

IDIS ONLINE SHOPPING DELIVERY CHARTER V2.0

<http://www.imrg.org/IDIS>



Internet shopping delivery is safe where you see this sign:

As an online shopper with an IDIS-accredited retailer, you have the right to:

1. Clear delivery information before you place your order;
2. Convenient and reliable delivery service;
3. Notification of any delivery limitations / conditions;
4. Charges that are complete and simple to understand;
5. Access to information on your order progress / history;
6. Delivery within the agreed time frame;
7. Helpful support with failed / late / attempted deliveries;
8. Your goods arriving in good condition;
9. A clear returns process, with any limitations / conditions notified prior to purchase.

<http://www.imrg.org/ISIS>



IDIS is a sub set and extension of the ISIS Code of Practice for e-Commerce:

The following bilateral IDIS Charter sets out mutually dependent principles that Retailers and Transporter should both aspire to.

IDIS RETAILER CHARTER	IDIS TRANSPORTER CHARTER	EXAMPLE
COMMON TO BOTH RETAILERS & TRANSPORTERS		GOOD PRACTICE INDICATORS

The IDIS Charter aims to establish a common understanding within and between the stakeholders of the interconnected nature of the delivery cycle. This will normalize the trading environment and provide a known baseline against which all players can be assessed. It does not in itself impose new processes or commitments on any of the stakeholders.

1. PARTNERSHIP CULTURE	Recognise that delivery is a key component of e-retail success and work in a spirit of partnership towards common and agreed objectives with those on whom success is reliant		Common objectives should include: <ul style="list-style-type: none"> ▪ Joint working on service enhancements ▪ Agreed service 'statements' on retailer's web site ▪ Retailer access to transporter information systems ▪ Report IDIS-accredited KPIs
2. USE SUITABLE TRANSPORTER(S) TO FULFIL THE DELIVERY PROMISE	Employ suitable transporter(s) and co-supplier(s) to fulfil the delivery promise, consistent with the needs of the product and the customer, and accurately reflect the service(s) offered	Transporters should clearly state what type of traffic is relevant to their core competencies, and acknowledge any less appropriate traffic for them	Retailers should: <ul style="list-style-type: none"> ▪ Use suitable transporters ▪ Use appropriate management systems ▪ Not overstate the delivery promise Transporters should: <ul style="list-style-type: none"> ▪ Provide a positive doorstep experience ▪ Be proactive in monitoring the retailer's delivery promise and advising where this is incorrect or inconsistent ▪ Report performance information to partners in line with IDIS-accredited KPIs
4. DATA COLLECTION	Data collection should ensure the ability to capture relevant, real time, 'service necessary' information from a number of entry points and to hold this data confidentially		Data capture should include: <ul style="list-style-type: none"> ▪ Delivery details ▪ Contact details ▪ Service performance ▪ Contingency action
3. COMMUNICATIONS	Communications should be timely, accurate and easily accessible by the recipient and should incorporate available retailer, transporter and consumer generated data necessary to facilitate successful delivery		Communications should: <ul style="list-style-type: none"> ▪ Be proactive ▪ Deliver relevant timely information ▪ Be accessible by multiple channels ▪ Have agreed ownership

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5. MEET COMMITMENTS	Agree, understand and regularly review stated commitments between the retailer and the transporter and share information to demonstrate their achievement		Commitments between partners should cover: <ul style="list-style-type: none"> ▪ Agreed reporting format ▪ Agreed reporting frequency ▪ Agreed reporting content ▪ Publication of consumers' responsibilities ▪ Report IDIS-accredited KPIs
6. RECOVERY (from failed delivery or collection)	Demonstrate clarity in explaining the contingency and recovery actions and in communicating performance of these when circumstances require. Measure and report clearly and accurately		Recovery should include: <ul style="list-style-type: none"> ▪ Consumer specified alternate delivery / collection points ▪ Multi channel information ▪ Return receipt confirmation
7. CUSTOMER SATISFACTION	Monitor customer satisfaction and publicise proposed actions and actual performance achievements		Customer satisfaction should require: <ul style="list-style-type: none"> ▪ Clear and appropriate delivery options ▪ Publicised performance tables ▪ Consumer feedback mechanism and action ▪ Performance improvement planning based on IDIS-accredited KPIs
8. ADDRESSING AND LABELLING	Ensure that addresses are viable, accurate, well displayed and can carry consumer information where appropriate	Ensure that delivery instructions are followed within the agreed service specification	Addresses should: <ul style="list-style-type: none"> ▪ Be clearly and consistently positioned ▪ Be PAF accurate ▪ Be 6 line / faced left format ▪ Allow for additional delivery information
9. PRESENTATION	Ensure that 'delivery' is incorporated as part of the overall service offering and is both clear, understandable and clearly accessible	Ensure where a Transporter / Consumer interface is provided, that appropriate, timely and relevant information is provided	Sales channels should: <ul style="list-style-type: none"> ▪ Promote delivery ▪ Explain delivery and returns ▪ Explain the consumer's responsibility ▪ Provide relevant information