

Place your order conveniently

by FAX: 0000 00 00 00

## Ms Angela Sample

Sample Street 99, P.O. Box, 9999 Sample Town

Have we entered your address correctly? If not, please amend it accordingly.

**PLEASE COMPLETE**  
Your e-mail address

Season code  
**710 – GBK**

YOUR CUSTOMER NO. .000000000 .A

Please complete if placing an order by phone:

**X Yes**, please send the free XXXXX newsletter to my e-mail address until further notice.  
(delete as appropriate)

Article no. (7 or 8 digits)	Size	Number	Page	Unit price	Article name	Z
						1
						2
						3
						4
						5
						6
						7
						8
						9
						10
						1
						2

**PLEASE NOTE**

1. Please always enter your **article number left-aligned** on your order form.
2. For 7-digit article numbers, leave the last space blank.

**12 months postage free**

Order as many times as you like for a period of 12 months and we'll waive the postage costs (**one-off CHF 00.00\***). Simply enter the article number 000 000 00 when placing your order online at [www.companyname.ch/postage-free](http://www.companyname.ch/postage-free). If you place your order over the phone or in writing, please state the article number 000 000 00. Please always provide your e-mail address for further information.

\*Postage and packaging charge. Services which incur costs such as delivery with forwarding charge are excluded from the offer.

Space for name and company address. Entry is not dependent on an order being placed. Your chances of winning remain the same – order or no order!

**DELIVERY TO DESIRED ADDRESS**

ONCE     ALWAYS

We'll deliver to any destination in Switzerland (e.g. to your workplace). Please enter the desired address here. Please only complete if the desired address is different to the address printed on your order card.

First name \_\_\_\_\_

Last name \_\_\_\_\_

Additional name info \_\_\_\_\_

Street, house no. \_\_\_\_\_

Additional street info \_\_\_\_\_

P.O. box \_\_\_\_\_

Postcode, town \_\_\_\_\_

PICKPOST DELIVERY

You can also have your items delivered to one of approx. 350 PickPost points. Please use this service for your online or telephone orders. For more information, go to [www.companyname.ch/pickpost](http://www.companyname.ch/pickpost)

**MONTHLY BILL**

**Especially flexible.** Upon receipt of your bill, you can decide whether you would like to pay the outstanding amount in full within 14 days, or whether you would prefer to pay in individual instalments – in which case the first month is interest-free.

For more details, please refer to the general terms and conditions and payment conditions which you will find in the main catalogue or at [www.companyname.ch](http://www.companyname.ch).

The order form informs the customer of the PickPost service and there is enough space in the delivery address section to include an accurate PickPost address.

### Telephone orders received by Customer Service

You can also offer your customers the option of selecting a PickPost collection point as their delivery address when they place a telephone order. Your Customer Service employees have received the relevant training and – if the customer does not yet know about PickPost – are able to advise them competently.

### Brochure



The brochure briefly explains how PickPost works and how to register. It is available in German, French and Italian. It has four pages and the format is A6/5. It weighs 5 grams. You can also insert your logo on the first page of the brochure. Brochures will be delivered approximately four weeks after order placement. If you are interested, please contact your customer advisor. Click here to see the brochure online:

[www.post.ch/post-pickpost.pdf](http://www.post.ch/post-pickpost.pdf)

# Advantages of integrating PickPost

## Advantages for you:

- Your customers can easily collect their delivery from a PickPost collection point, so you ensure that not only ordering and payment, but also parcel receipt is uncomplicated.
- Your customers are satisfied because they receive their parcel at the first delivery attempt.
- The customer-friendly PickPost service gives you an advantage over your competitors.
- Your customers can use the PickPost service within your ordering process.
- There are no additional costs – for you or your customers
- The delivery address does not need to be entered manually and is therefore always correct and complete. Parcels can be dispatched without delay.

## Advantages for your customers:

- Even customers who are not yet registered with PickPost can have parcels delivered to a PickPost collection point. They are then automatically registered with PickPost.
- Customers no longer have to enter their PickPost number. (The PickPost number is important for ensuring the address is correct.)
- Customers no longer have to enter the delivery address manually. They can select the PickPost collection point from a map (or a list) with just a click of the mouse. The address is then automatically entered onto the order form.

## Interested?

If you would like to integrate PickPost into your ordering process or would like to find out more about this service without any obligation, please contact your customer advisor. Alternatively, please do not hesitate to contact PickPost Customer Service:

E-mail [pickpost@post.ch](mailto:pickpost@post.ch)  
Tel. 0800 888 099

Letters

Logistics

Direct marketing

Print media

Document and dialogue solutions

Swiss Post  
PickPost  
Viktoriastrasse 21  
P.O. Box  
3030 Berne, Switzerland

[pickpost@post.ch](mailto:pickpost@post.ch)  
[www.swisspost.ch/pickpost](http://www.swisspost.ch/pickpost)

