

# How the scores are worked out

To create our league table we compared the largest 5 parcel delivery companies (by estimated parcel volumes)<sup>1</sup> in the UK across data from a number of sources.

Source	Methodology
Company websites	Search conducted on 10/10/2022 to determine the cost to send a 1kg parcel and a 5kg parcel to a mainland UK address.
Apex Insight	<a href="#">UK Parcels Market Insight Report 2020</a>
Twitter	To identify and categorise tweets we use a tool called Method 52, which uses Natural Language Processing to classify text into categories which can then be quantified and analysed. <sup>2</sup>
Citizens Advice consumer service	Keyword search of company names carried out through the Consumer Service Partner Portal to identify case volumes associated with each company in the 6 months between 1st April 2022 and 30th September 2022.
Consumer polling	Online survey of 8,421 UK adults who have received a parcel in the last month from: Royal Mail, DPD, Yodel, Amazon Logistics or Evri.  Survey carried out by Opinium between 10th and 31st October 2022. <sup>3</sup>

## How we come up with a star rating:

Each category is created from several data points. Each data point is scored from 1 to 5. 5 is excellent and 1 is poor. Category ratings are then averaged to find an overall rating out of 5. Scores will be reported to the nearest 0.25 and will be rounded up or down accordingly.

<sup>1</sup> Estimates taken from Apex Insight, [UK Parcels Market Insight Report 2020](#)

<sup>2</sup> For more on Method 52 see: Citizens Advice, [Parcel Delivery Complaints on Social Media](#), 2019

<sup>3</sup> There was strike action from CWU members on the 13th, 20th, 25th and 28th of October. This will have impacted Royal Mail delivery service on those dates.

Not all categories are equal. Where weighting has been applied this is explained clearly below.<sup>4</sup>

The upper and lower bounds of each category are based on Citizens Advice's assessment and wider understanding of the consumer experience across the parcels sector.

Cost is not included in the overall star rating and is included as a point of context only. Companies are rated out of three (where one pound symbol is the cheapest and three pound symbols is the most expensive) across various data points which are then averaged to find a total score.

### **Changes from the 2021 league table:**

We added questions to the polling to expand upon the accessibility and customer service information we collect. The new data points are:

- % of people with accessibility needs who were not able to share those with the delivery company
- % of people with accessibility needs whose needs were not taken into account during delivery
- % of people who found it difficult to resolve their delivery issue
- % of people who were dissatisfied with the outcome of their complaints process

Weightings within the metrics have been updated accordingly and the boundaries for those data points have been set using the same system as last year.

Taking into account feedback from last year and the greater number of data points from polling, we also further down-weighted the significance of data from Method52 and our Consumer Service.

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<sup>4</sup> Our weighting system means that 81.5% of the league table scoring data is drawn from nationally representative consumer polling, 8% is from our Consumer Service, and 10.5% from Method52.

## Cost:\*

Data point	£££	££	£
Cost to send a 1kg parcel	>£5	£3.01-4.99	≤ £3
Cost to send 5kg parcel	>£8	£6.01-£7.99	≤ £6
Average revenue per parcel	>£5	£3.01-4.99	≤ £3

\*Amazon Logistics is excluded from this metric as they do not have a separate C2C offering.

## Customer Problems:

Data point	5	4	3	2	1	Weight
Percentage of people who had a problem with their last delivery*	≤ 5%	6-15%	16-25%	26-35%	>35%	60%
Number of complaints on Twitter per 500,000 parcels delivered**	≤ 30	31-60	61-90	91-120	>120	20%
Number of consumer service cases per 500,000 parcels delivered***	≤ 0.3	0.4-0.8	0.9-1.3	1.4-1.8	>1.8	20%

\*Respondents were asked about problems with their last delivery within the target timeframe of one month.

\*\*Twitter data based on tweets mentioning @amazonlogistics, @hermesparcels (representing Evri), @yodel, @dpdgroup\_news. Royal Mail is excluded from this metric because not all of their

Twitter activity relates to parcels. Boundaries have been updated in line with updates to the classifier function within Method52.

\*\*\* Boundaries have been updated to reflect changes in the data collection process in the Consumer Service portal.

## Accessibility:

Data point	5	4	3	2	1
Percentage of people with accessibility needs* who had an accessibility-related problem	≤4%	5-9%	10-14%	15-19%	≥20%
Percentage of people with accessibility needs who don't think they received enough information on the ability to specify their delivery needs** †	≤7%	8-12%	13-17%	18-22%	>22%
Percentage of people not confident their accessibility needs would be met*** †	≤10%	11-20%	21-30%	31-40%	>40%
Percentage of people with accessibility needs who were not able	≤5%	6-10%	11-15%	16-20%	>20%

to share those with the delivery company					
Percentage of people with accessibility needs whose needs were not taken into account for the delivery	≤5%	6-10%	11-15%	16-20%	>20%

\*Accessibility needs are self-identified and include people who need additional time to get to the door, help with carrying or picking up parcels, needing parcels left in specific locations, or other reasons why arranging parcel delivery or answering the door can be difficult such as childcare, or health conditions.

\*\*Respondents were asked to rate the level of information the delivery company provided about the ability to specify their delivery needs.

\*\*\*This is a composite metric created by calculating the average percentage of people who do not have confidence that a) the driver would give them enough time to get to the door and b) that their accessibility needs would be met.

†This data is based on consumer perception and as such should not be seen as a judgement on whether or not these options are available or that access needs would or would not be met.

## Customer service:

Data point	5	4	3	2	1	Weight
Percentage of complaints on Twitter relating to customer service* †	≤20%	21-40%	41-60%	61-80%	>80%	10%
Percentage of people who have problems resolving delivery issues	≤ 20%	21-30%	31-40%	41-50%	>50%	40%

Percentage of people who think the level of communication from the delivery company is about right	>88%	75-88%	61-74%	47-60%	< 47%	10%
Percentage of people who found it difficult to resolve their delivery issue	≤ 20%	21-30%	31-40%	41-50%	>50%	20%
Percentage of people who were dissatisfied with the outcome of their complaints/resolution process	≤ 30%	31-40%	41-50%	51-60%	>60%	20%

\*Customer service issues are classified as when a consumer is having difficulty contacting the delivery company to get a resolution for a delivery problem. This includes frustration with automated phone lines or web chat, or not being able to get a satisfactory answer once in contact.

†Twitter data based on tweets on delivery issues mentioning @amazonuk, @hermesparcels, @yodelonline, @dpgdgroup\_news. Royal Mail is excluded from this metric because not all of their Twitter activity relates to parcels.

## Trust:

Data point	5	4	3	2	1
Percentage of people not confident about delivery	≤6%	7-13%	14-20%	21-27%	≥28%

service quality*					
Percentage of people not confident in customer service	<9%	9-17%	18-26%	27-35%	> 36%
Percentage of people unhappy with the choice of delivery company	<5%	5-9%	10-14%	15-19%	≥20%

\*This is a composite metric created by calculating the average percentage of people who do not have confidence that a) the parcel would arrive on time b) the parcel would arrive undamaged and c) the parcel would be delivered to a secure location.

## Overall score:

Metric	Weight
Cost	Not included in the overall score
Customer problems	40%
Accessibility	25%
Customer Service	25%
Trust	10%