



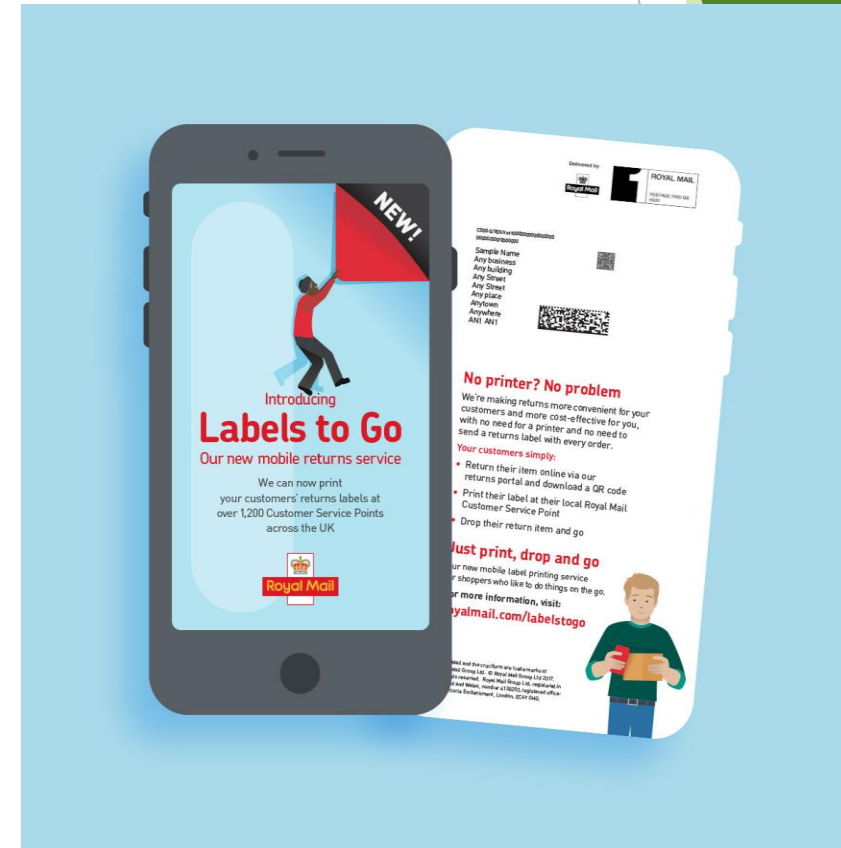
Labels to go in Royal mail

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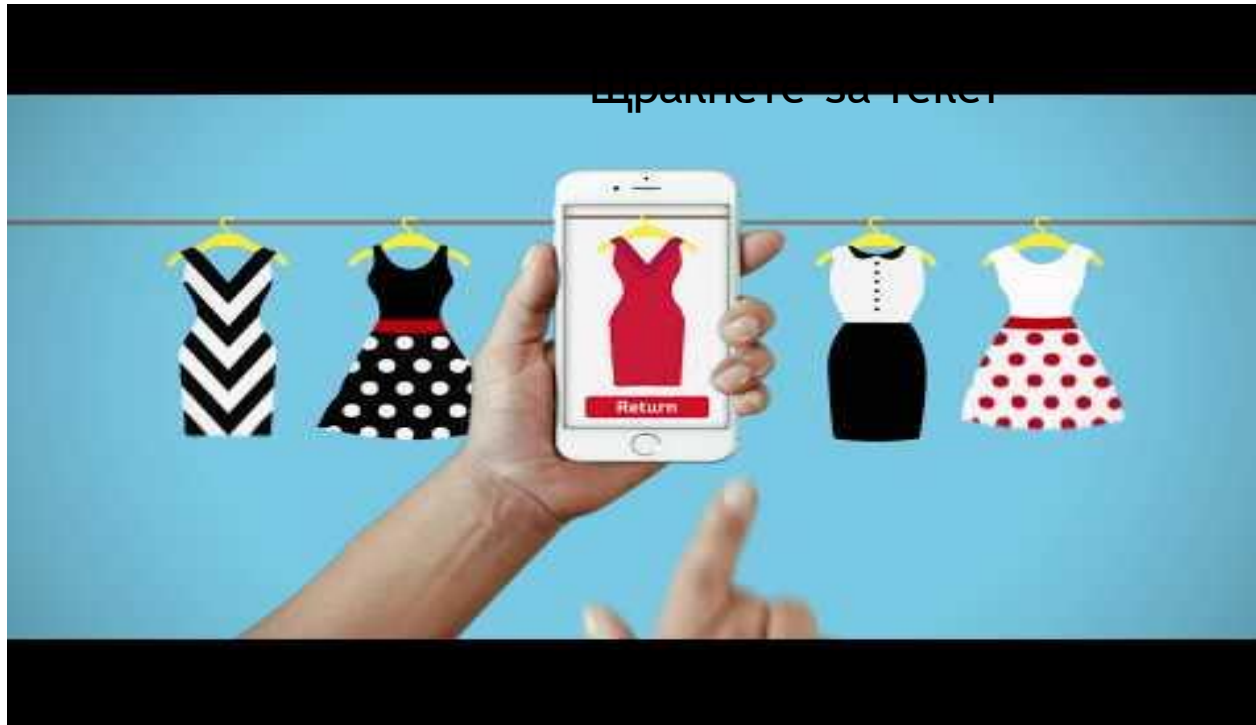
Introducing Labels to go in Royal mail

- According to royail.com from April 2017 Royal mail presenting a new self-service mobile returns solution which is called : " Labels to go "
- The customer will receive an email with unique QR code for returning an item or buying a postage.



Source
: <https://www.thecreativeconsultancy.com/work/royal-mail-labels-to-go>

- When the code is scanned it produces a postage label that can be applied easily to the customer's parcel
- According to parcelandpostaltechnologyinternational.com the service is available at all 1200 Customer Service Points



Video source
: <https://www.youtube.com/watch?v=ALsBr5uX5Y>

Label designs

- All Royal Mail labels are 6" x 4" size
- All Royal Mail Returns labels has unique Tracked graphic
- The return label could include senders address in vertical orientation

Tracked 24		Delivered by  Royal Mail Postage paid GB
QA-012 345 6789-24A 24F 24C		
		## 1234 5678 9AA#
Addressee Name Address Line 1 Address Line 2 Address Line 3 Town Post Code		RETURN TO:
Customer reference: 12345678901234567 Department reference: 1234567890		

Source

: <https://www.jingcnn.top/products.aspx?cid=77&cname=royal+mail+test+label>

Label elements

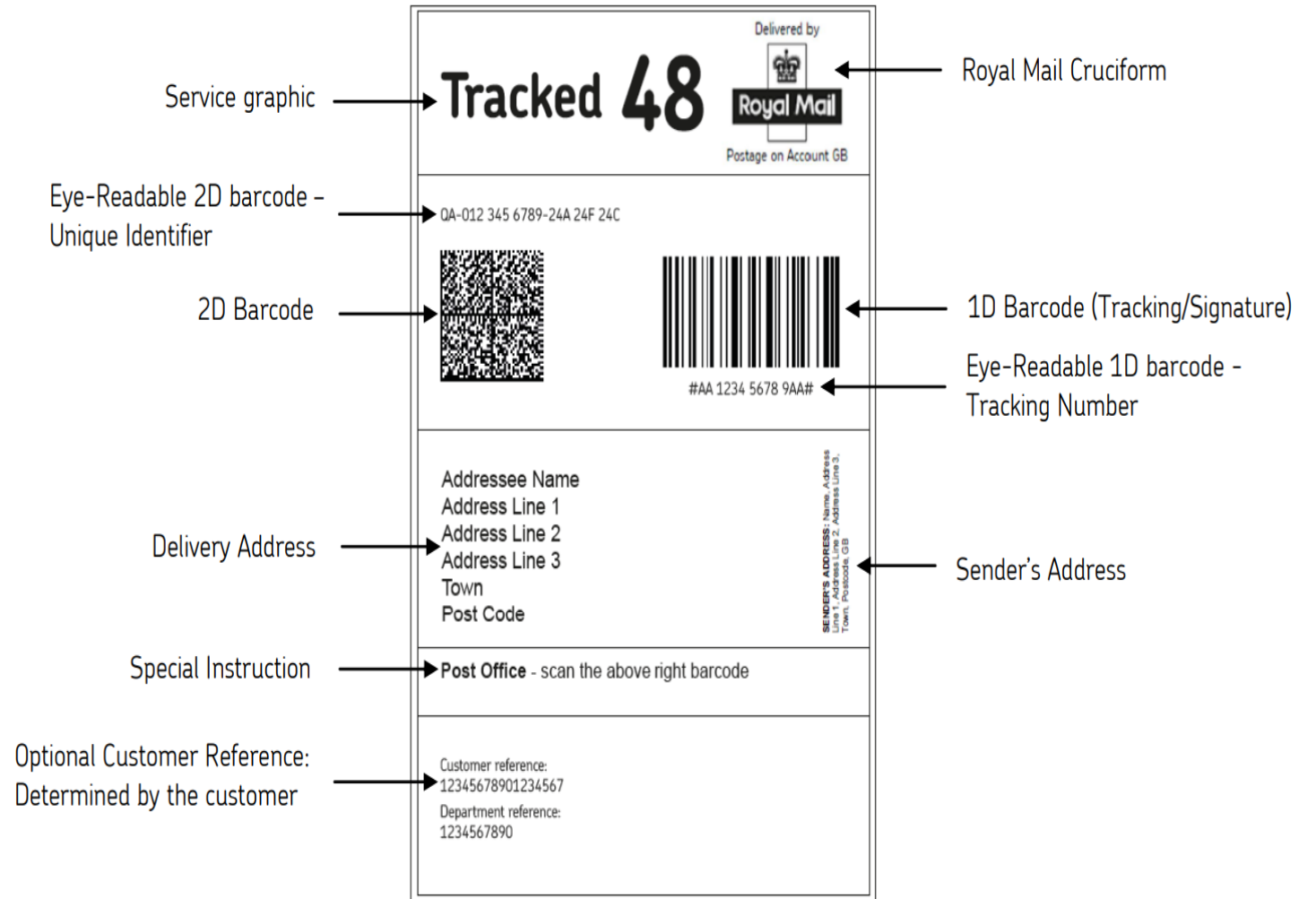
➤ Service type

➤ Barcodes

➤ Addresses

➤ Special instructions

➤ References



Source: <https://www.royalmail.com/business/shipping/ways-pay/click-drop>

1D Barcode



Image source : <https://www.justshipit.co.uk/2d-barcodes-what-it-is-and-why-do-we-need-it-for/>

- **1D Barcodes allow us to have greater transparency of items through network for tracking purposes**
- **Adding barcodes improves operational efficiency and Royal mail saving the costs of their customers**
- **1D barcodes can identify items that may be associated with other information that changes frequently.**

- **The new 2D barcode can hold an information up to 7089 characters**
- **2d barcodes uses a combination of graphical images both horizontally and vertically and the label has a standard size as 6"x 4"**
- **Allows Royal mail to scan each parcel eliminating the fraud as much is possible**
- **Provides individual customer tracking**

2D Barcode

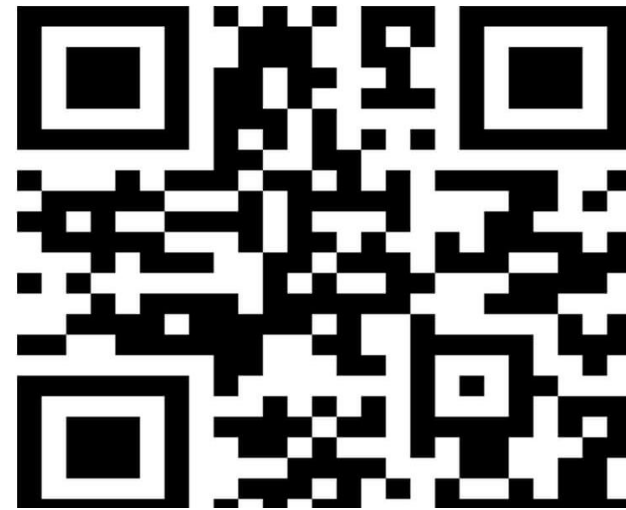


Image source : <https://www.justshipit.co.uk/2d-barcodes-what-it-is-and-why-do-we-need-it-for/>

The impact of using Labels to go in Royal mail

Positive impact :

- **The labels saving money to the customer**
- **Customers can easily return an item**
- **Customers can track their parcel**





Source
: <https://www.royalmail.com/business/shipping/ways-pay/click-drop>

- **High print quality of returns labels**
- **Saving time to the customers**
- **You need only internet connection**
- **Increase online visibility**
- **You need only smartphone or computer**



As a results of our research we find that the impact of new technology is absolutely positive and will remain in future .

- **This new technology in Royal mail will increase the number of Customer Service Point**
- **Via tracking customers are better informed about the status of their delivery**
- **The new technologies has changed the postal sector in efficient way and contributed better service to the customers**
- **Technology will become more and more important for postal services, and further positive benefits for consumers are expected**

References :

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