Electronic status messages
Texts for notification services

SWISS POST

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1. Introduction

Online shoppers appreciate being informed as soon as their orders are on their way and when they will arrive. It gives them security and increases their sense of anticipation. These are good reasons why you should offer your customers this convenient service: keep them up to date about their consignments via SMS or e-mail.

Here is where online retailers can find out all the important information on possible status messages and their structure, subdivided into notification by SMS and e-mail. Messages using free text are also possible for both electronic channels. Examples are shown for all notifications. The examples each contain a delivery management option without login if this is available for the relevant notification. This means the recipient is able to choose a delivery option for the consignment. The sender decides whether this option should be shown and which other options to offer their customers for each consignment.

Technical support

As a business customer with a billing relationship, you can activate the notification services via a variety of channels. You can find information and technical support here:

DataTransfer	Technical support
Digital Commerce API "Barcode"	Technical documentation
"Domestic parcel labels" online service	–

You can find more information on notification services at **swisspost.ch/notification-services**.

2. Possible status messages

Proof of mailing

This message informs your customers that you have passed their order to us for transport. The consignment may be tracked online using the consignment number.

Delivery information

This message informs your customers on which day the order will be delivered to them.

Collection information

This message informs your customers that their consignment is ready for collection at the branch/branch with partner or from a My Post 24 terminal.

Reminder to recipient

This message reminds customers that they have not yet collected their consignment.

Handover status to sender

This message provides you with information about the consignment's status (e.g. delivered, ready for collection, second delivery attempt to be made).

Saturday delivery

This message notifies the recipient that a consignment will be delivered on the following Saturday.

Exchange/Return

This message informs your customers about the exchanging or returning of equipment and is only possible in conjunction with the delivery instruction ZAW3233 "Exchange/Return".

Message screenshots

The messages appear in the Swiss Post corporate design.

Status message by e-mail, e.g. "Collection information"

Status message by e-mail, e.g. "Proof of mailing" with free text
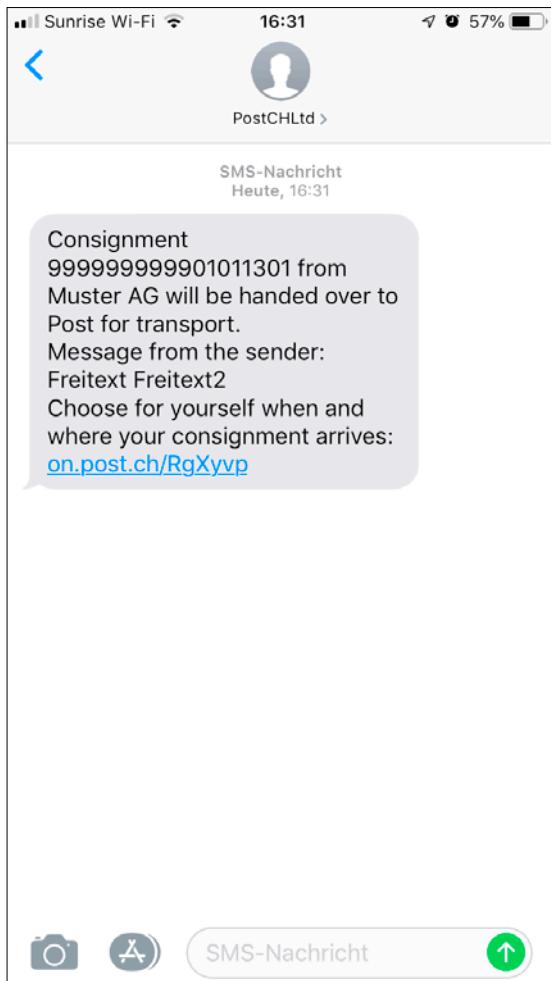
Status message by SMS, e.g. "Proof of mailing" with free text
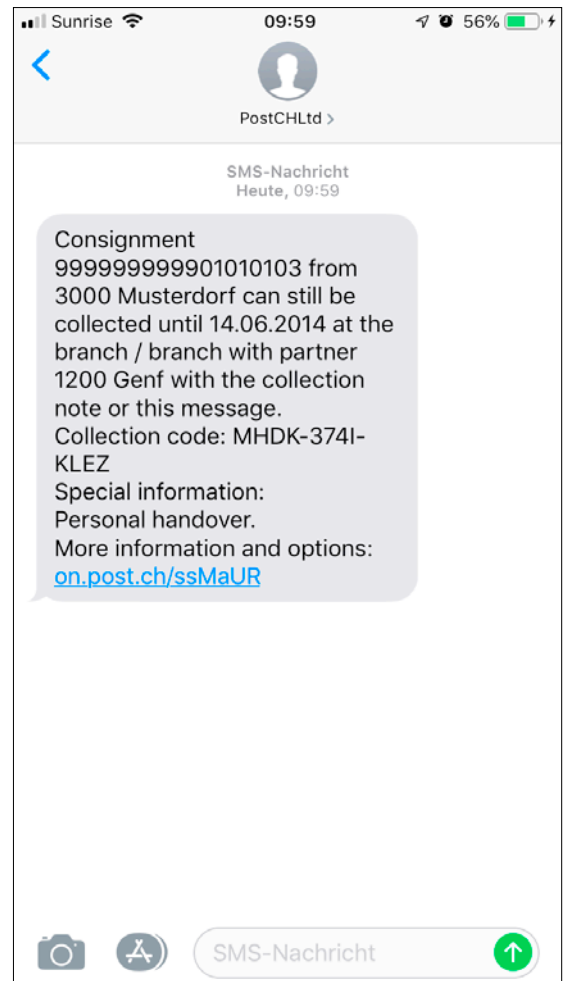
Status message by SMS, e.g. "Reminder to recipient"

3. Notification by SMS

– **Line** breaks are possible **in the SMS.**

– **The URL** is displayed without parcel information. The URL is converted into a link by the mobile phone itself depending on the model.

– **Text fields in square brackets** (between "[" and "]") are variables and are either filled with the data submitted by the customer or Swiss Post's processing data. The text fields feature the following lengths:
  – [Customer_Name1] = 50 characters
    Sender in accordance with the submitted data.
  – [Barcode number] = 18 characters
    Example: "991234567812345678"
  – [Date] = 10 characters
    Example: "14.02.2020"
  – [Postcode name of branch] = 32 characters (the name of the branch is limited to max. 27 characters)
    Example: "3072 Ostermundigen 2 Unterdorf"
  – [Free text1 (<FreeText1\>) from the submitted data] = max. 160 characters (including spaces)
    Example: "You will be receiving a parcel soon."
    [Free text2 (<FreeText2\>) from the submitted data] = max. 512 characters (including spaces)

– **Depending on the mobile phone or telecommunications provider,** special characters such as "ê" or "ç" may not be displayed properly. These characters should be avoided where possible in the free text.

– **If no language code is transferred, or it is invalid,** the message will be in German.

Examples without individual free text

"Proof of mailing" SMS

> Consignment [barcode number] from [Customer_Name1] will be handed to Swiss Post for transport. Choose for yourself when and where your consignment arrives: on.post.ch/LVR3Zy

"Delivery information" and "Saturday delivery" SMS

> Consignment [barcode number] from [Customer_Name1] is expected to be delivered on [date] between [time]. Not at home? Manage your consignment now: on.post.ch/7nu9pr

"Collection message" SMS

> Consignment [barcode number] from [Customer_Name1] could not be delivered. It can be collected from tomorrow until [date] at the branch/branch with partner using the collection note. More information: on.post.ch/JbZrB6

"Reminder to recipient" SMS

> Consignment [barcode number] from [Customer_Name1] can still be collected from the branch/ branch with partner until [date]. More information: on.post.ch/wQVCsU

"Exchange/Return" SMS
(only possible with delivery instruction ZAW3233 "Exchange/Return")

> Swiss Post will come to you to exchange/return goods on [exchange/return date] on behalf of [CustomerName1]. If you are absent, please bring the goods along with the collection note to the named branch.

"Handover status to sender" SMS
Example for "delivered" status

> Consignment [barcode number] from [Customer_Name1] was delivered on [date] at [time]. More information: on.post.ch/GUT3au

Example with individual free text

The entirety of free texts 1 and 2 from the submitted data is inserted into the [Free text] placeholder in front of the URL. A notice also appears: "Message from sender". Free texts can only be delivered for the status messages "Proof of mailing", "Delivery information" and "Reminder to recipient".

"Proof of mailing" SMS with free text

> Consignment [barcode number] from [Customer_Name1] will be handed to Swiss Post for transport. Message from sender: [free text] Choose for yourself when and where your consignment arrives: on.post.ch/LVR3Zy

4. Notification by e-mail

– **With e-mails,** the exact URL including parcel information is specified (barcode=<Barcode>). The e-mail is sent in HTML format. It may be the case that the link cannot be accessed by mouse click depending on the customer's e-mail programme. The entire URL is structured according to the following format and is automatically inserted by Swiss Post:
  https://www.swisspost.ch/track?formattedParcelCodes=<Barcode>

– **As sender,** the e-mail address notifications@swisspost.ch is used.

– **Text fields in the square brackets** (between "[" and "]") are variables. They are either filled with the data submitted by the customer or Swiss Post's processing data. The text fields feature the following lengths:
  – [Customer_Name1] = 50 characters
    Sender in accordance with the submitted data.
    Example: "Sample Company Ltd"
  – [Barcode number] = 18 characters
    Example: "991234567812345678"
  – [Date] = 10 characters
    Example: "14.02.2020"
  – [Postcode name of branch] = 32 characters (the name of the branch is limited to max. 27 characters)
    Example: "3072 Ostermundigen 2 Unterdorf"
  – [Weight] = displays two decimals after the decimal point
  – [Free text1 (<FreeText1\>) from the submitted data] = max. 160 characters (including spaces)
    Example: "You will be receiving a parcel soon."
  – [Free text2 (<FreeText2\>) from the submitted data] = max. 512 characters (including spaces)
    Example: "Company Ltd would like to thank you for your order and hopes you enjoy the new product."

– **If no language code is transferred, or it is invalid,** the message will be in German.

"Proof of mailing" e-mail

((Sender e-mail)) Post CH Ltd
((Subject)) Consignment from [Customer_Name1] – notification of consignment

((Header))
Your consignment
will be handed to Swiss Post

Dear Customer
The following consignment will be handed to Swiss Post for transport.

Consignment number	**Sender/posting location**
Weight, dimensions	**Special information**

Would you like to choose when and where your consignment arrives?

((CTA)) Choose for yourself now

Kind regards
Swiss Post

"Delivery information" and "Saturday delivery" e-mails

((Sender e-mail)) Post CH Ltd
((Subject)) Consignment from [Customer_Name1] – on its way

((Header))
Your consignment
is on its way

Dear Customer
We expect to deliver the following consignment on [date] between [time].

Consignment number	**Sender/posting location**
Weight, dimensions	**Special information**

Would you like to choose when and where your consignment arrives?

((CTA)) Choose for yourself now

Kind regards
Swiss Post

"Collection information" e-mail

((Sender e-mail)) Post CH Ltd
((Subject)) Consignment from [Customer_Name1] – collection note left

((Header))
Collection note
left

Dear Customer
The following consignment could not be delivered. It can be picked up tomorrow with the collection note.

Consignment number   **Sender/posting location**

Collection period until   **Weight, dimensions**

Special information

Would you like to manage your missed consignment? You can request a second attempted delivery, forward a consignment or extend the collection period, for example.

((CTA)) Manage receipt

Kind regards
Swiss Post

"Reminder to recipient" e-mail

((Sender e-mail)) Post CH Ltd
((Subject)) Consignment from [Customer_Name1] – collection reminder

((Header))
Your consignment
is ready for collection

Dear Customer
The following consignment can still be collected from the branch/branch with partner until [date].

Consignment number   **Sender/posting location**

Collection period until   **Weight, dimensions**

Special information

Would you like to manage your missed consignment? You can request a second attempted delivery, forward a consignment or extend the collection period, for example.

((CTA)) Manage receipt

Kind regards
Swiss Post

"Exchange/Return" e-mail
Only possible with delivery notification ZAW3233 "Exchange/Return"

((Sender e-mail)) Post CH Ltd
((Subject)) Collection on behalf of [Customer_Name1]

((Header))
Your consignment
will be collected

Dear Customer

Swiss Post has been asked to exchange or return equipment or goods from you on [date]. The order will be carried out on your mail carrier's normal delivery route.

Consignment number	**Collection date**
Initiator of collection	**Special information**

You will receive a collection note if you are not at home.
If this is the case, please bring the equipment or goods along with the collection note to the named branch.

Kind regards
Swiss Post

"Handover status to sender" e-mail
Example for "delivered" status

((Sender e-mail)) Post CH Ltd
((Subject)) Consignment from [Customer_Name1] – delivered

((Header))
Your consignment
was delivered

Dear Customer

We delivered the following consignment on [date] at [time].

Consignment number	**Sender/posting location**
Delivery [date and time]	**Special information**

Do you want to return the goods you have received to the sender? Have your parcel collected conveniently with pick@home.

Kind regards
Swiss Post

Example with individual free text

All of the information from the attributes <FreeText1\> and – when present – <FreeText2\> from the data submitted by the customer is inserted into the placeholders [free text1] and [free text2]. The text in the e-mail before and after this is automatically added by Swiss Post and cannot be modified. Free texts can only be delivered for the status messages "Proof of mailing", "Delivery information" and "Reminder to recipient".

"Proof of mailing" with free text e-mail

((Sender e-mail)) Post CH Ltd
((Subject)) Consignment from [Customer_Name1] – notification of consignment

((Header))
Your consignment
will be handed to Swiss Post

Dear Customer

The following consignment will be handed to Swiss Post for transport.

Consignment number	**Sender/posting location**
Weight	**Message from sender:** [free text1 (<FreeText1\>) from submitted data] [free text2 (<FreeText2\>) from submitted data]

Would you like to choose when and where your consignment arrives?

((CTA)) Choose for yourself now

Kind regards
Swiss Post

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