

Ms Merete CLAUSEN  
Director for Investment  
European Commission / DG GROW  
Brussels

Brussels, 6 March 2024

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**Customer satisfaction related findings of the IPC Cross-Border E-Commerce Shopper Survey 2022  
PostEurop comments on the ERGP Report on the application of the Cross-Border Parcel Regulation**

Dear Ms Clausen,

By means of this communication, PostEurop would like to share with you interesting and important **customer satisfaction related findings of the IPC Cross-Border E-Commerce Shopper Survey 2022** (please see the attachment to this letter).

The survey covers 23 EU Member States plus Iceland, Norway, Switzerland, and the UK (please see slide #2 of the report for more details on the methodology). The survey shows very high levels of customer satisfaction with respect to delivery cost, parcel tracking, delivery speed and location, returns and complaint handling:

- 60% of respondents were extremely/very satisfied with delivery cost and 83% at least somewhat satisfied while only 6% were dissatisfied.
- 62% of respondents were extremely/very satisfied with tracking when purchasing from another European country (and 87% of Europeans were at least somewhat satisfied with tracking).
- Over half of European e-shoppers buying from another European country were extremely/very satisfied with the delivery speed.
- 70% were extremely/very satisfied with the delivery location and 56% with the returns.
- 74% were satisfied with the complaint handling when purchasing from another European country.

The findings of this survey show that EU cross-border e-commerce is functioning well and enjoys high levels of consumer satisfaction.

We would also like to take the opportunity to comment on the “**ERGP Report on the application of the Cross-Border Parcel Regulation**”, published in June 2023, and described by ERGP as an “early input” to the 2<sup>nd</sup> evaluation report of the Cross-border parcel Regulation, due in late 2024.

The ERGP Report notes that:

*“even though a significant number of NRAs has conducted tariff assessments since 2019 ...most of them have concluded that there was no evidence of tariffs being, in fact, unreasonably high”.*

In fact, over the period 2019 to 2022, NRAs from only 5 Member States have found tariffs deemed to be unreasonably high. In 2022, this concerned only 2 Member States.

Moreover, the ERGP Report states that:

*“the fact that some tariffs were concluded to be unreasonably high did not seem to have a significant impact on accessibility to the service in question”.*

This was because either these tariffs were nonetheless considered affordable or because of the availability of similar services at a lower price. These findings are particularly relevant as they provide evidence that the instruments currently in place are more than sufficient, thus challenging the ERGP reports' conclusion that a clear need exists for more regulatory tools or that tariffs are not likely to go down in case the future Regulation does not foresee the appropriate competencies for the NRAs. On the contrary, the findings of the report itself suggest that the market and existing regulatory tools generally prevent unreasonably high tariffs.

We hope this information is of interest for you and we remain available for any clarification or additional data you may need.

Best regards,



Ms Elena FERNÁNDEZ-RODRÍGUEZ  
Chairwoman of the BoD



Mr Botond SZEKENYI  
Secretary General

In copy to:

Ms Agnieszka SKONIECZNA, Head of Unit Investment Conditions and Public Services, DG GROW

Ms Christelle DEFAYE-GENESTE, La Poste Groupe, Chair of PostEurop European Union Affairs Committee

Mr Achim SCHRÖDER, Deutsche Post, Chair of PostEurop E-Commerce Working Group

# IPC CROSS-BORDER E-COMMERCE SHOPPER SURVEY 2022

## Europe Report – Satisfaction Analysis



Presented by

Classification:

8 pages

**Scope of the research:** The fieldwork for the IPC e-commerce cross-border shopper survey 2022 took place in October 2022 in 39 countries: Argentina, Australia, **Austria, Belgium**, Brazil, Canada, Chile, China, **Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland**, India, **Ireland, Italy**, Japan, **Latvia, Lithuania, Luxembourg**, Mexico, **the Netherlands**, New Zealand, **Norway, Poland, Portugal, Slovakia, Slovenia**, South Korea, **Spain, Sweden, Switzerland, the UK** and the USA. **This report presents the key findings for Europe (countries in bold).**

**Target group:** Frequent cross-border online shoppers, who have bought physical goods online at least once in the last three months and have made a cross-border online purchase in the past year. The target group was determined by quotas based on an even gender split and spread across the following age ranges:

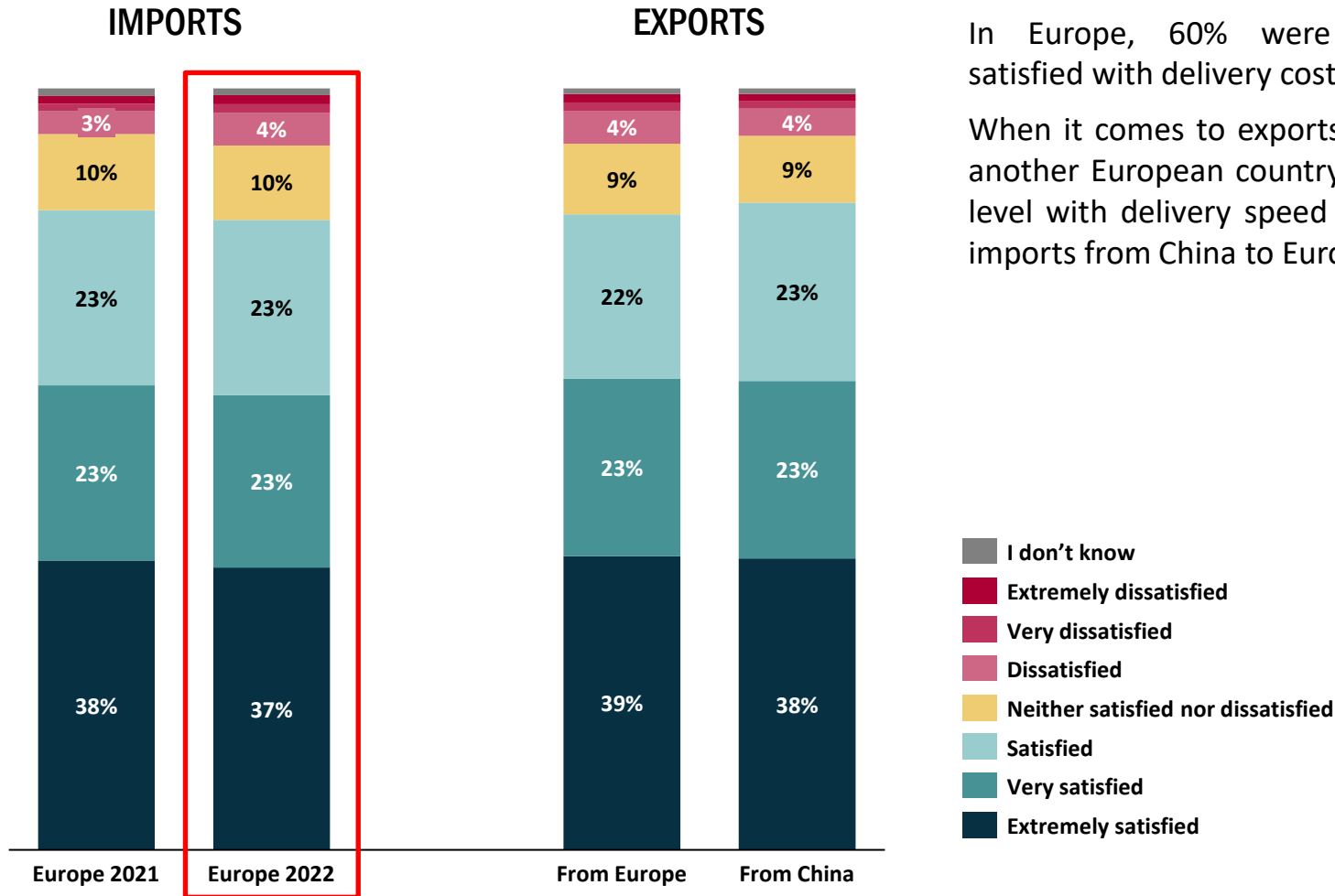
16 to 34 years old	33%
35 to 54 years old	37%
55 years old and above	30%

**Methodology:** Quantitative research using online access panels with quotas on age and gender for each country.

**Sample size:** 33,009 completed responses for all the markets and 22,368 in Europe.

# DELIVERY COST SATISFACTION

High level of satisfaction – even compared to orders from China



In Europe, 60% were extremely/very satisfied with delivery cost.

When it comes to exports that came from another European country, the satisfaction level with delivery speed was on par with imports from China to Europe.

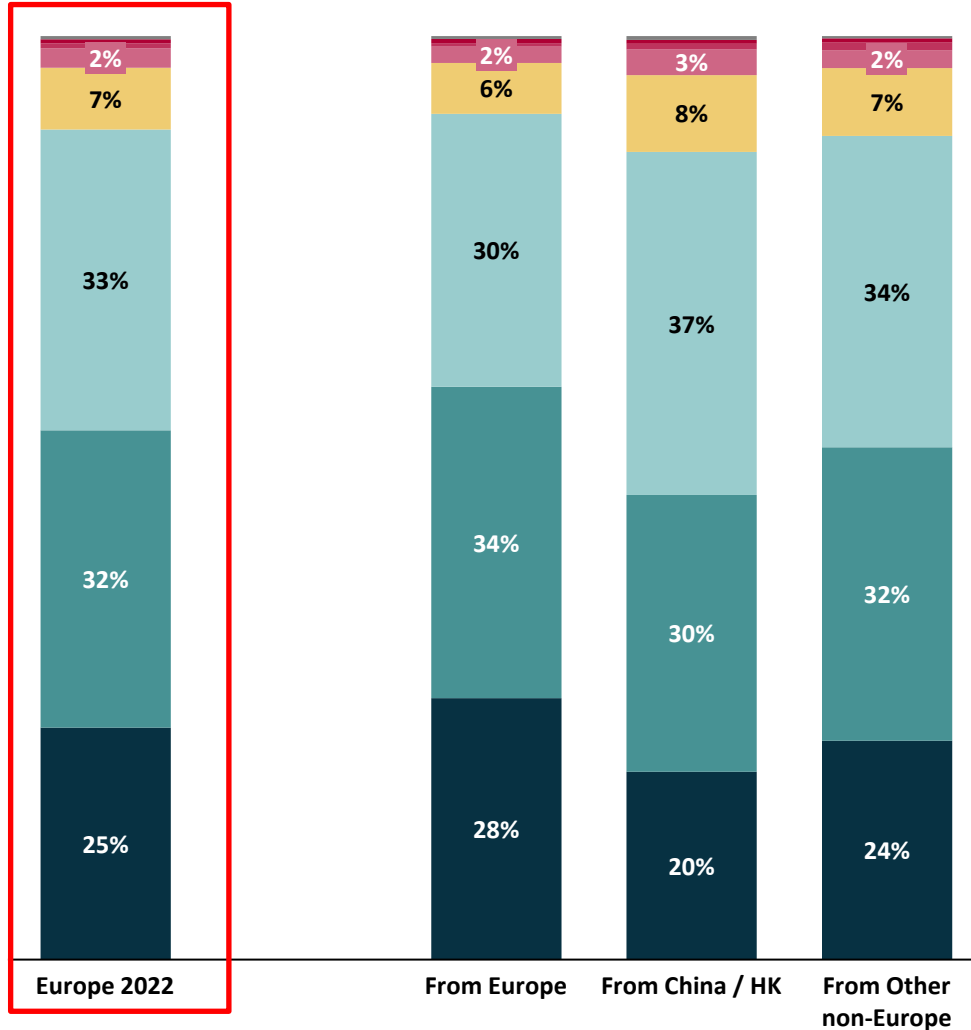
Question: How satisfied were you with the delivery cost for this particular purchase?

Sample: 22,368



# PARCEL TRACKING SATISFACTION

## 28% were extremely satisfied with tracking from another European country



28% of European respondents were extremely satisfied with tracking when purchasing from another European country, compared to 20% being extremely satisfied with tracking for purchases from China / Hong Kong.

Satisfaction overall shows that at least 87% of all European respondents were at least somewhat satisfied with the parcel tracking.

- I don't know
- Extremely dissatisfied
- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied
- Extremely satisfied

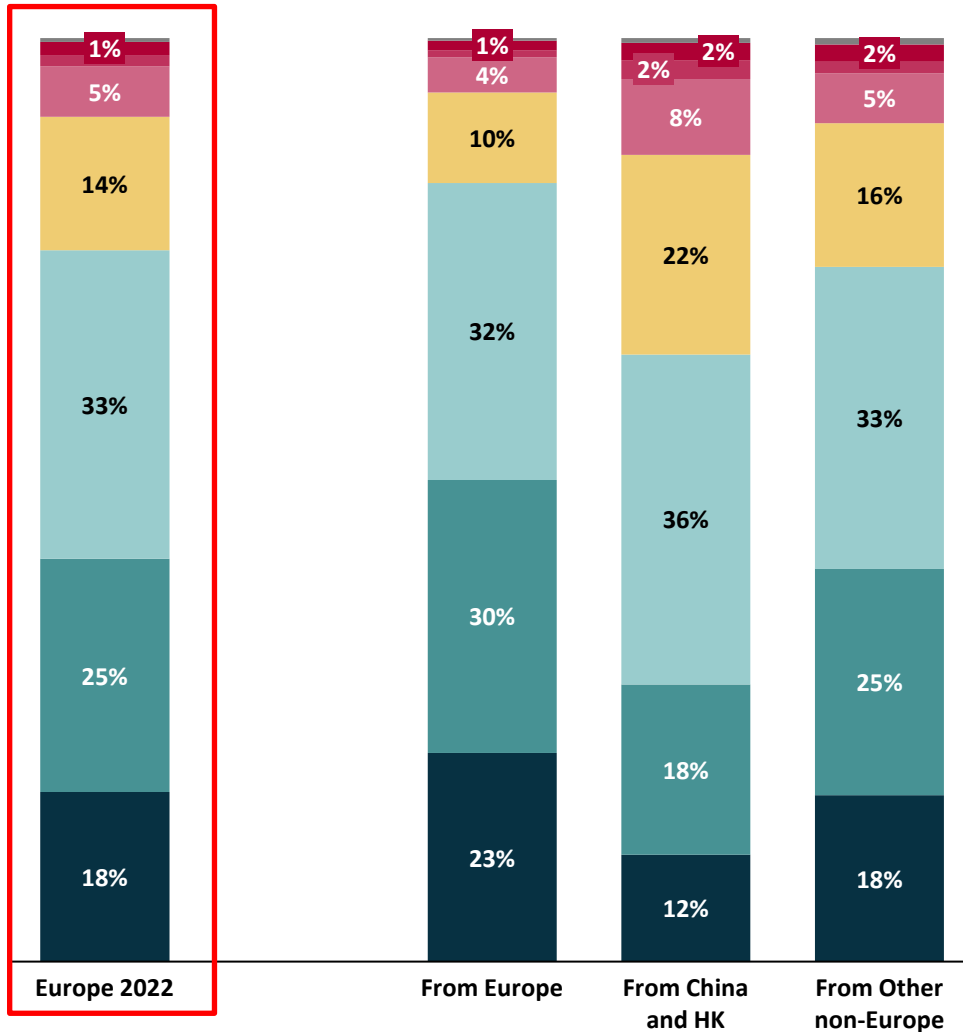
Question: How satisfied were you with the tracking experience for this particular purchase?

Sample: 16,543 (those using tracking)



# DELIVERY SPEED SATISFACTION

## Delivery speed satisfaction was lowest for Chinese orders



Over half of European shoppers buying from another European country were extremely/very satisfied with delivery speed.

Satisfaction was lower for other locations and it was the lowest for those who bought from China and Hong Kong.

- I don't know
- Extremely dissatisfied
- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied
- Extremely satisfied

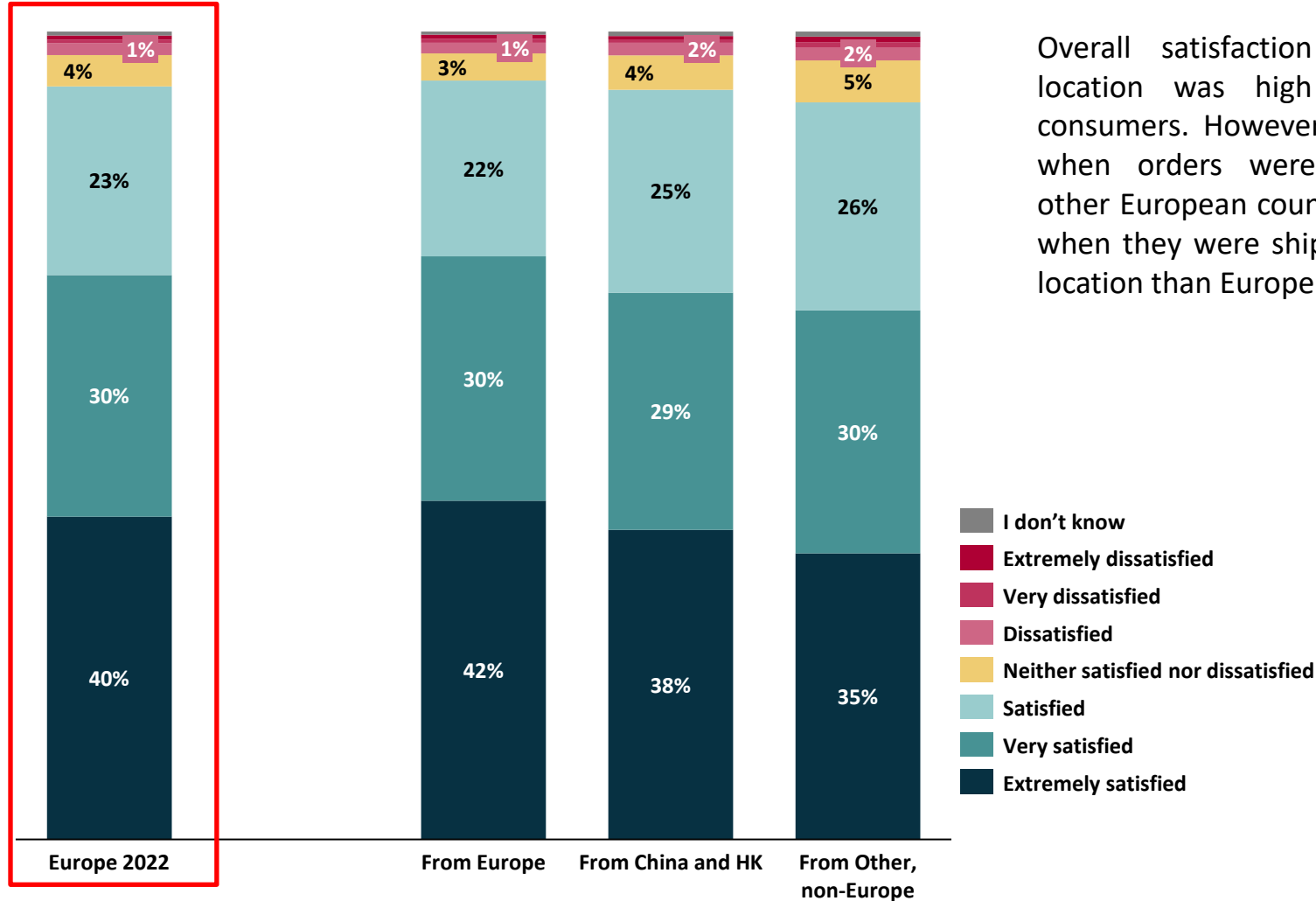
Question: How satisfied were you with the delivery speed for this particular purchase?

Sample: 22,368



# DELIVERY LOCATION SATISFACTION

## 42% were extremely satisfied with delivery location when item was shipped from Europe



Overall satisfaction with delivery location was high for European consumers. However, it was highest when orders were shipped from other European countries and lowest when they were shipped from other location than Europe and China.

Question: How satisfied were you with the delivery location for this particular purchase?

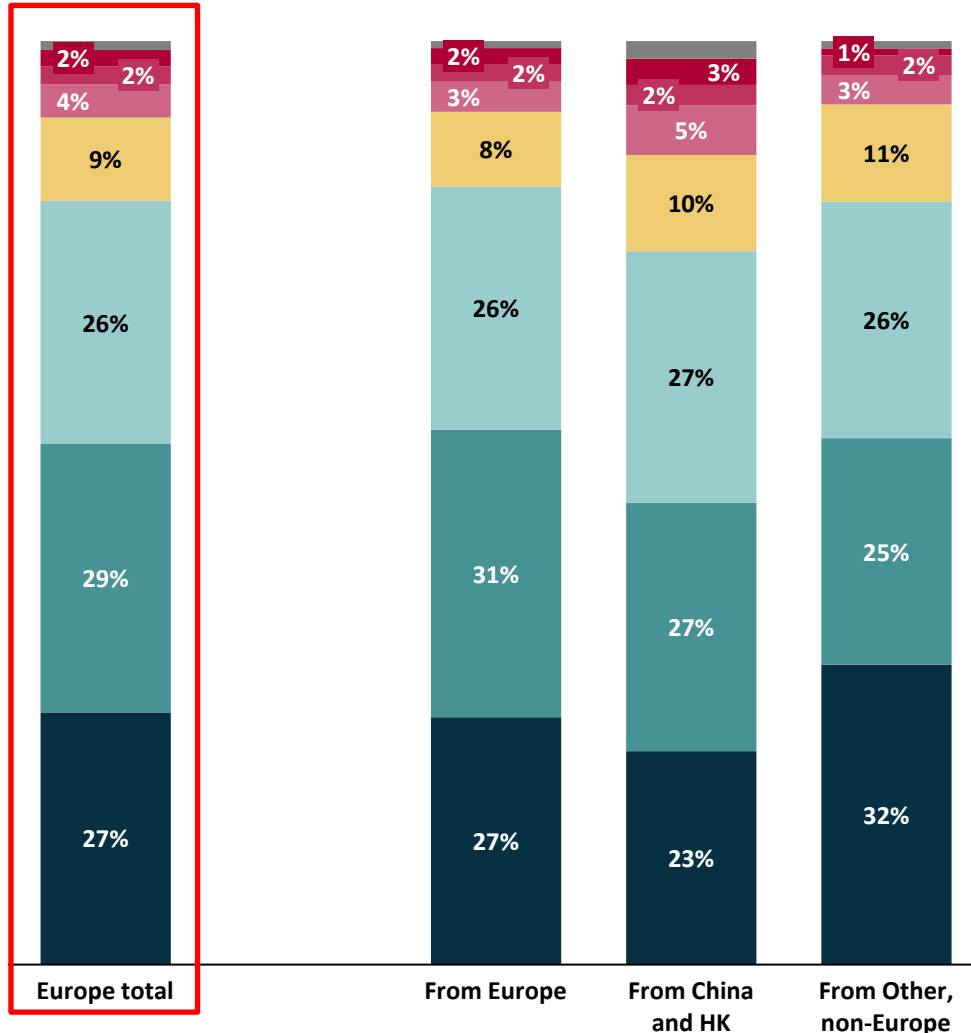
Sample: 22,181





# RETURNS SATISFACTION

## 27% were extremely satisfied with the returns experience



In Europe, 56% were extremely/very satisfied with returns.

This was lower for those consumers buying from China or Hong Kong and slightly higher for those buying from other locations.

- I don't know
- Extremely dissatisfied
- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied
- Extremely satisfied

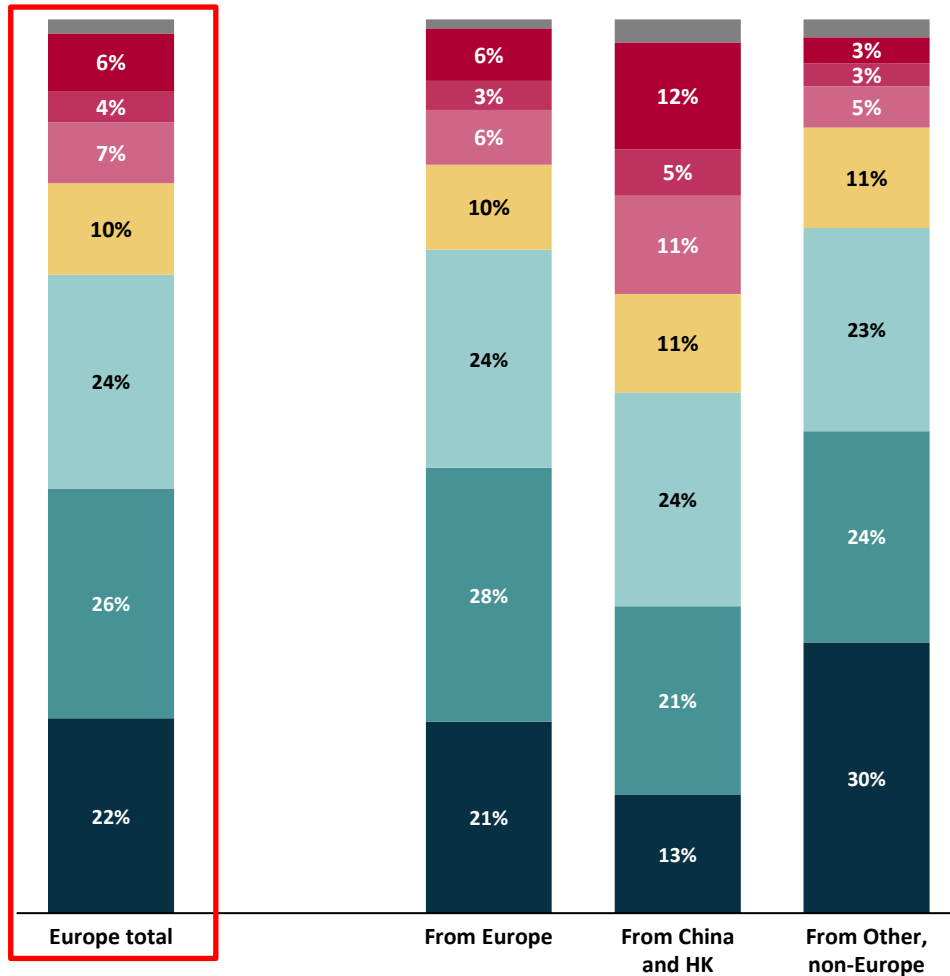
Sample: 1,856 (those returning the item)

Question: How satisfied were you with the returns process for this particular purchase?



# SATISFACTION WITH COMPLAINT HANDLING

## Satisfaction with complaint handling was lower for orders from China



22% were extremely satisfied with how their complaint was handled, but 17% were dissatisfied.

Satisfaction was lower for orders from China and Hong Kong and was higher for orders from outside of Europe and China. 28% of respondents buying from China and HK were dissatisfied with how the complaint was handled.

- I don't know
- Extremely dissatisfied
- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied
- Extremely satisfied

Question: How satisfied were you with how this complaint was handled?

Sample: 63 (those making a complaint)

