How the scores are worked out

To create our league table, we compared the largest 5 parcel delivery companies (by estimated parcel volumes)[1] in the UK across data from a number of sources. When looking at rates of parcel problems, we make sure these are proportionate to volumes per parcel company.

Source	Application
Company websites	Search conducted on 5th Oct 2023 to determine the cost to send a 1kg parcel and a 5kg parcel to a mainland UK address.
Apex Insight	UK Parcels Market Insight Report 2023, to identify the top 5 parcel companies and their respective volumes. We combined market volume prediction from the Apex Insight report with market share data from the Pitney Bowes report to give us volumes per carrier.
Brandwatch	Identifying and categorising mentions on Twitter, Facebook and Instagram using the platform, which uses social media listening to identify parcel problems.
Citizens Advice consumer service	Keyword search of top 5 parcel 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 2023 and 30th September 2023.
Consumer polling	Online survey of 8,164 UK adults who have received a parcel in the last month from one of: Royal Mail, DPD, Yodel, Amazon Logistics or Evri. Data was weighted to be nationally representative of those that had received a parcel from one of those 5 companies in the last month. We have the same amount of respondents associated with each parcel

[1] Estimates taken from Apex Insight, UK Parcels Market Insight Report 2023

	company, irrespective of market share, to ensure comparability. Survey carried out by Opinium between 19th September and 13th October 2023.

How we come up with a star rating:

Not all data sources are treated equally. 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 Brandwatch. Based on previous feedback about concerns with the representativeness and potential biases in social media and helpline data, we've down-weighted the significance of data from Brandwatch and our Consumer Service, compared with polling data.

Each indicator (delivery problems, accessibility, customer service, trust) is created from several data points. Each data point is scored from 1 to 5, where 5 is excellent and 1 is poor. Ratings for each indicator 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.

The upper and lower bounds of each criteria are based on Citizens Advice's assessment and wider understanding of the consumer experience across the parcels sector - in addition to being informed by previous research and two years of previous league table results. This is broadly the same as last year, to ensure comparability - apart from where the measurement used has changed.

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. The cost rating is worked out using the costs for a consumer sending a 1kg and 5kg parcel from drop off at a shop to a UK mainland address for each parcel company.

A DPD parcel sent by this method should be delivered in 1 to 2 working days, Yodel within 2 working days, Royal Mail between 2 to 3 business days and Evri in 2 to 4 working days.

Changes from the 2022 league table:

- We've adjusted question options to better capture any instances of suspected stolen parcels
- We've added another point of context measure - similar to cost - for environmental sustainability. This will be measured by CO2 emitted per parcel. There may be some variation between how this is measured between parcel companies. This will be contextual only, and won't impact the scores.
- We're no longer using Method52 as our social media monitoring tool. Instead we're using Brandwatch, which will enable us to include Royal Mail within our social media analysis for the first time.

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

CO2 emissions:*

Data point	🌳🌳🌳	🌳🌳	🌳
Grams of CO2 per parcel	<300g	300g-500g	>500g

*As we make clear in the table itself, there will be some variation in how each parcel company measures CO2 per parcel. However, this will also be the case for alternative measures of environmental sustainability. In the absence of an easily comparable metric that is measured identically across all parcel companies, we've chosen CO2 emissions per parcel.

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 indicator as they do not have a separate Consumer-to-Consumer (C2C) offering.

Delivery Problems:

Number of complaints on Twitter, Facebook and Instagram per 500,000 parcels delivered**	≤ 3	3.1-6	6.1-9	9.1-12	>12	20%
Data point	**5 star**	**4 star**	**3 star**	**2 star**	**1 star**	**Weight**
Percentage of people who had a problem with their last delivery*	≤ 5%	6-15%	16-25%	26-35%	>35%	60%
Number of Citizens Advice 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, Facebook and Instagram data based on mentions of parcel operator names in conjunction with categories such as “delay”, “damaged”, “failed delivery”, “lost”. Mentions related to non-delivery issues or letters have been removed. Boundaries have been updated in line with updates to the classifier function within Brandwatch.

Accessibility:

Data point	5 star	4 star	3 star	2 star	1 star
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 felt information on the ability to specify their delivery requirements was insufficient or unclear** †	≤7%	8-12%	13-17%	18-22%	>22%
Percentage of people not confident their accessibility needs would be met during a future delivery*** †	≤10%	11-20%	21-30%	31-40%	>40%
Percentage of	≤5%	6-10%	11-15%	16-20%	>20%

people with accessibility needs who were not able to share those with the delivery company					
Percentage of people with accessibility needs reported to the delivery company 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 star	4 star	3 star	2 star	1 star	Weight
Percentage of complaints on Twitter relating to customer service* †	≤13%	14-26%	27-39%	40-52%	>52%	10%

Percentage of people who had problems resolving delivery issues	≤ 20%	21-30%	31-40%	41-50%	>50%	40%
Percentage of people who thought the level of communication from the delivery company was 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 complaint or the resolution process	≤ 30%	31-40%	41-50%	51-60%	>60%	20%

*Customer service issues refer to difficulties experienced by a consumer in 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 parcel company names in conjunction with issues relating to customer service such as “customer” near “service”, “help”, “support” and negative terms such as “poor,” “unhelpful,” “frustrating”, etc. Boundaries have been updated in line with updates to the classifier function within Brandwatch.

Trust:

Data point	5 star	4 star	3 star	2 star	1 star
Percentage of people not confident about future delivery service quality*	≤6%	7-13%	14-20%	21-27%	≥28%
Percentage of people not confident in customer service	<9%	9-17%	18-26%	27-35%	> 36%
Percentage of people unhappy with the delivery company they were allocated	<5%	5-9%	10-14%	15-19%	≥20%

*This includes 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:

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

We’ve weighted the overall scores according to how each indicator is measured and its importance. We’ve given the highest weighting to customer problems since it’s the most objective measure - it includes questions about problems people have actually experienced, and measures of issues from Twitter and the Consumer Service. We’ve weighted accessibility and customer service equally because these are both similarly important and both fairly subjective, since they are asking about people’s perceptions about accessibility and complaints provision. Finally, we’ve given the lowest weighting to trust because this is the most subjective category, based on people’s feelings towards different carriers.