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 08.10.24 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 X, Facebook and Instagram using the Brandwatch 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 2024 and 30th September 2024.
Consumer polling	Online survey of 8,011 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 13th September and 11th October 2024.

How we come up with our 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, 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 three years of previous league table results.

Changes from the 2023 league table:

- We've added further questions relating to accessibility, but these are for our understanding and won't impact the star rating
- We've changed the layout of the league table to better reflect the difference between criteria that impacts the star rating and contextual criteria
- Now that we have 2 years of Brandwatch data, we've refined the boundaries to better reflect results over time

CO2 emissions:*

We also have contextual criteria that we capture, which doesn't contribute to the overall star rating but that we include in the report. To compare the environmental impact of carriers, we have chosen to use the figure of CO2 emissions (in grams - gCO2.e) per parcel. We chose this measure because:

- It is a quantifiable figure that can be compared across companies
- It is per parcel, meaning we can compare regardless of company size
- It's easy to understand and people will generally know what this means

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:*

The second contextual criteria is around cost. 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. 1 pound sign is the cheapest cost rating, 3 is the most expensive.

It's not an exact comparison because the services provided offer different delivery times, but it's the best comparison we were able to find. That's why we make it clear in the footnotes that it's not a direct comparison. A DPD parcel sent this way 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.

As per previous years, Royal Mail's April price point was used rather than the October increase to give a more accurate reflection of price over the year.

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 X, Facebook and Instagram per 500,000 parcels delivered**	≤ 1	1.1-2	2.1-3	3.1-4	>4	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.

**X, 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.

Customer service:

Data point	5 star	4 star	3 star	2 star	1 star	Weight
Percentage of complaints on X relating to customer service* †	≤8%	9-17%	18-26%	27-35%	>35%	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.

†X data based on mentions 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 delivery problems, since it’s the most objective measure - it includes questions about problems people have actually experienced, and measures of issues from X and the Consumer Service. We’ve weighted accessibility and customer service equally because these are both similarly important and both ask 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.