

## **New Canada Post concept stores redefine convenience with cool, customer-friendly features**

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These unique stores are the first of their kind in North America. Each one is a miniature innovation lab that allows us to test new services and try fresh ways of meeting the evolving needs of online shoppers. For our customers, these exciting locations are a place to experience the post office of tomorrow, today!

Customer convenience is at the forefront of everything that goes into our concept stores. Whether you're using the post office to pick up an online purchase, or for small business needs, our goal is to provide easy access to practical solutions and services whenever you need them.

"Canada Post delivers two out of every three parcels Canadians order online, which means we're quickly becoming the trusted face of thousands of online retailers," says Doug Ettinger, Canada Post's chief commercial officer. "These new stores signify the importance we place on that relationship and the need to evolve to serve Canadians' changing postal needs."

Two of the most popular concept store

features are self-serve shipping stations and parcel drop boxes, which allow customers to prepare and send parcels whenever it's convenient.

At the touch-screen shipping stations, select your desired service, scan your items for weight and size, pay with credit or debit cards and print your shipping label. Once you've applied the shipping label (or if you already have one), the next step is to scan your parcel and place it inside the secure drop box. You'll receive an immediate confirmation receipt with online tracking information.

Some concept stores offer enhanced features, such as an on-site fitting room with full-length mirror where customers can try on online clothing purchases right away, and arrange to return whatever doesn't fit.

For the ultimate in convenience, drive-thru parcel centres give customers the option of never having to get out of their car. Simply scan the barcode on your pickup notice at the welcome kiosk, then pull up to the pick-up window to collect your parcel. There's even overhead protection from bad weather. If your item is heavy or bulky, our staff will place it in your vehicle.

Bright and modern, open and inviting, our new concept stores offer other amenities, too, including free WiFi and vending machines that sell stamps, prepaid envelopes, and

shipping supplies. There's also space for other retailers to participate in a growing retail trend: pop-up shops or temporary

outlets.

Source: [Canada Post](#)

