



Female For Life

A fitness apparel brand delivering on its promises.

Female For Life provides flattering, feminine and comfortable activewear for women of all sizes. Here's how Australia Post helps the brand to deliver fast, reliable customer service.

Customer: Female For Life

Website: www.femaleforlife.com.au

Industry: Fitness apparel

Challenge: Delivery to local and international customers.

Solution: Australia Post Express Post and Express Courier International.

Results:

- All Australian orders within the Express Post network are delivered next business day.
- Female For Life and customers can track delivery.
- International orders are delivered quickly and securely.



Background

The average Australian woman is a size 14, but as Melanie Becker discovered, it can be difficult for curvier women to find exercise gear that suits their shape. "After having been fit and healthy most of my life, I suffered chronic neck pain and I had packed on the kilos," she says. "I found myself in a position of not being able to buy from any mainstream sportswear shops. I decided that I was going to do something about it."

In 2009, she launched Female For Life, an online store providing stylish, comfy and flattering fitness apparel for women sized 6 to 24. The business is flourishing, with a reputation for good customer service and a growing customer base locally and internationally.

The challenge

Delivery is a key challenge for online retailers and Female For Life promises to post orders within one business day. For Ms Becker, there were two main considerations when choosing a delivery service – finding a cost-effective solution and one that could deliver to post office boxes, as well as residential or business addresses. "Many customers prefer to send their items to post office boxes, as they can pick up their items when convenient," she says.

Being able to track orders online was also important, so that both Female For Life and the customer could check on a delivery.

Female For Life uses Australia Post's Express Post and Express Courier International delivery services. For more information about how we can help you deliver orders quickly and cost effectively, visit auspost.com.au, call 13 11 18, or speak to your account manager or Australia Post Business Hub. This case study is based on information provided by Female For Life and illustrates how one organisation has used Express Post and Express Courier International. Many factors contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.

See Express Post and Express Courier International disclaimers on overleaf.

The solution

For all Australian orders, Female For Life uses Australia Post Express Post, which guarantees next-business-day delivery within the Express Post network. It also has the benefit of online tracking, providing peace of mind for both the business and the recipient.

Female For Life sends international deliveries using Express Courier International (ECI), which provides fast delivery within 2–4 business days to 190 destinations around the world, with tracking and signature on delivery.

The results

The Express Post and ECI services have helped Female For Life provide customers with fast, trackable delivery. Customers have responded well, helping the brand's reputation for great service. "Since going with express as the only option, feedback has been very positive. Customers tend to want things delivered as soon as possible," says Ms Becker.

"The ability to deliver to post office boxes is also a big deal. Most people are not at home to receive parcels and many businesses have banned staff from getting items delivered to work."

It's also a great value-for-money solution, allowing Female For Life to focus on growth. "Australia Post definitely offers the most cost-effective options for SMBs," says Ms Becker.

Delivery is guaranteed to occur the next business day only within the Express Post network and when posted in a yellow street post box or over the counter at an Australia Post retail outlet. eParcel Express Post is not covered in the Express Post Guarantee. Online tracking may be limited in some remote and regional areas.

For Express Courier International (ECI), check destination-specific information. Standard delivery times between metropolitan areas of major cities, excludes time in customs if applicable and may be subject to delay due to causes outside of Australia Post's control.