

# Oh My Giddy Aunt

Secure, trackable online shopping.

With SecurePay and Australia Post, online jeweller Oh My Giddy Aunt delivers a memorable gift shopping experience for all the right reasons.

Customer: Oh My Giddy Aunt

**Website:** www.ohmygiddyaunt.com.au **Industry:** Online jewellery retailer

**Challenges:** Accept card payments online safely and compete with businesses that offer free postage. **Solutions:** SecurePay payment gateway and eParcel

delivery with online tracking.

#### **Results:**

- SecurePay payment gateway makes online payments simple and safe.
- eParcel allows customers to track orders online and reduces admin for the business.



When Nikki Johnston became an aunt, she realised the gifts she wanted to give her nieces and nephews were ones they could treasure and keep, like the beloved ring she had inherited from her grandmother. In 2003, she launched an online jewellery store – Oh My Giddy Aunt – which offers keepsakes for all occasions, with optional engraving and stamping.

# The challenge

Payment and delivery are two key challenges for e-commerce. "Early on, I had one issue with a stolen card which left me out of pocket. I had to pay back the card holder and I had also already sent out the product by the time we found out," says Johnston.

In addition, as similar businesses were launched they threatened to undercut Oh My Giddy Aunt by offering free postage. "What customers don't realise is that the cost of the postage has been built into the price of the things that they're paying for. Every now and then I think maybe I should do it too but it goes against the grain for me, to pretend you're offering something for free when you're not."

## The solution

To address payment security concerns, Oh My Giddy Aunt



implemented the SecurePay payment gateway to process card payments securely online.

On postage, Johnston decided to offer customers flat rate delivery, including subsidising the cost of Express Post delivery to encourage customers to upgrade to the faster deliver option. Johnston also provides her customers with free postage for orders over \$500. Plus, when people sign up for the Oh My Giddy Aunt online newsletter, they receive a 30 per cent discount on postage.

### The results

Oh My Giddy Aunt hasn't experienced any fraudulent transactions since introducing SecurePay. "It was recommended by my web developer and it's fabulous. The developer said SecurePay was the most efficient and secure way to go and, with the fraud guard, we certainly haven't had any problems," says Johnston.

Johnston's postage strategy and use of Australia Post eParcel have also benefitted both customers and the business. "Australia Post has always been great and only one order has got lost in the last 10 years. But since the introduction of online tracking, customers have been even happier because they receive an email saying their parcel is in the mail and can easily keep track of it," says Johnston. "It's great for me too – I used to spend time chasing up parcels for customers but I don't need to do that now."

Oh My Giddy Aunt uses Australia Post's SecurePay payment gateway and eParcel. For more information about how we can help you accept online payments safely and deliver orders quickly and cost effectively, visit auspost.com.au or securepay.com.au, call 13 11 18, or speak to your account manager or local Australia Post Business Hub. This case study is based on information provided by Oh My Giddy Aunt and illustrates how one organisation has used Australia Post's SecurePay payment gateway and eParcel. Many factors contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.