POSTEUROP

Let's get inspired!

INNO VATION BOOKLET

PostEurop
Innovation
Award

Entries from the
**PostEurop Innovation
Award 2023/24**

Content

Editorial

Launched in 2017, the Innovation Award celebrates the most groundbreaking projects from PostEurop members. Each year, this Award acknowledges the outstanding achievements of a member, emphasizing its entirely new developments that deliver unique qualitative and quantitative benefits. Since 2023, postal members from Wider Europe are also welcomed to submit their innovation to the Rising Star Award. We celebrate this year its 2nd edition.

Since its creation, over 45 postal operators have submitted 90 innovative projects, contributing significantly to the exchange of best practices. As a result, the Innovation Award consistently and continuously brings to light the innovation trends among European postal operators members of PostEurop.

For the 7th and 8th editions of the Innovation Award, PostEurop received 25 entries from 17 different postal operators. This second edition of the Innovation Booklet showcases these POC and projects, offering insights into their tangible benefits and impacts. The diverse range of initiatives reflects the postal sector's leadership in innovation, from the creation to the development of new products and services, often designed through more open and collaborative approaches.

The postal sector stands at a crucial crossroads, where innovation is not just a choice but a necessity to reinvent itself, ensuring both competitiveness and profitability while continuing to provide essential services to the society. This booklet would like to be a source of inspiration for the postal industry, encouraging it to embrace transformation and boldly face the challenges of the future.

In this rapidly changing landscape, emerging trends such as generative artificial intelligence, automation, robotics, and other cutting-edge technologies will be critical in driving the sector forward.

By leveraging these innovations, postal operators can create a new era of efficiency and customer service that meets the evolving demands of a globalized world.

Moreover, new trends such as sustainability, societal governance and digital inclusivity are shaping the way postal operators deliver value to society.

With a focus on reducing carbon footprints through green initiatives and expanding digital access to underserved populations, the postal industry is proving its relevance in addressing global challenges.

As pillars of local economies and facilitators of global communications, postal operators are uniquely positioned to foster social cohesion.

Through innovation, they not only improve their own operations but also play a vital role in supporting social infrastructures, ensuring that progress is shared by all.

In a world of constant change and conflict, the postal sector remains a unifying force, bridging distances and connecting people, regardless of their differences.

It is our shared duty to contribute to the progress of humanity through collaboration and innovation.

Sophie Desier-Biehler

Vice-Chair of the Innovation team of PostEurop

Carlos Fernandes Bhatt

Chair of the Innovation team of PostEurop

Thierry Golliard

Vice-Chair of the Innovation team of PostEurop

Projects

Operations & automation

Digital transformation & customer experience

Projects

Express & e-commerce

Philately, NFTs & collectibles

Data & security

CLICK THE BOX
TO JUMP DIRECTLY
THE A PROJECT

Operations & Automation

Delivery assisted trolley (DAT)
Correos (Spain)

DAT focuses on finding an innovative alternative to the traditional delivery on foot, with the aim of having a tool to increase the number of items for delivering, under longer trips in the least time and effort possible for our delivery agents. The developed tools keep the electric engine to avoid any pushing by the agent and allow the DAT to be used both in pedestrian zones and public roads, and to ensure the agent's, pedestrians' and drivers' safety and security. It can also be used as a traditional delivery trolley in areas where vehicles cannot be authorized or accepted, by folding the wheels.

"The DAT is the solution for a more efficient delivery, in a shorter time, environmentally friendly and a facilitator to make the work of Correos' delivery agents easier and more comfortable."

Elena Fernández-Rodríguez

Deputy Director of International Affairs & ESG, Correos

THE INNOVATION

The Project emerged from a winning proposal in the Correos Innovation Program "Lehnica Challenge," which encourages innovative ideas from new Spanish startups. It represents a commitment to employment and support for small businesses in Spain.

The winning startup, MOOEVO, collaborated with Correos in a multidisciplinary team for a year to develop the initial concept. Through extensive testing in various geographic locations and everyday scenarios, they identified optimal environments and created a minimum viable product for real-world delivery operations.

The outcome of this collaboration is a prototype of a delivery-assisted trolley. This trolley is now in use by 37 Correos operational units, with a total of 50 trolleys in the fleet. Initial findings indicate a significant 25% reduction in delivery times, enabling longer routes and heavier loads without increasing the workload on delivery personnel.

Last-mile delivery is performed by foot and by pushing a delivery trolley in a great percentage. This activity is demanding from the physical point of view, as it may mean an important tiredness for the delivery agent walking along a sloppy path or adverse climate conditions. No need to say that moving the delivery trolley needs physical strength.

The versatility of use as a traditional trolley or a transport vehicle under the same device introduces an innovation and disruptive strategy, as it allows circulating both in pedestrian areas and road areas with other vehicles. The horizon of last-mile distribution is wide.

The delivery assisted trolley means an improvement and an enhancement in all aspects highlighted above, but it is also a tool which fosters the efficiency of the distribution with no environmental impact.

BENEFITS OF THE INNOVATION

The first benefits of using the DAT were evident from the very first test, a pilot performed in the town of Pozuelo de Alarcón (Madrid).

Four delivery agents, who used to work on foot, used the DAT for real delivery for two weeks. The test environments were different and showed a great difficulty for delivery, due to the distances between houses, in some cases, and to the slopes of some street sections.

In the past, delivery did not satisfy or meet customer expectations. However, by using the DAT, the delivery time has been reduced by a 25% average, delivery agents experienced less physical tiredness and fatigue and a positive impact in the public opinion and customers was perceived.

Today, all these routes are already made with the DAT so that agents no longer need to use public transport or Correos' own transport facilities to save time and distances like they did in the past.

A MORE EFFICIENT DELIVERY
- 25% Time saving with regards to traditional delivery;
- No need to hop off the vehicle for letter delivery;
- Real advantages in big condominiums: facilitation of journeys;
- Reduction of auxiliary means of transport to deliver.

HAPPIER AND LESS TIRED STAFF
- Delivery agents wish to use again DAT to perform their duties;
- No tiredness during the journeys; No need to push a trolley;
- Slope climbing free of effort.

SUSTAINABLE DELIVERY
- Electric;
- Rechargeable;
- Less weight/space vs other vehicles.

Digital twin: future towards touchless vision PostNord Group AB & PostNord Sweden

PostNord's Digital Twin concept for sorting derives from a virtual representation of the entire sorting centre; replicating operational processes, actors and systems. The solution acts as a decision support system by simulating different scenarios. The Digital Twin has been implemented in the newest parcel terminals in Sweden with a planned roll-out to the largest parcel terminals. The Terminal has committed to an operational efficiency gain of 6 – 8% and improved quality.

"Digital twin is an important step towards future of PostNord's touch-less vision, where a parcel is moved from shipper to end-customer without human touch of the individual parcel."

Christian Oestergaard

Lead Visionary - Strategic Unit, Nordic Strategy and Solutions, PostNord

THE INNOVATION

PostNord in the last 4 years, has been operating with a small unit / task force within the Strategy department experimenting and evaluating new technology. Goal is to support PostNord production with technologies which will help with meeting our mission of delivering from our shippers to end receivers in an effective manner.

The aim has started with creating a future target state in 2030-32, which we call touchless vision and back-plan to simulate, stimulate and introduce strategic technology interventions within the current operation with usecases in ML, AI, Computer Vision, IoT and Digital Twins etc. The goal of the strategy was also to make a global solution and not a point solution so that it can be scaled and expanded easily.

The digital twin implemented in Orebro supports the sortation planners and the management team in addressing the operational needs of today such as exemplified in following 3 use-cases:

In one use case, terminal was facing throughput issues compared to the needed hourly throughput. The digital twin was put into action to simulate how to reach the goal by making different configurational changes to the setup. The system help datamined that two additional in feeds would solve the problem. The two infeed's were installed, and throughput expectations were met as shown in the simulation.

In another use case, terminal manager wanted to simulate a new resource allocation with reduced staff and achieve current throughput The digital twin recommends the renewed resource allocation plan The allocation plan was put in action and throughput was achieved.

In a third use case, terminal wanted increases number of directions, allocations without throughput impact. The simulation in the digital twin helps them identify a new setup of chute allocations with the right constraint. This was implemented with great success.

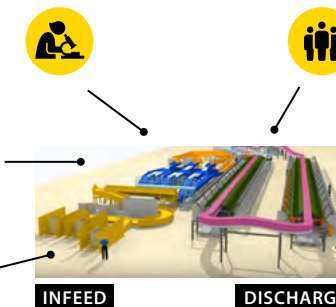## Current challenges in sorting terminal

Test setup
No test environment to test sorting plan – they are applied into production without any prior validation.

Sort plan
Static "Sort Plan" – number of active chutes and routing logic are predetermined

Forecasting data
Uncertainty in parcel arrival, size & limited information from forecasting model

Work force planning
Work force plan – based on experience. Flexible & permeant workforce to handle the infeed and chutes.

Terminal control
Terminal key control parameters & work force movement is controlled based on experience

Parcel reject
Parcel get rejected due to incorrect bar code, tampering, wrong wave, multiple barcodes

INFEED   DISCHARGE

IMPLICATIONS   Reduced throughput per hour due to re-circulation, more tilt attempts and increased rejection rate
Need for additional sorting terminal to manage increased demands.

The parcel process is based on end customer convenience and operational plan of distribution. Our long-term vision is that operational management of terminal is done automatically using math, meaning that most of decisions using digital twin combining with forecasts, incoming volumes arrival times, sizes, product types.

Based on real time infeed flow the Digital twin will automatically configure the sorter, sort plan and work force need to achieve operational excellence based on configuration on Productivity & Quality.

BENEFITS OF THE INNOVATION

CURRENT & FUTURE CONTRIBUTION OF THE SOLUTION

The digital twin implemented in Orebro supports the sortation planners and the management team in addressing the operational needs of today such as exemplified in following 3 use-cases:

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In another use case, terminal manager wanted to simulate a new resource allocation with reduced staff and achieve current throughput. The digital twin recommends the renewed resource allocation plan. The allocation plan was put in action and throughput was achieved.

In a third use case, terminal wanted increases number of directions, allocations without throughput impact. The simulation in the digital twin helps them identify a new setup of chute allocations with the right constraint.

These three use cases convinced the top management of the capabilities of digital twin and therefore it was decided to rollout in all major terminal.

Already today our digital twin journey has given us hard benefits such as efficiency in operations where we have 6-8 % improvement and looking at a potential up to 8-12%. This was done through optimizing the resource planning around chute aligned sort plan changes to achieve the current throughput with reduced resource footprint, which was simulated and executed and aligned as seen from the simulation in real life.

Another benefit was an increased capacity throughput, where a 25% improvement in hourly throughput was achieved. This was achieved through different scenarios being simulated. The result was adding two new infeed, which was implemented and validated.

Another benefit has been increased operational resilience. Now it is possible to experiment and try different machine configuration capabilities without impacting real operations. The terminal support team can now play different scenarios changing sort plans, directions, machine & belt speed, number of recirculation etc to different operational needs. This will be used in upcoming peak planning to prepare different scenarios of execution.

FUTURE CONTRIBUTION OF THE SOLUTION

The parcel process is based on end customer convenience and operational plan of distribution. Our long-term vision is that operational management of terminal is done automatically using math, meaning that most of decisions using digital twin combining with forecasts, incoming volumes arrival times, sizes, product types.

Based on real time infeed flow the Digital twin will automatically configure the sorter, sort plan and work force need to achieve operational excellence based on configuration on Productivity & Quality. Of-course this will require a complete reconfiguration of how we operate a terminal not just from a management perspective but operationally from a technology side.

PostNord is currently executing multiple use-cases to support this long-term future vision such as:

- Forecasts: Item, volumetrics, distribution and profiles (Collection and distribution);
- Asset Tracking: Internal asset utilisations such as Forklifts, cages;
- Staffing: Right people at Right place, support system for employees and management;
- Truck Fill Rate utilization: Monitoring, operating and process compliance;
- Linehaul / Transport digital twin: Optimize and plan;
- Digital Thread: Connecting processes and assets with tech like BLE, CV, Machine data;
- PalPicker: Automation of internal transport and asset management.

On the long-term perspective this is an important step towards Hyper automation of our terminal operating model. PN strategic team along with our IT partner (TCS) are closely monitoring progress and evaluating applications to support future vision and automation. Getting to a state of hyper automation is a lot of trial and error, this is a perfect playfield for IT, Innovation and Business for evaluating, implementing the right changes at right time to support the vision.

Use Cases

Sorting Configurations

- **Different volume scenarios**
  How many people would be needed to achieve a throughput
- **Increasing speed of Sorter**
  How it would impact chute discharge and throughput, chute blockages
- **Change configuration of Sorter such as**
  Recirculation and Drop chute setting etc
- **Increasing number of in-feeds**
- **Add or remove process steps such as Singulation, De-singulation etc**
  Impact on machine throughput, chute blockages
- **Increase or reducing number of chutes**
  Direct and indirect

Resource Planning

Possibility to try different work force arragements around
- **Number of people working on Chutes**
  Impact of machine throughput
  Impact on chute blockages
  Impact on different clearing rates of blockages
- **Different productivitiy estimates**
  Different cage layouts
  Different working processes
  Different speeds of emptying chutes

Sort Plan Configurations

Possibility to try different Sort Plans such as
- **Changing locations of destinations**
  See impact of machine throughput
  See impact of rescource productivity
- **Merging and splitting destinations**
  See impact of machine throughput
  See rescource needs to prevent blockages
  or how machine reads
  See impact of rescource productivity
- **Try different Sort Plans and evaluate impact**
  Evaluate before rollout through impact analysis
  Retrying minor changes based on observed behaviour from new sort plan
  Evaluate resource needs aligned with
  throughput and chute blockages

Increase efficiency of parcel machine usage
Omniva (Estonia)

Last mile optimisation and delivering a consistent quality of service in a situation of volatile volumes without sacrificing customer experience is one of the major challenges for any parcel carrier. We believe that the recent developments in the parcel network of Omniva have excelled in this task, increasing the efficiency and capacity of the network while improving the customer experience. Without increasing the number of parcel machines and lockers, we increased the network capacity with an efficient and environmentally friendly solution. At the same time, we increased the speed of parcel delivery for active e-shoppers. By implementing mobile parcel machines, we have found a solution for extreme overcrowding in some locations or when the usual post office for sending and delivering parcels is closed.

"With the innovative development of these last two miles, we have found a cost-effective solution that supports standard processes to the challenges faced by all parcel delivery companies."

Martti Kuldma

Chief Technology Officer (CTO), Omniva

THE INNOVATION

Although Omniva has 1,126 parcel machines in the Baltics with a total of 150,244 lockers, the peak season is such a busy time for the parcel machine network that some customers have to wait two or even three days for their parcels (the usual standard for the Omniva parcel machine network is D + 1). It is also important that customers receive all their parcels from the parcel machine as quickly as possible to avoid the so-called post-office effect, with human contact inevitably increasing the time it takes to deliver a parcel.

To address these challenges, as well as temporarily closed parcel machines or post offices, Omniva initiated and implemented the innovation project in 2022 to improve customer experience and increase efficiency of the usage of parcel machine network:

Multiple parcel storage and delivery to the customer from a single locker
An innovative solution where parcels sent to the same recipient in the same parcel machine are stored in a single locker and are made available to the customer via a standard (single parcel) delivery process and at a standard delivery speed.

Mobile parcel machine
An innovative solution with all the functionality of a standard parcel machine where the parcel machine is built into a trailer that can be easily transported to different locations as needed. It is possible to deliver parcels to a mobile parcel machine if the parcel does not fit into a conventional parcel machine to relieve the workload of a post office / postal station during holiday periods.
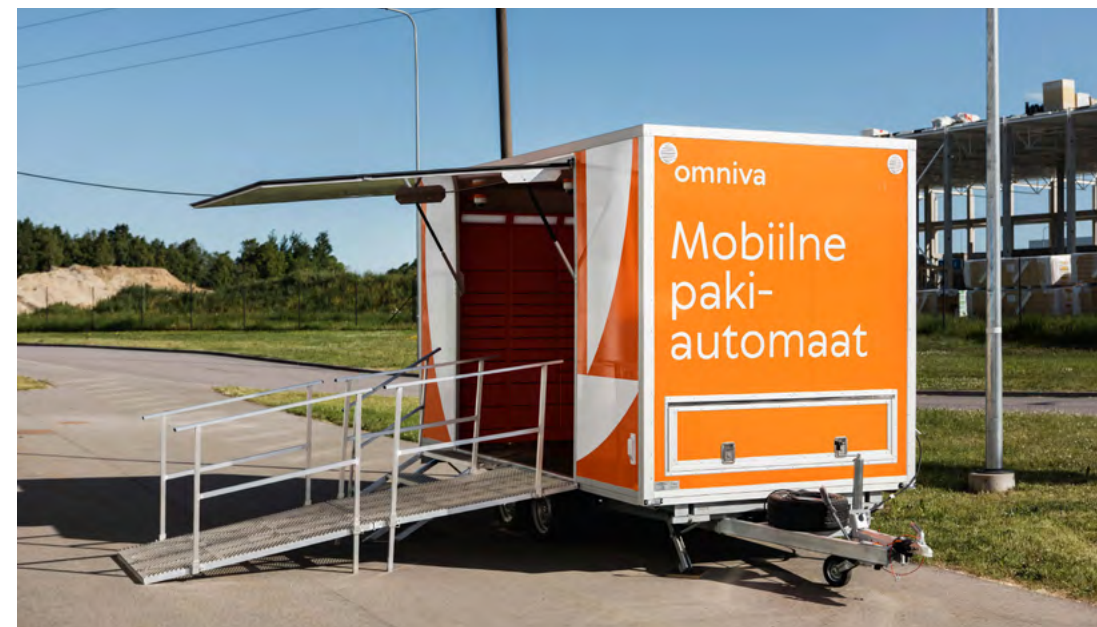
BENEFITS OF THE INNOVATION

When consolidating multiple parcels for delivery, the first question that came up was the process – should the parcels be consolidated at the sorting stage or is this done by the courier at the parcel machine? The solution was developed in such a way that the software can identify, using the mobile phone number, if the owner of a parcel has another parcel already stored in the parcel machine; and when a new parcel is stored, the locker with the previously stored parcel will open. If the recipient of a parcel has not collected their parcel and a new parcel arrives the next day, the solution allows the new parcel to be stored in the same locker.

The AB test was also required for a situation where a recipient has a parcel with no restrictions and a consignment that requires either payment or ID-card authentication for delivery. The test showed that customers will want to receive their parcels in separate lockers in such cases.

The primary challenge with the mobile parcel machine solution was to find a partner who would design and manufacture a trailer that would meet Omniva's requirements and be portable as a trailer in accordance with safety requirements, while providing customers with easy and convenient access to the parcel machine.

In the customer view, a process had to be created for redirecting parcels from a parcel machine to be replaced or from a post office to a mobile parcel machine and, if necessary, returning them, as well as a customer communication process for changes in parcel location**.**

The multi-parcel delivery and mobile parcel machine innovation projects were driven by the need to address the problem of volatile parcel volumes as well as temporarily closed parcel machines or post offices.

The ability to store multiple shipments in a single locker for dispatch is an innovation that improves the customer experience, increases efficiency, and is environmentally sustainable.

Without increasing the number of parcel machines and lockers, we increased the network capacity by an average of 14% with an efficient and environmentally friendly solution. At the same time, we increased the speed of parcel delivery for active e-shoppers by 2–10 times, depending on the number of parcels being dispensed simultaneously.

The ability to use a single locker to deliver more than one parcel has saved Omniva from having to additionally invest in the Estonian parcel machine network in the amount of approximately 800,000 euros and in the Baltic region as a whole, from approximately 3,000,000 euros worth of additional investments. There are additional operational and environmental savings from not having to service additional parcel machines. As parcel volumes grow each year, the future benefits are even greater.

From the customer's point of view, this is a convenient solution for customers who have more than one parcel delivered to a parcel machine, as it saves them time from having to enter a separate pin code for each parcel and retrieving each parcel from a different locker. The highest number of parcels delivered to a customer simultaneously in one locker was over 20 parcels and shipments of more than ten parcels to the same recipient in one locker are not uncommon.

The customers who shop online a lot also benefit the most from the solution. Customers who visit a parcel machine to pick up a single-parcel shipment benefit from the solution as well, as dispensing multiple parcels from a single locker increases the overall speed of dispensing parcels at the parcel machine and helps avoid queues.

A mobile parcel machine is used in the following cases:

- as an additional parcel machine in locations where the existing parcel machine is overloaded for long periods;
- as a temporary parcel machine in new locations where there is currently no permanent parcel machine or the post office is temporarily closed;
- as a replacement parcel machine in locations where a parcel machine is temporarily unavailable due to maintenance, replacement, or breakdown;
- as a temporary parcel machine at public events – helps to popularise the solution and allows visitors to use the parcel machine to send and receive parcels at an event;
- parcel machine training in areas where there are no parcel machines yet – ensuring that staff are prepared and competent to operate parcel machines.

The main benefit of a mobile parcel machine is that it enables continued service to customers or providing an additional service location in situations where service is disrupted due to a malfunctioning parcel machine or in the service areas of a post office closed due to an absent employee. It is first and foremost an innovation that supports and improves the customer experience.

For customers, both solutions are offered at no extra charge compared to the price of standard parcel machine service.

The chaotic warehouse project Correos (Spain)

The Chaotic Warehouse project was initiated to comprehensively address prevailing inefficiencies in parcel management within Correos offices. Recognizing the imperative for modernization and optimization, this ambitious project was meticulously designed and strategically executed on a robust cloud-based platform.

With a primary objective to enhance scalability and flexibility, the project endeavoured to streamline every facet of parcel reception, storage, and delivery processes. The project embarked on a journey of transformation, meticulously structured in phases to ensure seamless implementation and maximal impact.

"The Chaotic Warehouse project has revolutionized parcel management at Correos, reducing handling time by 55 minutes per day per staff member, saving 242,000 hours annually. By integrating advanced technologies like OCR and NFC, it significantly enhances efficiency, accuracy, and customer satisfaction."

José Miguel Aoiz

Deputy Director of IT Development, Correos

THE INNOVATION

The Chaotic Warehouse project represents a pioneering effort to comprehensively address inefficiencies in parcel management through the strategic integration of cutting-edge technologies.

At its core, this innovative initiative leverages the power of Optical Character Recognition (OCR) technology to revolutionize parcel reception and handling processes.

By seamlessly incorporating OCR capabilities, the project empowers Correos to swiftly and accurately identify parcels upon arrival, minimizing manual handling errors and optimizing operational workflows.

This transformation is driven by a meticulous adoption of advanced technologies, meticulously tailored to address the unique challenges of the postal sector.

While implementing such a disruptive solution inevitably presented obstacles, the project's architects navigated these challenges with remarkable foresight and strategic planning.

From addressing data handling complexities to ensuring seamless integration with existing infrastructures, every hurdle was systematically overcome through the effective application of innovative problem-solving techniques and robust process management strategies.

The resounding success of the Chaotic Warehouse project is a testament to Correos' unwavering commitment to technological excellence and operational optimization.

By harnessing the power of OCR and complementary advanced technologies, the project has catalyzed a transformative shift in parcel management, elevating efficiency, accuracy, and productivity to unprecedented levels.

This trailblazing initiative stands as a beacon of innovation within the postal industry, demonstrating Correos' dedication to continuous improvement and its relentless pursuit of customer satisfaction.

Through its strategic adoption of cutting-edge solutions, the Chaotic Warehouse project has redefined the boundaries of what is possible, setting a new standard for excellence in parcel management and positioning Correos as a leader in technological innovation.
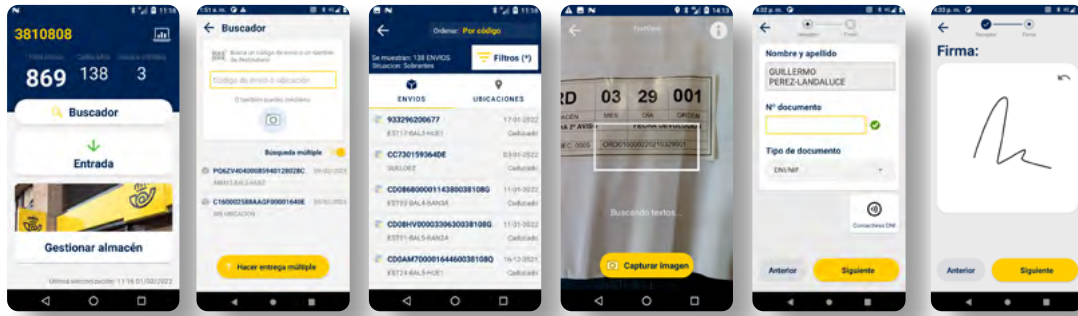
1. General screen of the app. Functions include searching, managing entries, and managing warehouses.

2. Search panel to locate a parcel by shipment code or customer name.

3. Shipments and product locations are shown.

4. OCR (Optical Character Recognition) technology through the PDA to automatically identify the parcel.

5. Formal customer identification via DNI, either manually entered or through NFC (contactless).

6. The customer signs on the PDA, registering the parcel collection.

BENEFITS OF THE INNOVATION

Key benefits of the Chaotic Warehouse:

Substantial Time Savings
The project has yielded significant time savings, reducing parcel handling time by an impressive 55 minutes per day for each office staff member. Across the 200 offices where the system is implemented, this translates to a staggering 242,000 hours saved annually, allowing for reinvestment into enhancing service quality.

Streamlined Operational Efficiency
Integration of OCR technology enables swift and accurate parcel identification upon reception, minimizing errors and optimizing workflows. Automated processes have replaced tedious manual handling, driving substantial productivity gains.

Scalability and Flexibility
The cloud-based architecture provides unparalleled scalability and flexibility. Correos can seamlessly handle increasing parcel volumes, especially during peak periods, ensuring adaptability to evolving operational needs.

Enhanced Customer Experience
Faster parcel collection times, fewer errors, and secure NFC authentication have significantly improved customer satisfaction scores. The implementation delivers a superior customer experience, solidifying Correos' reputation for reliability and efficiency.

Sustainability and Environmental Impact
Optimized warehouse operations have reduced energy consumption and waste, aligning with Correos' sustainability goals. Decreased internal logistics trips have lowered the overall carbon footprint, contributing to environmental initiatives.

Continuous Improvement
Regular user feedback and data-driven insights enable continuous refinements, ensuring the system remains effective and user-friendly while adapting to emerging challenges, fostering a culture of constant evolution.

The Chaotic Warehouse project exemplifies Correos' dedication to leveraging innovative technologies to drive operational excellence, customer-centric service, and sustainable practices within the postal industry.

Condition based Monitoring (CbM) Swiss Post

Our solution is the **result of a bold and challenging six-year** open innovation process in which Swiss Post produced an **innovative interdisciplinary solution using state-of-the-art technologies for the first time in a new setting**. Moving objects with a constant speed of 1.88 m/s are measured in the sub-millimetre precision range using laser triangulation. Advanced algorithms for analysing the images – combined with specially trained AI models – enable precise identification and preventative exchange of at-risk components.

"The increased operational safety and the reduction in repetitive, manual inspection work save the company from unplanned system downtimes and costs."

Thomas Nufer

Head of operations and engineering development, Swiss Post
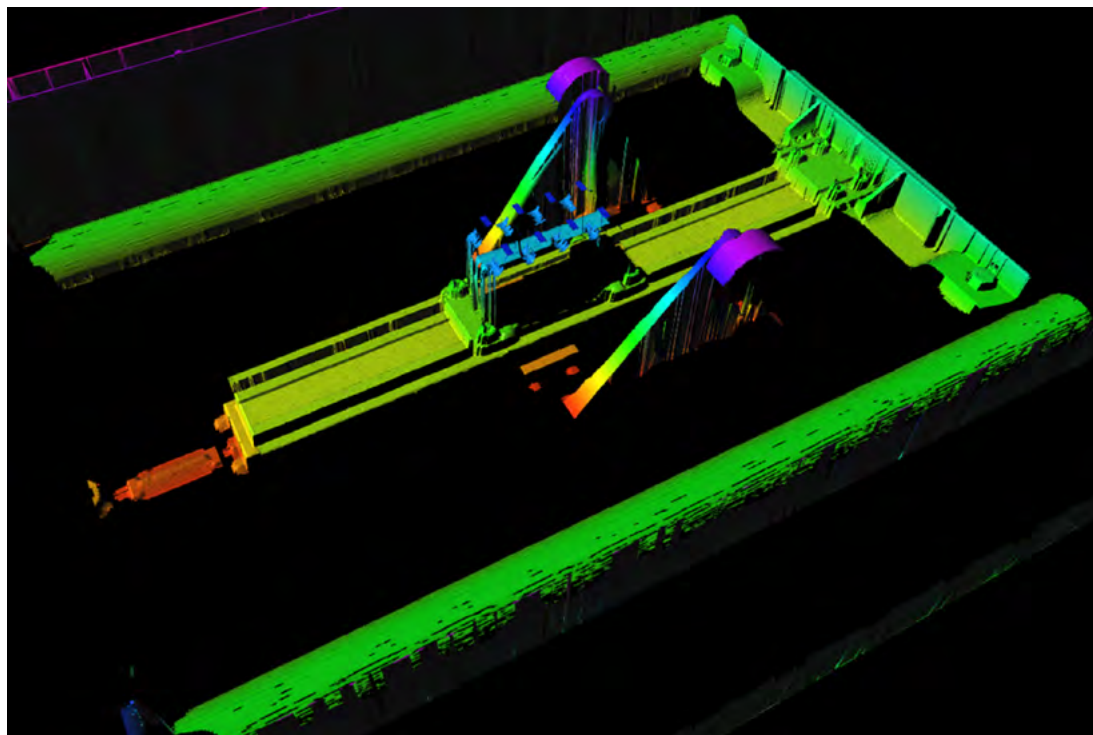
THE INNOVATION

Swiss Post operates nine large tilt tray sorters with a total of 7,155 parcel sorting trays at four locations. Intensive usage and ageing result in damage to materials, with unplanned interruptions and significant impact on the sorting process. Many years of operational experience have shown that the vast majority of breakages are due to deformation. Our solution has been designed to ensure that at-risk components are identified and preventatively exchanged before material breakages and unplanned operational interruptions occur.

A streaming camera produced by SICK AG is used for each sorter to identify defective or at-risk components. The Ruler3000 measures the form of objects at a speed of 1.88 m/s using laser triangulation during ongoing operations. The measurement produces a detailed profile image of the sorting tray with its installed components.
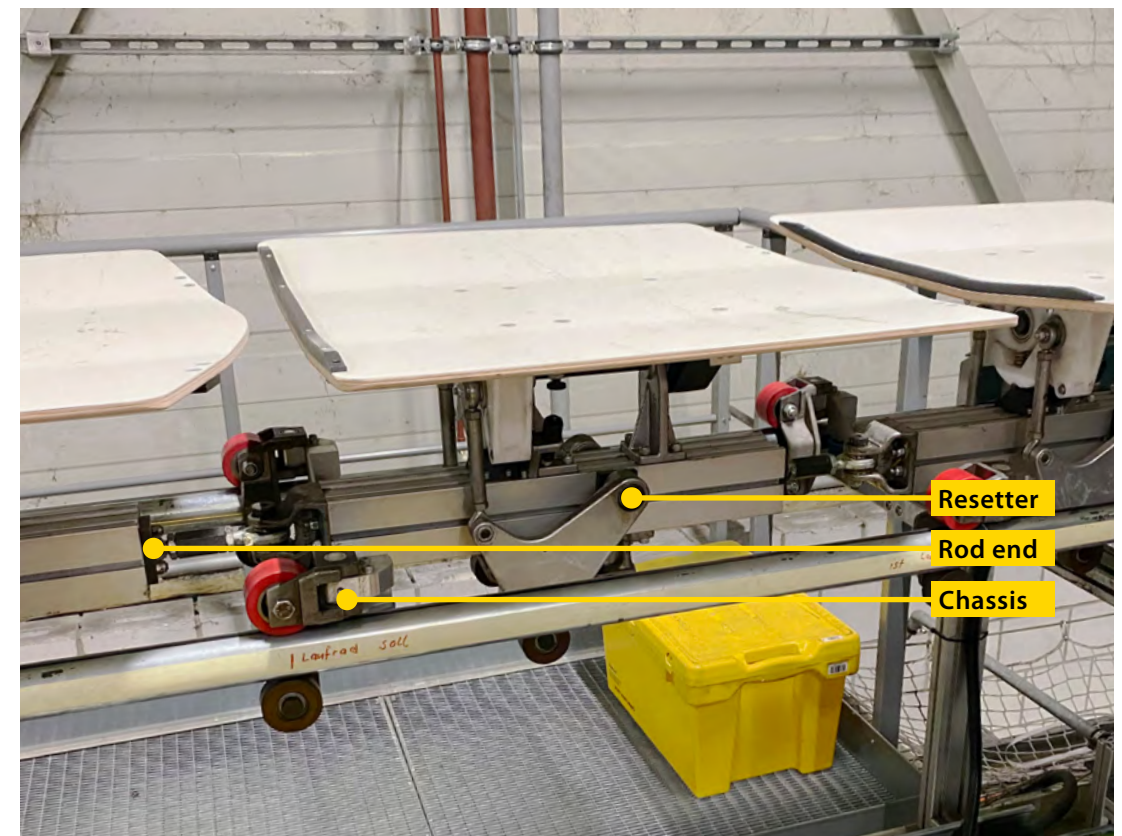
The images captured by the Ruler3000 are sent in high resolution to a local computer (edge processing), where a specialized application performs the image analysis. The combination of laser-based precision in image capture and advanced algorithms for analysis of the images enables the profiles to be measured with sub-millimetre resolution. The result of the analysis for each tray is sent to the IoT platform as a data set with values (called "features") on the deformation of the profiles in 1/10-degree resolution.

The measurement process is at the limit of what is currently technically feasible, which means that a reliable measurement result and prediction is produced only by combining a large number of measurements. A specially trained AI-module collects all measurement data and analyses the situation individually for each component on every tray. If the analysis shows deformation outside of the tolerance limits, a work order is triggered in SAP. After manual inspection of a reported tray, the components are exchanged (if required) before a serious breakage occurs during operations.

BENEFITS OF THE INNOVATION

Our project has already achieved impressive targets and will continue to make a significant contribution to Swiss Post's success in future.
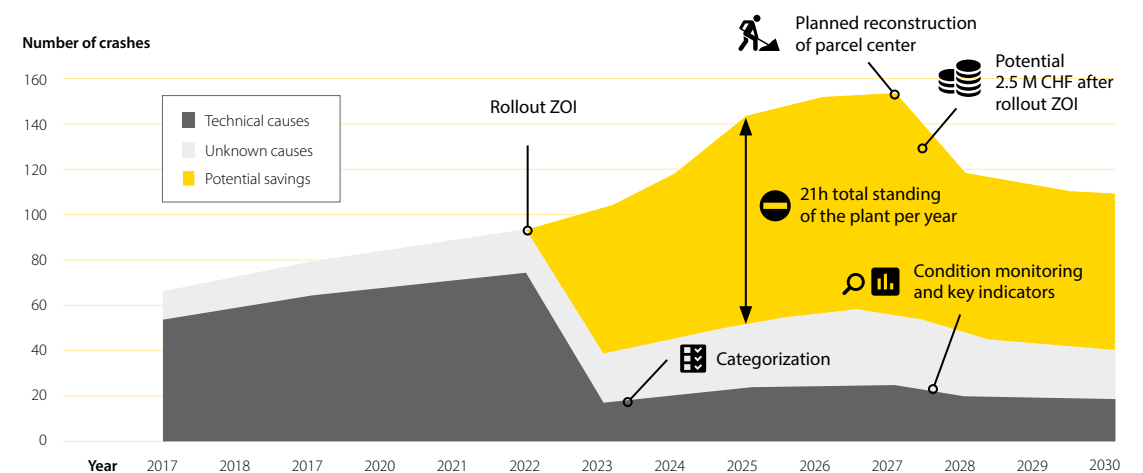
Our Condition based Monitoring solution (CbM) has enabled us to drastically reduce unplanned operational interruptions resulting from technical issues. Within just 12 months of the solution's introduction, a remarkable **90% fewer crashes** were caused by the monitored components in the sorting trays. This has resulted in **considerable savings in direct and indirect process costs**. Our forecasts indicate that we are set to fully achieve our target of an 80% reduction in crashes. This equates to an estimated cost saving of 2.5 million francs over an eight-year period, which means an average saving of around 300,000 francs per tilt tray sorter (in eight years).

We have also significantly reduced the cost of manual inspections for the sorting trays. From January 2023 for Härkingen and from July 2023 for other locations, we expect to achieve a massive cost reduction of 75% compared to the previous

12 months. By comparing costs, we have developed an efficient methodology for measuring and forecasting these successes.

We also aimed to make sustainable improvements in relation to the capital commitment to spare-part inventories. Although supply problems with raw aluminium have temporarily resulted in an increase in inventory levels, we will re-evaluate this situation once the raw materials market has stabilized and after the audits of the sorting trays. Our aim is to reduce the average inventory level of the monitored components by 20% by the end of 2023. In addition, we have committed to the principle of sustainability by abandoning comprehensive preventative exchange of monitored component categories on all sorting trays.

Our project does not just contribute to improving efficiency and cutting costs, but also demonstrates our **commitment to sustainable solutions and innovative approaches**. We are proud that our solution is helping Swiss Post on its path to success and making a positive contribution to the logistics sector.

Number of crashes

- Technical causes
- Unknown causes
- Potential savings

Rollout ZOI

Planned reconstruction of parcel center

Potential 2.5 M CHF after rollout ZOI

21h total standing of the plant per year

Condition monitoring and key indicators

Categorization

160
140
120
100
80
60
40
20
0

Year 2017 2018 2017 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

GoGreen Plus
Deutsche Post (Germany)

GoGreen Plus is part of the DHL Group's ecologically sustainable product line. Since 2022, Post & Parcel Germany as a part of the group has been offering carbon emissions-reduced shipping with GoGreen Plus. Compared to "Offsetting", GoGreen Plus as "Insetting" reduces the carbon emissions generated - by investing in additional measures in the Deutsche Post DHL logistics infrastructure. Thus, the shipments sent with GoGreen Plus are carbon reduced.

"As sustainability pioneers, our clear goal at Deutsche Post and DHL is to achieve zero emissions by 2050. By choosing GoGreen Plus our customers can also reduce their carbon footprint. This service offers our customers tangible benefits for their own climate protection goals."

"For many of our customers, ensuring environmentally friendly transport with minimal carbon emissions is of utmost importance. At Deutsche Post and DHL, we have shown that we align with our customers' vision. Utilizing GoGreen Plus for their shipments enables them to seamlessly integrate active climate protection with their business success."

Deutsche Post DHL Group

Guido Wübben

Vice President Sustainability and Strategic Projects, Post & Paket Deutschland, Deutsche Post

Christoph Hempsch

Senior Vice President Product Management, Post & Paket Deutschland, Deutsche Post

THE INNOVATION

GoGreen Plus is the first service in the logistics industry on the European Market, giving the customers the opportunity to participate in the carbon reduction when sending documents and goods (Insetting). In this way, customers make a greater contribution to ecological sustainability than with "Offsetting", where the carbon emissions generated are compensated afterwards by investing in sustainable international projects.

Additional emission reduction measures of Post & Parcel Germany are being implemented in our German post and parcel network from our Real Estate over the Line Haul to the Pick-Up and Delivery (PuD). In return, the reduced emissions by these additional measures are being allocated to the customers. This allocation mechanism is in line with the "Voluntary Market Based Measures Framework for Logistics Emissions Accounting and Reporting" by the Smart Freight Centre (authors of the Global Logistics Emission Council Framework, short GLEC Framework).

In 2022, Deutsche Post started to introduce "GoGreen Plus" products that are based on true decarbonization measures rather than compensation.

Overview sustainable products & solutions

Transparency: Carbon Reports

Transparency and visibility for our customers via tailored Carbon Reports

Green Optimization

Reduced carbon emissions with optimized supply chain and energy efficient technology

Clean Fuels & Technology

Decarbonization of logistics services by using sustainable fuels and low carbon technologies

GOGREEN PLUS

Insetting via GoGreenPlus products
Insetting enables us to reduce carbon emissions. We thereby protect the environment and the climate along our own logistics infrastructure. e.g. electric vehicles (e-trikes, e-bikes, etc.), Bio-CNG trucks, heat pumps and photovoltaic system.
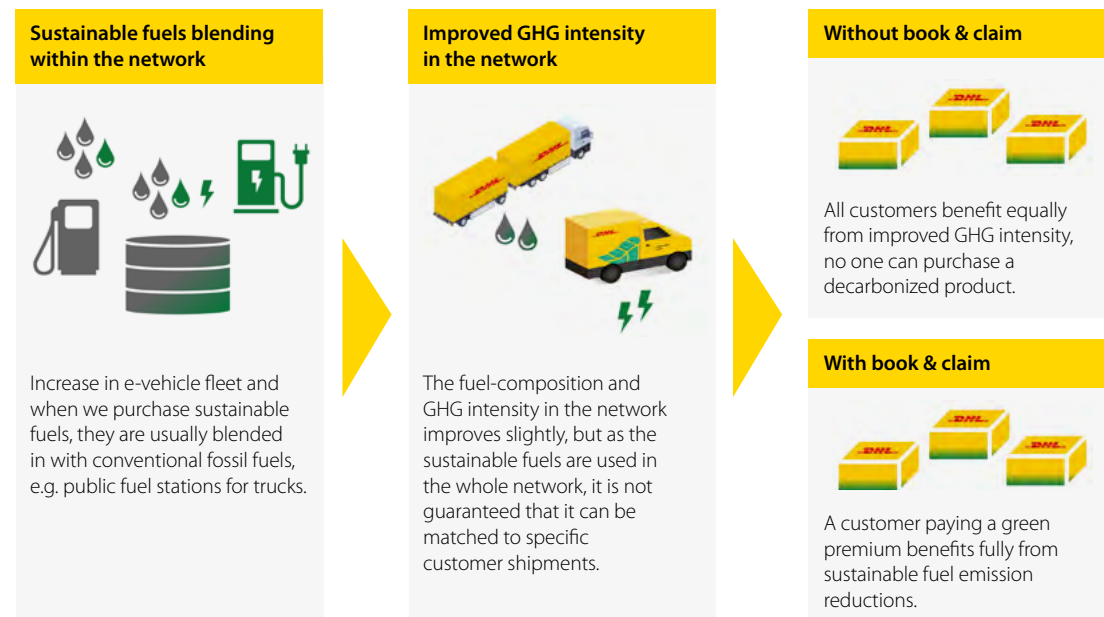
| Real Estate | Line Haul | PuD |

BENEFITS OF THE INNOVATION

GoGreen Plus has the following benefits for our
Post & Parcel Germany customers:

- Customers can support the active carbon
  emissions reduction of postal operations
  in Germany instead of financing distant
  climate protection projects;
- It helps customers to report the reduced
  GHG emissions when they book the
  GoGreen Plus service;
- It is engaged with Science-Based-Targets
  Initiative (SBTi) for climate action, with
  confirmed reduction targets aligned
  with latest climate science;

- Therefore, Deutsche Post and DHL together
  with our customers increase the speed of
  decarbonization in the logistic industry;
- It is based on cutting-edge technology
  and science and meets market demand;
- It offers transparent insights when sending
  documents and goods by individual reporting.

GoGreen Plus insetting products are mostly based on the fundamental approach
that all vehicles and real estates emit GHGs into the same atmosphere.

Insetting – One atmosphere approach (Example: Sustainable Fuel)

Sustainable fuels blending within the network

Increase in e-vehicle fleet and when we purchase sustainable fuels, they are usually blended in with conventional fossil fuels, e.g. public fuel stations for trucks.

Improved GHG intensity in the network

The fuel-composition and GHG intensity in the network improves slightly, but as the sustainable fuels are used in the whole network, it is not guaranteed that it can be matched to specific customer shipments.

Without book & claim

All customers benefit equally from improved GHG intensity, no one can purchase a decarbonized product.

With book & claim

A customer paying a green premium benefits fully from sustainable fuel emission reductions.

Digital Transformation & Customer Experience

Digital transformation of post offices
La Poste (France)

Our digital transformation of Post Offices allows us to go from wasted time on low value-added tasks to managers and Counter Staff focusing on the essentials and interaction with customers.

What we deliver is shaking up the daily lives of operational staff, will bring a cultural shift and an in-depth rethinking of operational practices and customer journeys. Over the next 4 years, we aim to revolutionize current practices providing new value-generating functionalities for customers.

"Getting to know and knowing our customers is very important to us. We aim at offering the right services to our clients, not only to generate incomes, but also to respond to their needs and even anticipate them."

Nathalie Quintin

Head of Digital Transformation,
La Poste

THE INNOVATION

La Poste's digital transformation program is a pioneering journey that is reshaping the postal and logistics landscape with three streams, each designed to deliver exceptional value and redefine industry standards.

Revolutionary Digital Platform of Post Office:
The Digital Design of Post Office initiative is revolutionizing the employee experience by harmonizing and digitizing all Post Offices. A key project in this stream is the consolidation of multiple portals into a single, unified platform accessible on any device. This move ensures that every user, whether a La Poste employee or partner, has access to the same efficient tools, fostering inclusivity and streamlining operations across the board.

In a bold consolidation effort, La Poste has replaced three legacy systems with a singular, state-of-the-art digital portal. This platform is a triumph of efficiency, projected to yield important cost savings of €1.7 million by 2024, escalating to €4.3 million by 2025. The development of this portal was a collaborative effort, incorporating valuable insights from the staff to ensure a user-centric design. The result is a user-friendly interface that significantly enhances operational efficiency and collaboration, while also streamlining the training process. This initiative exemplifies La Poste's commitment to innovation, simplifying complex systems into a unified solution that empowers employees and optimizes workflows.

360° Customer Knowledge:
By seamlessly integrating data across postal, banking, and mobile services, La Poste has crafted a personalized customer experience that is second to none. This innovative data synergy empowers staff to deliver a suite of services in a single interaction, significantly boosting data reliability and customer satisfaction. This strategic move is perfectly aligned with La Poste's evolving business model, leveraging secure, tailored data to offer bespoke services that resonate with the modern customers thereby fostering a deeper connection with customers and enhancing their overall experience.

Enhanced Seamless Omnichannel Experience:
The Omnichannel stream aims at delivering a fluid, seamless omnichannel customer experience by deploying new service offerings. With the introduction of innovative services such as Appointment Booking and Shop to Web, La Poste is setting new standards for customer experience on every customer journey. These services are part of a broader omnichannel strategy that seamlessly blends digital and physical touchpoints, providing customers with a fluid and cohesive experience on. The digitization of traditional processes is further augmented by the support of Digital Champions, who are key players in facilitating the digital transition for both employees and customers. These champions are the torchbearers of change, ensuring that the adoption of new technologies is smooth and that the benefits of digital transformation are fully realized.

La Poste's digital transformation is not just a series of initiatives; it is a strategic reimagining of its role in a digital-first world. The transformation is a balanced fusion of cost-efficiency, enhanced customer service, and operational excellence. By investing in these areas, La Poste is looking to reach a position of leader of the digital innovation among retailers but is also setting a new precedent for what it means to be a modern postal service. With a keen eye on the future, La Poste is embracing change, driving innovation, and delivering a level of service that is truly transformative. This digital evolution is a bold statement of La Poste's vision and its dedication to excellence in an ever-evolving digital landscape.

Focus on 2 projects related with customer knowledge

Project	Description	Key Takeaways	Verbatims
Customer Knowledge 360°	In **Post offices**, the **possiblity of creating a link between La Banque Postale & La Poste customer files,** as on Espace Co 3.	**24% of proposals to link customer accounts** are accepted by customers. **1000 customers** linked per week.	"We played on the KYC aspect, on compliance and it was intuitive for our Counter staff." "Having viable and identical data for a customer whether in Bank or Mail sector, reinforces professionalism."
Parcel Drop off with the Digital IdentityLa Poste	It enables customers to **pick up their pending parcel** at the Post office and be recognized **with their Digital Identity.**	Approximately **500 000 customer identifications per month.**	"It's super practical." "Parcel pick up with the Digital Identity has considerably reduced the number or uncivilized customers coming without ID to collect a parcel."

Focus on 3 projects related with the new offers

Project	Description	Key Takeaways	Verbatims
Appointment Booking Solution	**Appointment at the post office booked through the app** enables to carry out certain operations.	**21020 appointments made** in total.	"Appointment Booking, is a commitment for the customer." "We have the time to prepare our appointments in advance, so we can better meet our customers needs." "As managers we can help our Counter staff to rapidly develop their skills."
Digital Champion	To increase **customer autonomy** by setting up digital champions and training Counter staff.	A network of digital champions: 1 per sector, **1850 digital champions** **716 appointments** booked for "Digital tools".	"The Digital Champion has 5 minutes for the digital minute so that he can share what he has learnt." "Digital Champion is a real link for colleagues and a real support for the Customer Experience manager." "A seen as rewarding for and by the Counter staff."
Shop To Web	A 100% digital offer to meet the needs of our customers who come to **buy stamps that are not available** at the post office.	**16%** of elegible areas used this new service since the release. **One sale of 700 €** realized.	"This service is very easy to use, very intuitive." "Offices without a Olympic Games stand can offer the stamp for sale to interested customers." "As it is not possible to sell stamps by automat, Shop to Web allows us to meet customer demand."

BENEFITS OF THE INNOVATION

Here is a non-exhaustive list of the main benefits to customers and employees provided by our **digital transformation program:**

Appointment Booking Solution: This solution empowers customers to schedule Post Office visits, enhancing efficiency for Managers and Counter Staff. Managers gain predictive insights into activity, optimizing team and resource management. Counter Staff can prepare for appointments, boosting sales and service quality.

Digital Champion: Each Post Office team includes a Digital Champion, fostering a digital culture and disseminating knowledge about apps and web tools through quarterly mini-learning sessions and bi-monthly digital newsletters.

Shop To Web: The new feature on smartphones bridges the gap between physical and digital, offering customers access to unavailable in-store stamps, driving traffic, and boosting profitability.

360 Customer Knowledge: New PC and smartphone features enhance service delivery by providing Counter Staff with comprehensive customer insights, including cross-notifications and consistent access to Individual Client Files on both devices, streamlining customer care.

Digital Platform for all on desktop and Smartphone: The "Espace Co 3.0" platform unifies tools across all Post Offices, offering Counter Staff a single, efficient platform for customer service, accessible on smartphones and PCs without repeated logins.

Reinforcing the use of the digital identity by La Poste: Counter Staff can swiftly identify parcel recipients using a multi-business banner and "Digital Identity" app, ensuring secure and personalized service.

Operational efficiency in stock management: The "GDS" inventory tool on smartphones reduces manual tasks for Counter Staff, freeing up time for customer-focused activities.

Resources forecasting powered by AI: The Optimization of Resources (POP IA) tool aids Managers in creating optimized schedules, adapting to organizational changes with AI-driven simulations.

Banking processes digitization: Digitizing cash transactions, the SF35 form will transition to receipt printer tickets, simplifying processes for Counter Staff and eliminating the need for printed transactions on physical savings accounts, significantly improving workflow and paper usage.

DIGI
Bulgarian Posts Plc

DIGI is a web-based and mobile application, which as a first step will assist customers with the customs clearance process of international inbound postal items. At a later stage, it is envisaged that the application will be developed into an integral platform offering access to a wide portfolio of services. The solution consists of an external application for customers and an internal application used by employees involved in the customs clearance procedures at the Bulgarian Exchange and Sorting Centre, where the company has a bonded warehouse. The implementation of the application creates a new communication channel between the company and its clients, thus addressing market trends and customer requirements.

"DIGI will facilitate and speed up the customs clearance process by providing customers with a convenient, secure and user-friendly channel and by automating and improving the efficiency of the data handling process, ultimately contributing to a better customer experience."

Contact

www.bgpost.bg/en/contacts

THE INNOVATION

The implementation of the DIGI solution is in accordance with the company's strategic priorities that include:

- Digitalization of operational and business processes.
- Product portfolio development.
- Development of a customer-centric approach, including the use of new communication and sales channels.

In addition, the introduction of the solution is in line with market trends, and takes into account the best practices of competitors on the national market as well as those of designated postal operators abroad. It is set to address better the habits and requirements of younger generations, which potentially will result in reaching out to new customer groups.

The DIGI solution consists of an external application for customers and an internal application used by employees involved in the customs clearance process at the Bulgarian Exchange and Sorting Centre.

Once customers have postal items that need to go through a customs clearance process, they are notified via a text message or a paper notification at the address, with the postal item being identified by a unique number.

To continue this process, customers need to go to the DIGI application, and to submit the required data, including any accompanying documents, and provide a GDPR consent.

One Application Infinite Possibilities

DIGI is your comprehensive platform, where you can easily control every aspect of your life.

Download Now

The application is very convenient for customers who receive postal items on a regular basis. Since the personal data of the respective customer is automatically stored, it does not have to be re-entered every time.

Once customers submit the required data in the external application, the latter is transferred to the internal application for processing by Bulgarian Posts' employees. The internal application is populated automatically with the data, thus allowing for easier and faster handling, minimizing technical errors and archiving.

The DIGI app is a cloud-based solution, which does not affect the functioning of the other systems of the company, and it has been developed in line with the highest data security standards.

The internal DIGI application, which is tailored to the requirements and needs of Bulgarian Posts, is at an early development stage and in the future will allow for the integration of various services.

BENEFITS OF THE INNOVATION

The implementation of the DIGI solution is an important step as to the overall digitalization of Bulgarian Posts, including the establishment of digital sales and communication channels. Currently, the company has only one online service – subscription for newspapers and periodicals, and no other mobile apps.

In the short term, the DIGI solution will facilitate and speed up the customs clearance process by providing customers with a convenient, secure and user-friendly channel for submitting the required data and by automating and improving the efficiency of the data handling process, ultimately contributing to a better customer experience.

In the long term, the DIGI solution will set the scene for offering a wide range of digital services via an integral platform.

Overall, the DIGI solution creates multiple benefits for both Bulgarian Posts' customers and employees and for the company, in general.

Customers
The external DIGI application introduces a convenient, secure and user-friendly channel for submitting the data needed to complete the customs clearance procedures. It saves customers time, especially for those who receive postal items on a regular basis. Since their personal data is stored by the app, they do not have to provide the same data multiple times.

Employees
The DIGI solution removes the manual entry of data, with the data entered in the external app by customers being automatically transferred to the internal app. Thus, the risk of technical errors is minimized and the time needed to process the data is reduced, with the overall efficiency of the working process being improved.

Corporate
The new solution speeds up the customs clearance process, it overcomes the backlog of postal items at the bonded warehouse, which restricts the available capacity, and it improves customer experience and quality of service.

Helena (ChatGPT)
CTT (Portugal)

Helena is CTT's new assistant for Customer Support. Powered by Generative AI, she is able to interact with our customers, in natural language, and help them get their questions solved. She is present in our Live Chat channel, website, and through our WhatsApp and Facebook channel, and she is able to answer to customer's queries, mixing the power of Generative AI with transactional capabilities.

CTT believes that the chatbot is a game-changer, and we are planning to expand the chatbot to other channels and other areas of the company.

"By combining GenAI and transactionality, Helena delivers a comprehensive and satisfying customer experience, without requiring any human assistance or switching to other channels."

Carlos Machado Silva

Head of Corporate Transformation & Intelligent Automation ,
CTT Portugal Post

THE INNOVATION

The aim of the project was to improve the quality and efficiency of our customer service by implementing a chatbot powered by generative artificial intelligence that could provide timely and accurate support to customers, communicate in natural language and perform transactional tasks, through digital channels with the motivation of enhancing the customer experience and satisfaction.

The chatbot was developed using state-of-the-art technology and expertise in AI and was deployed on CTT's website and through our WhatsApp channel. The chatbot can handle complex and unpredictable queries from customers in any language and provide personalized and accurate responses.

The first version of Helena was fully functional after 1.5 months of work, and we proceeded to a four-month period of testing and improvement. We created a set of more than 700 potential questions from our customers and tested each one of them in terms of the accuracy and completeness of the answer and the alignment with our tone and culture. Each cycle resulted in the refinement of the prompt to GPT and the enrichment of our internal knowledge base. For the final cycle, we launched a "Family and Friends" version, that allowed us to Improve Helena considering all comments and feedback collected during this final period.

Currently, we have a product backlog with additional features, that are being delivered by a product squad dedicated to expanding Helena's capabilities to other use cases and enhance its current performance in supporting our customers. Helena is an advanced search system and information processing oriented by Artificial Intelligence. Developed under a microservices architecture, this system was projected to deal with distinct kind of data, enabling Helena to give updated and intelligent information to our customers. The system was developed under three main functionalities:

1. Track&Trace, enabling Helena to give answers regarding the state of a delivery process in real time;

2. Advanced Product Information, that uses natural language processing to understand the questions of our customers and give a detailed reply in accordance with the information that resides in our knowledge database;

3. Categorization, whose main objective is to categorize the conversation in a category and subcategory, allowing us to perform posterior data analysis and improve our processes accordingly with the historical data of customers questions and comments;

4. Helena is also supported by a daily process that collects all new documentation provided (FAQs, Web Pages, PDFs, ...) and updates a vectorial database, that feeds Helena's answers. By this way, if a new product or service is launched by CTT, Helena is immediately prepared to give answers about it in no more effort associated than putting the new product information in a folder.

Helena is prepared to answer in any language supported by Azure Open AI without any translation effort from our teams.

BENEFITS OF THE INNOVATION

The chatbot project has achieved remarkable results, both in terms of operational efficiency and customer satisfaction. Since the launch of the chatbot, CTT has witnessed a significant increase in the deflection of calls to the call center, indicating that customers are more confident and comfortable in interacting with the chatbot to resolve their issues and doubts.

Moreover, the Net Promoter Score (NPS), a measure of customer loyalty and satisfaction, has increased significantly, showing that customers are more satisfied and more likely to recommend us to others.

With this initiative, not only it was possible to significantly increase the number of questions that we can reply to our customers, but we also provided the possibility of replying in different languages without the need of having a multi-language knowledge base.

Transactionality is the feature of Helena that allows it to perform tasks on behalf of the customer, such as tracking a delivery. By combining GenAI and transactionality, Helena delivers a comprehensive and satisfying customer experience, without requiring any human assistance or switching to other channels.

Since its launch, on the 17th of November of 2023, Helena has answered more than 402.000 questions from our customers, and boosted the Net Promotion Score of our chatbot, which rose from – 10 to 30, with significant savings for CTT:

- Our chatbot can now support a virtually unlimited number of questions about CTT and our products and services, in all available channels (Site, Whatsapp, facebook), compared to only around 50 questions before;

- The time needed to train the chatbot for a new question from our customers was cut down from 15 days of development work to just a few minutes (the time to put a word document on a folder and run the vectorization process);

- Helena can naturally reply in any language supported by Azure OpenAI – without any translation effort from CTT – enhancing the quality and scope of our support services to our customers;

- Helena has significantly reduced the number of calls to our customer support, with operational savings estimated in more than 10.000 euros monthly;

Helena is still developing, increasing the number of transactional capacities, like the possibility to performing payments and changes in the delivery process, increasing the quality of our services and customer's satisfaction.

Helena's system architecture
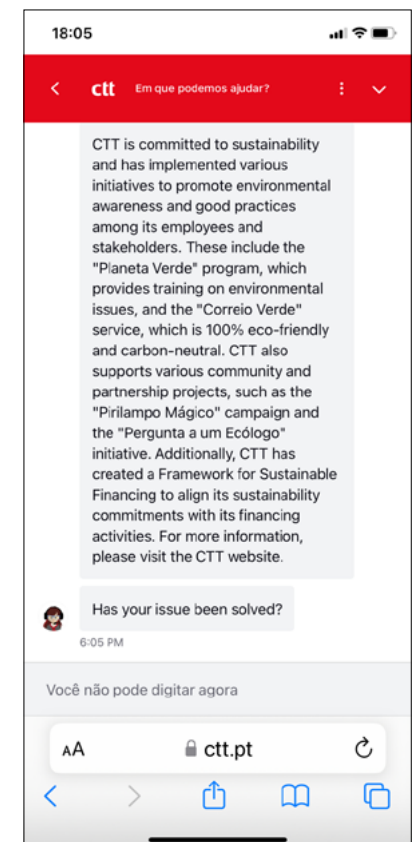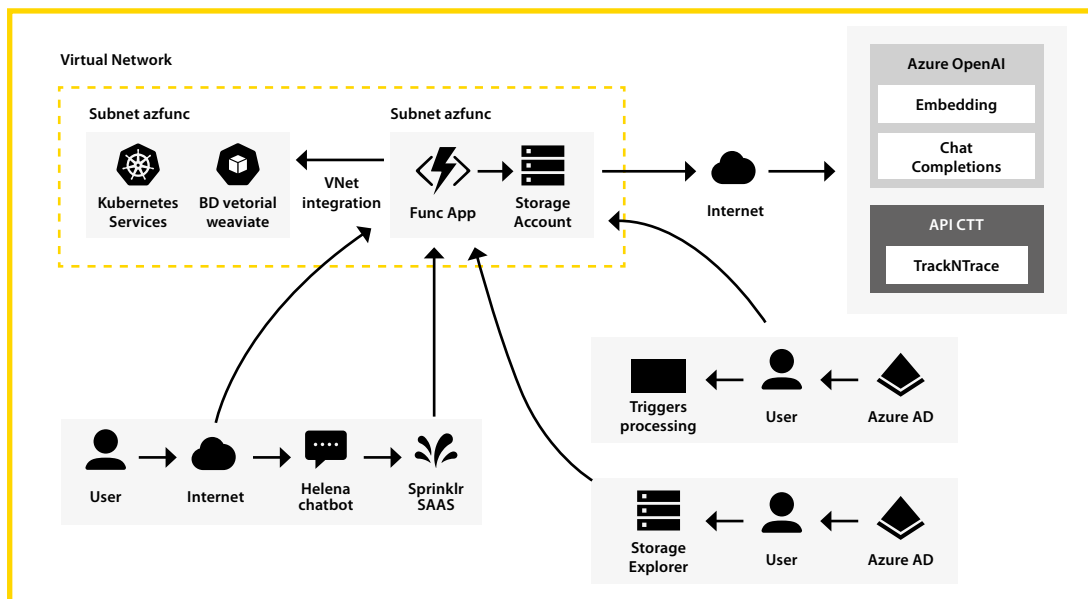
MyMail
PostNL (Netherlands)

Almost everyone in the Netherlands has used the PostNL-App at least once in their life. Mostly the app was used to track parcels, and people used it to buy/order stamps and other postal related items. Besides that the services in the app were more parcel related. Consumers have the possibility to give their preferences where to receive a parcel (at home, at the neighbour or at a retail point/store). PostNL wanted more engagement with the consumers, and consumers requested more insights regarding their mailpieces that were dropped in their physical mailbox. This sparked the idea of *MyMail*.

"We keep it simple, we make it smart and we do it together. These three values of our orange compass help us on our journey to be your favourite deliverer."

Thijs Hoonings

Manager Data & Analytics, PostNL

THE INNOVATION

MyMail started as a service in the PostNL App, where consumers can see a picture of the post/ lettermail they will receive in their mailbox on that day. This is helpful for the consumer, because they wanted to know what they could expect on a certain day. It also helped raise the NPS (Net Promoter Score) of our consumers and it created extra engagement with the PostNL-App. Consumers on our MyMail platform (currently 2.4 million and growing 30k monthly) are more active in the app (on average twice a week minimum), and have a higher NPS than consumers without MyMail. NPS is known as the Net Promoter Score. It is the way PostNL calculates consumer satisfaction while using the app. The NPS is essential for PostNL, because satisfied consumers are:

1. More likely to visit the app more often (as we can see with MyMail, the consumers visit the app 2–3 times as much as other users of the PostNL-App);

2. More likely to buy something from PostNL (we can also see this within MyMail, people with a MyMail account spend more on average, than people without a MyMail account).
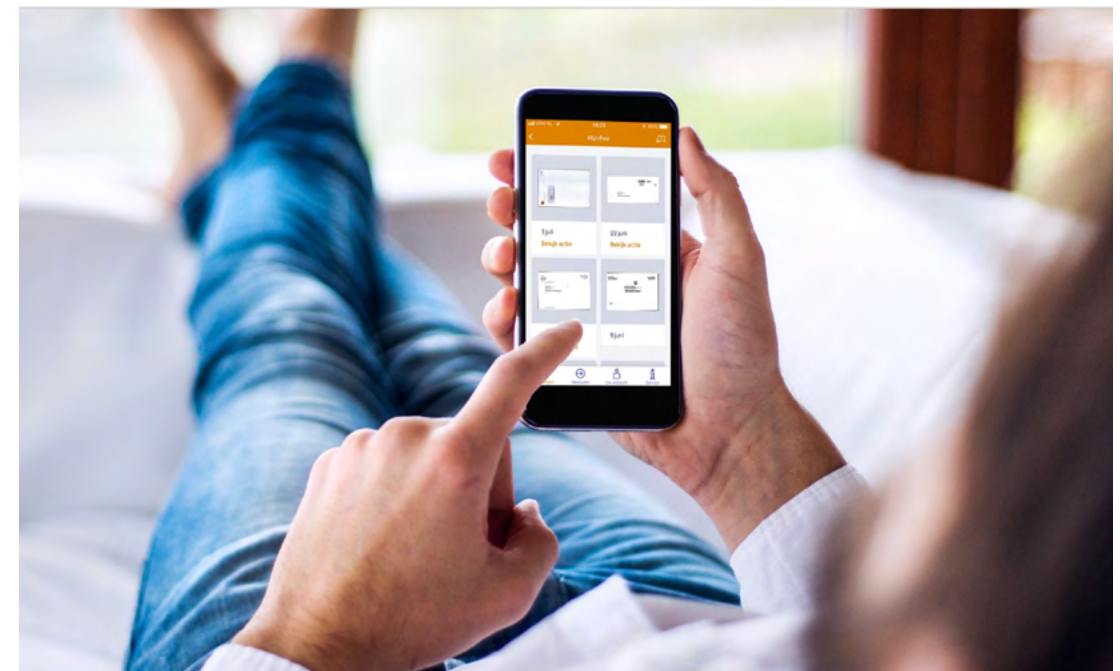
When this service was introduced, we already thought of ways to evolve the product. Business Customers who are sending direct mailings to consumers, are struggling to increase the response, and so the ROI on their direct mailings. Besides that, some find it difficult to get a good and clear measurement of the response of an offline marketing tool like direct mailings. So we decided to add an extra layer to MyMail: give the customers the possibility to create an online response option on their offline direct mailings.

Business Customers have the possibility to add a landing page to the picture of the mailing that is shown in MyMail. The Business Customer was delighted with this possibility, because it gives the ideal combination: the awareness of an offline direct mailing, with the easiness of an online response with 1 click of a button in the app. Consumers also liked the idea a lot as it gave them an easy way to respond to certain mailings. At the moment we have three so called 'call-to-actions':

1. Landing page: Business customers have the possibility to add a landing page to their mailing. We show a button underneath the picture of the mailing, and the business customer can decide what text is shown on that button. Consumers see this button and can click on it. The app will send you to the landing page that is decided by the business customer. This can be a generic website (every consumer lands on the same website) or a personal website (each consumer lands on their own 'my page');

2. Calendar function: Business customers have the possibility to add a calendar request to their mailing. Consumers see a button, and when they press it, they can add an appointment to their personal agenda. Date and time is decided by the business customer. This is a general appointment which is ideal for election days, or other important days that require high response;

3. Donation Function: we have seen more and more charities that are struggling to get enough donations. We offer them help by adding a button to their mailing. The button wil direct the consumer to a payment app (an app from the bank the charity organization works with, in the Netherlands for instance 'Tikkie') and consumers can choose the amount they want to donate and donate within 1 minute. Research has shown that the fewer steps a donation process requires, the higher the chance of a donation actually being made. With this option we enabled a very low effort way to help raise donations by charities.

BENEFITS OF THE INNOVATION

MyMail has a positive contribution to PostNL as a company in several ways.

Revenues
We see a declining trend in how much direct mailings are being sent by our business customers. Business Customers that use MyMail as an (free of charge) addition to their mailing, are showing a less steep declining trend. So we see MyMail as a tool to create a less steep decline in the amount of lettermail we process within the Netherlands.

NPS
We see that consumers really like the addition of MyMail. They like the transparency that they know what mail they will receive and when. They also show a higher NPS than other users of the PostNL-App.Usage of the PostNL-App.

Usage of the PostNL-App
Besides showing a higher NPS, MyMail users also are more active in the PostNL-App than other users. We have several other solutions within the app, which generate revenue streams. We want consumers to be more active in the app, because this will increase the chance they will create extra revenues. At this moment we see that that the average MyMail user is active minimal twice a week within the app. Normal users are only active when they expect to receive a parcel, which is far less than twice a week.

Possible new Revenue Streams
We are doing research to increase the services we give the consumers (and business customers) within MyMail. For now the service is free-of-charge, but new services within MyMail could be monetized. Think for instance on the possibility to fully digitalize how you process your mail pieces. You can open your letters digitally, you process your letters digitally (payment options for example) and you can tell us which direct mailings you do and which ones you don't want to receive physically. A digital PO box where you can easily manage everything you want for your mail and other important documents. This could be a feature behind a premium membership, that can generate new revenue streams for PostNL. The innovation characteristics of the system are that we made it possible to:

A. Show a digital picture of the envelopes and mailings you can expect in your mailbox that day;

B. Offer the possibility to add a digital layer to a specific mailpiece in your mailbox. This benefits the consumer (easy way to respond) and the business customer (extra response option).
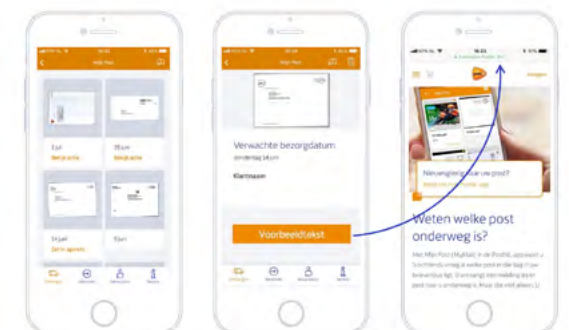
WUMS-App
Austrian Post

The WUMS-App stands out in the fleet management technology landscape, introducing a shift in tailormade vehicle maintenance and control standards. The core functions of the APP comprise:

- **Vehicle handover:** structured handover process between drivers;
- **Sending repair orders to workshops:** standardized communication line to the regional repair spots;
- **Performing vehicle inspections:** regular vehicle-health inspections fully digitalized.
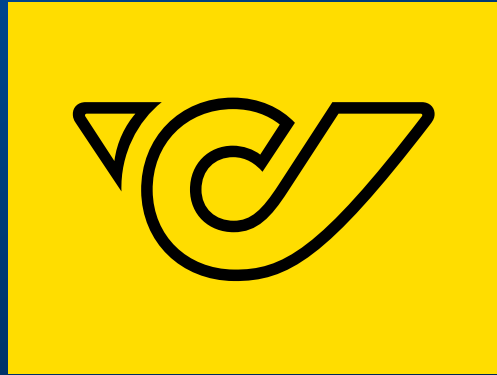
"Our innovative solution replaces effort driven and complex manual car inspections with a streamlined, centralized digital system. By capturing data monthly, we create a comprehensive visual record of the entire vehicle fleet's status, accessible nationwide."

Paul Janacek

SVP Fleet Group,
Austrian Post

THE INNOVATION

Austrian Post (ÖSTERREICHISCHE POST) has developed an innovative solution for fleet management and operational control called the WUMS-App.

This app can monitor 8,500 vehicles in real-time across 250 locations, streamlining maintenance processes and enhancing operational efficiency. It integrates a central ticket system with real-time updates and direct communication channels between fleet managers and body repair shops, significantly reducing administrative overhead and improving turnaround times for vehicle repairs.

One of the app's most outstanding features is its user-friendly interface, which is based on a complex backend system.

It efficiently processes and analyses large volumes of datasets, translating them into efficient reports that enable fleet managers to address issues promptly.

By allowing the user to scan license plate numbers and inspection stickers on the windshield, the data-gathering process has been significantly reduced, and data quality has been improved by eliminating typos.

The WUMS-App proactively monitors vehicle conditions through regular checks like oil levels and tire treads, predicting maintenance needs before issues become severe.

This reduces vehicle downtime and extends operational life, contributing to cost savings and sustainability by ensuring vehicles run efficiently and minimizing their environmental impact.
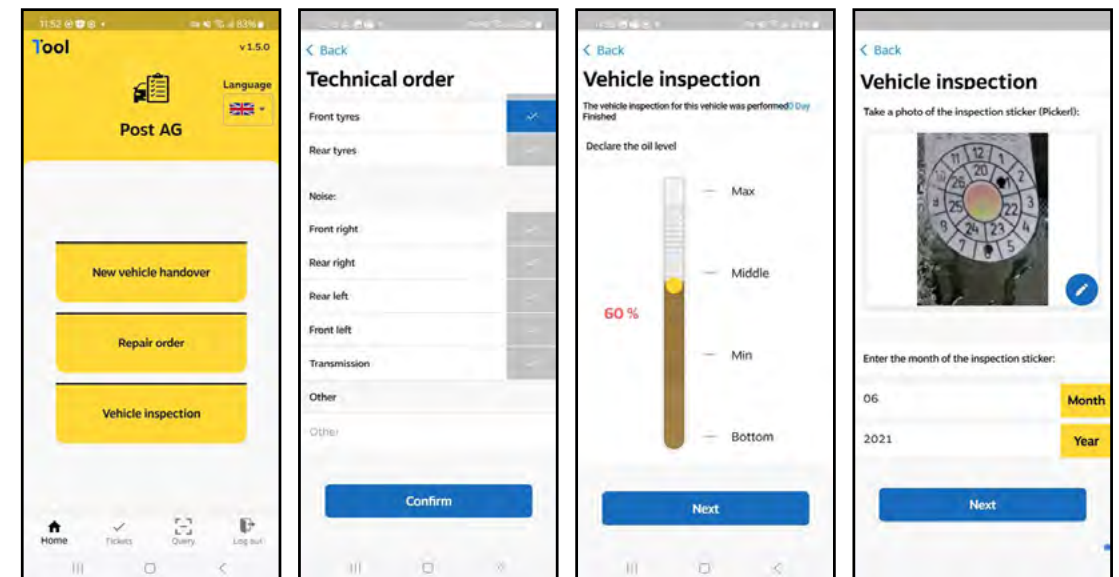
The app supports Österreichische Post's environmental commitment by reducing the need for physical travel and paper-based processes, aligning with broader corporate sustainability goals.

The digital documentation and reporting features maintain an essential audit trail, improving transparency and accountability while ensuring GDPR compliance and data security.
The app's unique architecture is prepared to

implement future innovations such as IoT and AI, demonstrating a forward-thinking approach that keeps pace with technological evolution.

This readiness for future enhancements ensures that the WUMS-App can adapt to emerging challenges and maintain its relevance in a rapidly evolving industry.

BENEFITS OF THE INNOVATION

The WUMS-App is revolutionizing fleet management by introducing an innovative digital solution tailored for the postal industry. Its key benefits include:

- **Centralized System:** Provides a unified platform to manage over 8,500 vehicles across multiple locations through a centralized ticket database and dedicated app interface;

- **Streamlined Communication:** Enables direct communication between depot staff, drivers, and repair shops, eliminating intermediaries and ensuring quick issue resolution;

- **Transparency & Oversight**: Offers real-time visibility into vehicle repair status and a comprehensive overview of the entire fleet's condition, facilitating informed decision-making;

- **Proactive Maintenance:** Regular vehicle checks like oil level and tire tread monitoring help identify potential issues before they escalate, reducing downtime and maintenance costs;

- **Efficient Processes:** Digital processes promote structured workflows, improved service request tracking, and efficient documentation through timestamped entries and photo evidence;

- **User-Friendly Interface:** Intuitive design requires minimal training, ensuring easy adoption and high user satisfaction across skill levels;

- **Reporting & Analytics:** Detailed reporting capabilities provide valuable insights into fleet operations, enabling data-driven decisions and predictive maintenance strategies;

- **Compliance & Accountability:** Maintains an audit trail, enhances accountability, and ensures adherence to regulatory requirements like vehicle inspections and safety standards.

With its innovative approach, the WUMS-App is poised to drive significant improvements in fleet management, operational efficiency, cost savings, and sustainability for postal organizations.

Türkiye kart project
Turkish Post Corporation (PTT)

Türkiye Kart Project is an innovation and technology project developed as a part of digital transformation, with the aim of developing a national e-payment system that can be used in all means of transportation throughout the Country and establishing a settlement center, which can easily meet the payment needs of our citizens in their daily lives such as money transfer, shopping and transportation.

The following are foreseen through the system planned to be established:

- A common transportation infrastructure can be created for all public institutions;

- It may be an alternative infrastructure option for projects currently carried out electronically;

- Thanks to the system that can be used not only physically but also on the digital platform, different solution partnerships can be made in line with the requirements of the time and meet the needs of the public.

Dinçer Demirhan

Head of Department of
Payment Systems, PTT

THE INNOVATION

The Türkiye Kart Project is a national e-payment system that can be used across all transportation vehicles in Turkey.

The project aims to facilitate citizens' daily payment needs, such as money transfers, shopping, and transportation, making these transactions easier and more convenient.

The system is versatile and can be used not only with cards but also on digital platforms, allowing for various partnership solutions that meet contemporary requirements and public needs.

Through the planned system, a unified transportation infrastructure can be established for all public institutions.

This system could serve as an alternative infrastructure option for projects currently conducted electronically.

It can be used not only with cards but also on digital platforms. This versatility allows for various partnership solutions that meet contemporary requirements and public needs.

The Türkiye Kart Project is currently operational in the provinces of Konya, Yozgat, Gümüşhane, Rize, Istanbul (Yenihavalimanı-Gayrettepe Metro Line), and Kayseri.

Efforts are ongoing to include the provinces of Gaziantep, Tokat, Aksaray, Bursa, Iğdır, Uşak, Kahramanmaraş, Trabzon, Samsun, Mersin, Düzce, Sakarya, Amasya, Çorum, Kars, Manisa, Balıkesir, Kütahya, Tekirdağ, and Aksaray into the system.

The Türkiye Kart Project aims to prevent public waste by reducing the cost of physical cards and the labour costs associated with physical channels.

BENEFITS OF THE INNOVATION

Among the benefits of this innovation are:

- Makes it possible for the Turkish population to perform daily payment transactions, such as money transfers, shopping, and transportation, in an easier and very convenient way;

- System's enhanced versatility allowing its usage not only with cards but also on digital platforms, fostering various partnership solutions that meet both contemporary requirements and public needs;

- Prevents public waste by reducing the need and its associated cost of physical cards and the labour costs associated with physical channels, which opens the possibility of significant savings for the general population;

- Savings from this project can amount to an estimated 1 million USD for a medium-sized city;

- Overall, the Türkiye Kart Project is an innovative solution that aims to improve the daily lives of citizens by making payment transactions more convenient and efficient.
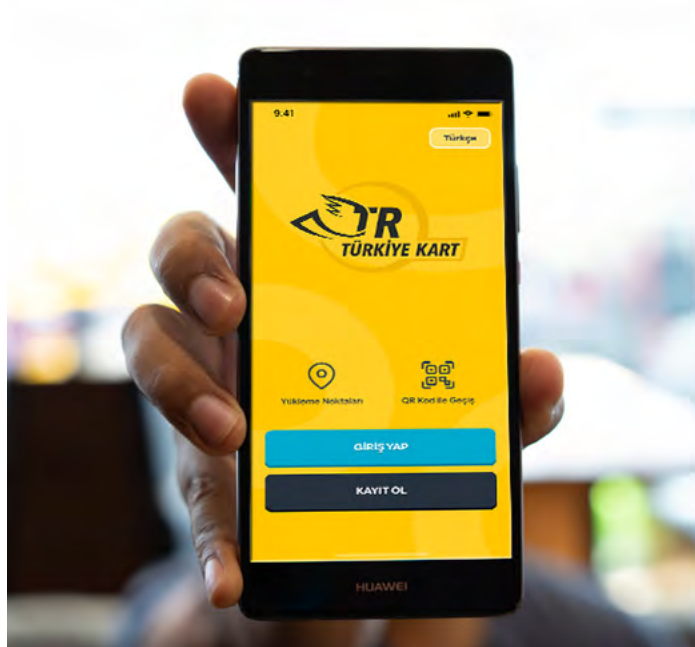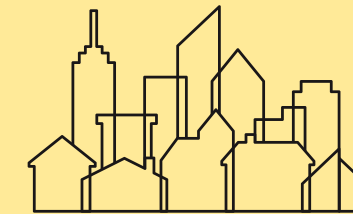

Türkiye Kart – Value Added Features

POS Integration & Card Acceptance Points

- Any POS
- Any ATM
- Taxi
- Parking Operators
- Municipality Fees & Tax Payments
- Banks
- Food & Beverage Vending Machines
- Partner Markets

Clearing and Switching Center

Operation Center

TÜRKIYE KART ECOSYSTEM

Card Sales & Loading Points

- PTT Channels
- Online via Internet
- Mobile Phone Wallet & SMS
- Banks & Government Institutions
- Partner Markets

**The ultimate goal of the TÜRKIYE KART ECOSYSTEM is to provide the following features:**

- Open loop (Troy, etc.) Türkiye Kart is accepted everywhere;
- Provides additional advantages (discounts, points) to cardholders through corporate agreements;
- Allows for easy loading via expended loading channels;
- Offers ease of use and addtional benefits for citizens to use and load the card anywhere.

HayPost+
HayPost (Armenia)

Haypost+ is a postal mobile app that provides postal and financial services in one place using modern technologies. We would like our customers to feel the convenience of the idea "Pocket Post". Using one application for making creating parcels, get electronic registered mail directly to mobile app, make utility and other payments, tracking your parcel, paying for different services and getting bonuses is what we see in the future of our innovation processes.

"Dynamic, uncertain future creates a need for a strong innovation strategy. When developing own postal services system, we were driven by the vision of staying competitive, providing innovative problem solution for our customers, levelling up our postal and financial services. Seeing the big picture of the future postal business, we plan to create a super app on the basis of our current innovative solution."
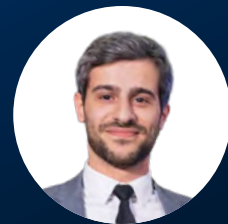
Yuri Hayrapetyan

Head of the International Mail Services Department, HayPost

THE INNOVATION

HayPost is committed to revolutionizing the postal services sector through innovation, which will improve convenience, efficiency, and connectivity. We are determined to accomplish this by introducing a brand-new post office experience that will seamlessly connect customers with postal services. To achieve this goal, we have identified three key elements that will be instrumental in our success.

First, we prioritize a user-centric approach that puts our customers' needs, pain points, and expectations at the forefront. We actively seek customer feedback and conduct market research to ensure that our innovations align with their requirements and deliver exceptional value.

Second, we embrace the latest technologies to drive innovation in postal services. From advanced tracking systems to intuitive user interfaces, we leverage cutting-edge solutions to enhance the user experience and streamline processes.

Third, we actively collaborate with industry experts, post office authorities, and logistics partners to foster an innovation ecosystem. These collaborations allow us to tap into diverse perspectives and leverage complementary expertise for groundbreaking solutions.

In addition, we leverage data analytics to inform our innovation processes. By analyzing user behavior, market trends, and performance metrics, we gain valuable insights that guide decision-making and enable data-driven innovation.
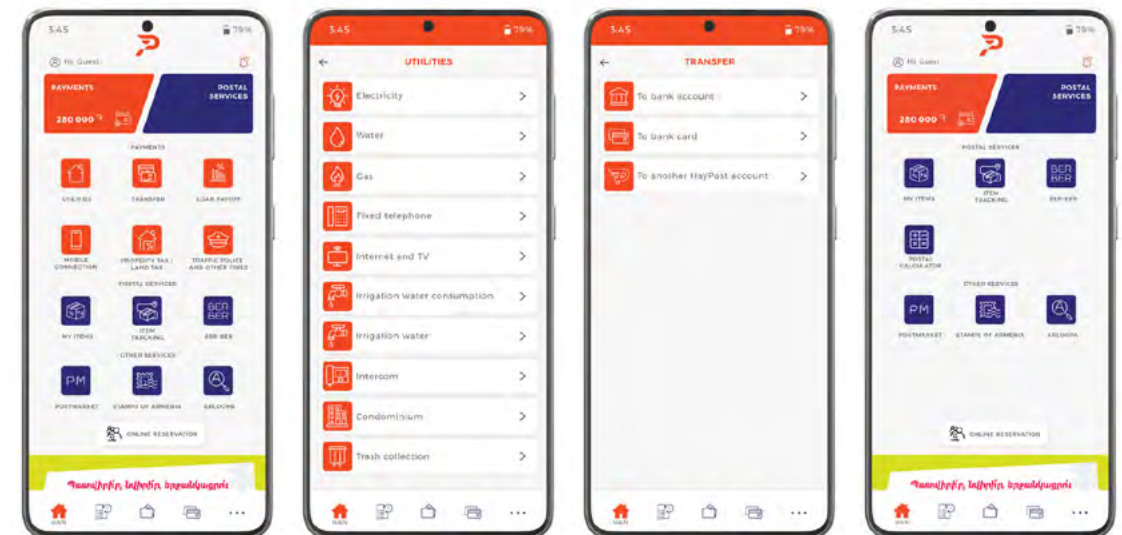
Through our unwavering commitment to user-centricity, technology adoption, collaboration, and data analytics, we are transforming the postal services industry with our revolutionary Post application.

Last but not least, by ensuring our digital checkout process is fast and smooth, we can spend more time improving customer experience. Innovations is the way for us to keep our customers happy and engaged, so they're more likely to return.

What the customers can do with Haypost+

- Stay in control of deliveries with the comprehensive parcel tracking feature. Track packages in real-time, from when they leave until they reach their destination. Receive instant notifications, ensuring it is always informed about the status of the valuable shipments;

- Create, calculate, download and print labels for postal products (Letter, parcel);

- Book a delivery for items, that has arrived to Postal Branches or PO boxes in one click;

- Book an appointment in postal branches without waiting in a qeue.

BENEFITS OF THE INNOVATION

When creating Haypost+ postal app at the centre of the idea was innovation, the need to offer more convenient solutions for our customers, to be up to date with the requirements of the current and future challenges.

The companies shouldn't bypass the customers' need for a top-notch convenience, speed and wider range of choices on postal services management. Not only for FinTech companies but even for post businesses, mobile apps have emerged as a perfect solution to deal with the above mentioned demands. Our new product has created a number of benefits for the organization which are in line with the PostEurop Innovation Award main purpose.

Empower "Digital first" strategy
Nowadays digital technologies become vital in postal and logistics businesses. Through our new innovative product, we would like to be among those who take advantage of the mobile technologies in postal services. Our digital development plans meet with a commitment to assess innovation and strategically adapt and evolve it. We see how Haypost+ fuels innovation and agility for our company.

Increase revenue
Digital money can prove to be an important stage for a company in reducing costs and increasing the overall revenue. Instead of waiting in queues at post offices our customers now have the option to makepostal services and postal payments via Haypost+.

It is obvious that mobile app makes the process of making transactions extremely easy, and fast which will bring more and more customers making payments to our company. Besides, digital postal services contribute to making savings reducing the need for more human resources and physical offices.

Retain customers
Apart from increasing revenue, digital services are also known for increasing customer satisfaction. With this new product- Haypost+ we keep on trying innovative ways to make our user experience better.

Our customers are provided with one-touch access to several financial and postal services which enhances their user experiences.

Guided by their reactions and feedbacks on different digital media platforms and stores, we can state that the users are happy with our innovative solution- Haypost+.

Customer centric cylinder exchange Swiss Post

In collaboration with SodaStream (sodastream.ch) Swiss Post has developed a simplified CO_2 cylinder exchange system for its customers in just eight months.

This unique complete solution impressed SodaStream, which then transferred its existing logistics solution from a competitor to Swiss Post.

This customer centric business solution was implemented in April 2023.

"Swiss Post enables us to supply our customers fast and reliable. We were pleasantly surprised by the professionalism, the first-class service in terms of data and tracking, quick adaptability and innovative spirit of the Swiss Post."

Christian Genoud, General Manager
SodaStream Switzerland

Christoph Gfeller

Business Development Circular
Economy, Swiss Post

THE INNOVATION

The innovation regards the development of a simplified CO_2 cylinder exchange system for SodaStream customers by Swiss Post.

The solution is based on a digital workflow specifically developed for the delivery worker's scanning device, which makes it possible to collect unpacked cylinders from the SodaStream customer's premises, record them digitally, and transfer the data to SodaStream's billing system.

This enables SodaStream to quickly complete the customer event with invoicing, saving time and money and achieving a very high level of customer satisfaction.

Just three months after implementation, the solution achieved the full satisfaction of all those involved with a process deviation of 1 to 2%.

The implementation by an interdisciplinary team from Swiss Post took eight months.

The team held weekly alignment meetings with SodaStream and pointed out weaknesses, which were improved iteratively. The meetings enabled us to work in partnership with SodaStream. The iterative approach has been recognized by SodaStream as extremely effective and innovative.

The solution developed for SodaStream embodies Swiss Post's "Swiss Post of tomorrow" strategy. With this strategy, Swiss Post is increasingly focusing on the changing and increasing requirements of its customers.

This includes the establishment and related development of customer solutions in the new "Circular Economy" (CC) business area.

By integrating aspects of sustainability into its services, Swiss Post not only strengthens the sustainability and circular economy of its customers, but also of Swiss Post itself.

Order CO$_2$ cylinders conveniently online

Delivered to your home the next day.

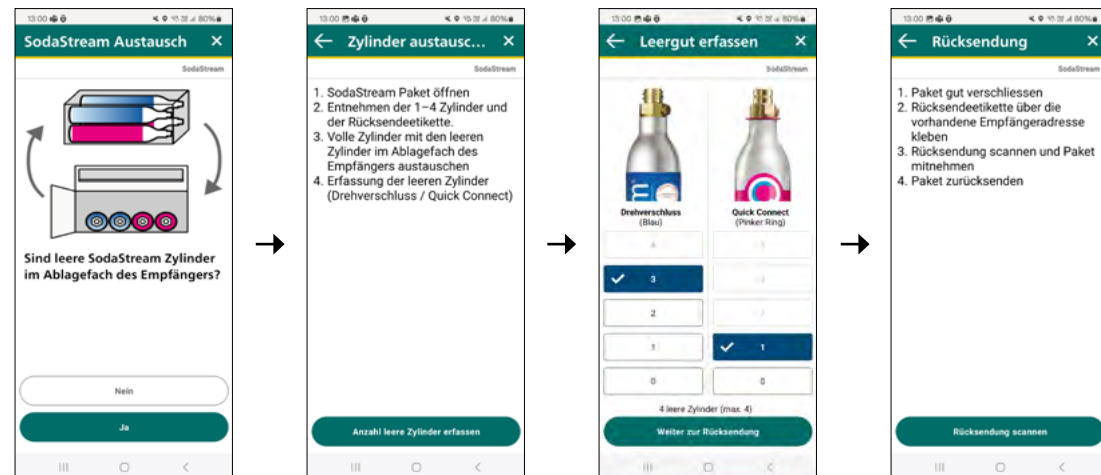ORDER NOW

BENEFITS OF THE INNOVATION

The solution allowed to gain the largest single customer in 2023 in the entire parcel segment with the potential for further scaling.

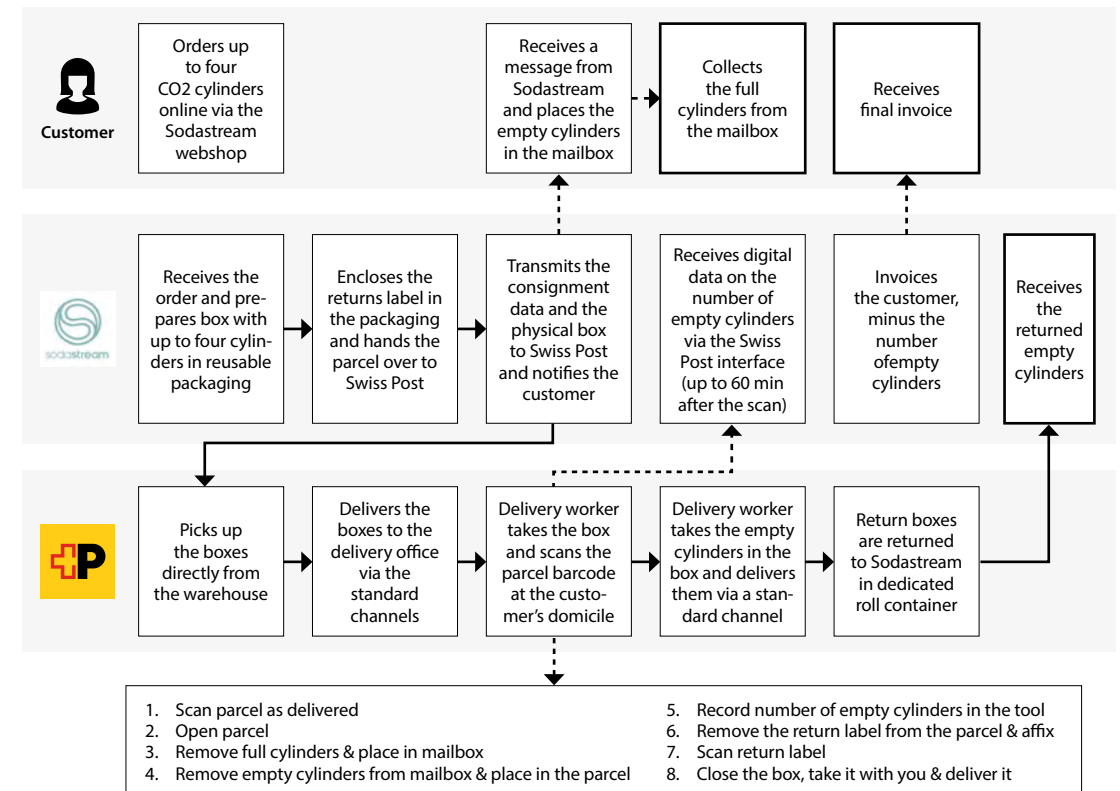Specifically, the solution offers the following advantages and success factors:

- Customer retention and acquisition: Circular solutions strengthen relationships with existing customers and appeal to new business customers who are placing increasing emphasis on the sustainability of their partners and customers (especially in logistics);

- Increased efficiency and cost savings: The integration of reuse and recycle processes and materials into standard logistics services enables SodaStream and Swiss Post to increase efficiency and thus save costs along the entire value chain. At the same time, the solution is run profitably from the outset with standard commercial margins;

- Innovation and competitiveness: The scalable solution strengthens Swiss Post's competitiveness. This enables it to stand out from the competition. In the future, Swiss Post will remain relevant and attractive for end customers and partners by continuously developing and adapting its services;

- New growth opportunities: Swiss Post's courage will be rewarded. The first-time implementation of this solution will create opportunities for growth in the circular economy. Other customers with circular business models from various sectors are interested in this scalable solution;

- Sustainability: Swiss Post has set itself an ambitious climate and energy goal – to achieve climate neutrality in its own operations from 2030 and to reach the net-zero target by 2040. Swiss Post is committed to supporting its customers in achieving their sustainability goals. To this end, it implements numerous measures and services, such as the solution with SodaStream, making transportation and delivery of goods more environmentally friendly;

- Swiss Post saves the most CO2 emissions by making transportation more environmentally friendly. Swiss Post already delivers all consignments in three Swiss cities using its own electric vehicles, saving 576 tonnes of CO_2 emissions every year. From 2030, Swiss Post will deliver all consignments throughout Switzerland using electric vehicles.

Overall, this circular and future-oriented solution contributes significantly to Swiss Post's success by creating economic, environment and social added value.

Workflow Delivery Worker

Process flow

Customer	Orders up to four CO2 cylinders online via the Sodastream webshop		Receives a message from Sodastream and places the empty cylinders in the mailbox	Collects the full cylinders from the mailbox	Receives final invoice	
sodastream	Receives the order and prepares box with up to four cylinders in reusable packaging	Encloses the returns label in the packaging and hands the parcel over to Swiss Post	Transmits the consignment data and the physical box to Swiss Post and notifies the customer	Receives digital data on the number of empty cylinders via the Swiss Post interface (up to 60 min after the scan)	Invoices the customer, minus the number of empty cylinders	Receives the returned empty cylinders
P	Picks up the boxes directly from the warehouse	Delivers the boxes to the delivery office via the standard channels	Delivery worker takes the box and scans the parcel barcode at the customer's domicile	Delivery worker takes the empty cylinders in the box and delivers them via a standard channel	Return boxes are returned to Sodastream in dedicated roll container	

1. Scan parcel as delivered
2. Open parcel
3. Remove full cylinders & place in mailbox
4. Remove empty cylinders from mailbox & place in the parcel
5. Record number of empty cylinders in the tool
6. Remove the return label from the parcel & affix
7. Scan return label
8. Close the box, take it with you & deliver it

Express &
E-Commerce

Locker TTW (Through-the-wall)
CTT (Portugal)

The Locker TTW (Through-the-wall) is an innovative solution that provides 24-hour customer engagement and contactless services, even when the store is closed. It seamlessly integrates into the CTT store, using existing space and amenities without sacrificing store area or invading public space. The lockers can be installed in storefronts, enclosed by glass, or within the store's walls. They serve as a catalyst for multichannel logic and seamlessly integrate with the CTT app, enabling processes to be initiated in the app and completed at the locker, such as payment, labelling or package weighing.

This represents a forward-thinking solution that aligns with customer needs and modern retail trends while contributing to operational efficiency. It's a win-win for both customers and businesses!

"Our new solution has dramatically increased the deployment of lockers, especially in our own locations, by addressing the challenge of available indoor space."

Guy Pacheco, CFO

Pedro Nabais

Head of Engineering Projects and
Maintenance, CTT Portugal Post

THE INNOVATION

The locker TTW (Through-the-wall) is designed to be installed in various configurations, such as in storefronts behind glass or embedded within the store's walls, ensuring flexibility and adaptability to different store layouts.

This integration serves as a key component in the multichannel logic, enhancing the customer experience by allowing processes to be initiated in the CTT app and completed at the locker. This includes various services such as payment, labeling, or package weighing.

With its durable construction, the locker is built to withstand outdoor conditions, making it suitable for exterior placement. Multiple tests were made to ensure the safe storage of parcels even with adverse conditions of rain and wind.

The software developed by CTT provides remote management and efficient handling of orders for the lockers and other PUDOs. It integrates as well with CTT services, like CTT's own Track & Trace system, supporting real-time updates and traceability.

The locker software is network agnostic, allowing it to be used by other transporters. This open compatibility enables a more interconnected and efficient delivery ecosystem.

Each Locker consists of a Master and a Slave cabinet, both designed with modular units that can be combined to form the final configuration. Each Slave cabinet has the capability to accommodate a variable number of ports, providing the flexibility to adapt to different needs. Moreover, the system allows for the addition of as many Slaves as desired, enabling cost-effective scalability in the Locker's expansion.

The implementation has been proceeding according to plan with 35 installations and another 70 expected in the short term. Customer acceptance has been very good, with approximately 40% of pickups occurring outside of store service hours (night, holidays and weekends).
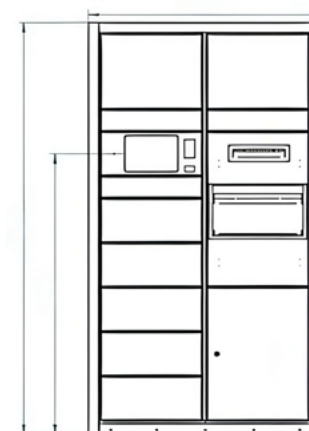
fig.1: Locker modules and size examples

fig. 2: Locker TTW in the postal store façade

BENEFITS OF THE INNOVATION

The development of the Locker TTW (Through-the-Wall) was an innovative solution for transforming our retail operations, enhancing the stores with innovative characteristics that are aligned with CTT's strategy to promote its own network while reducing costs, and embracing new and environmentally efficient solutions.

Furthermore, CTT's approach fosters local innovation by collaborating with local partners. This approach not only promotes economic growth within the community but also encourages creativity and entrepreneurial spirit among CTT's local partners, and it's a distinguishable trait of the project.

Also due to the modular nature of these lockers, they can accommodate various functions, such as drop-off points, item collection, returns, or even additional services like selling stamps or shipping supplies. This adaptability allows the store to evolve their locker system as their needs change over time.

The cost-effectiveness of having a 24-hour locker is well known, but there are other advantages of developing this locker inside the store even during regular hours.

This setup offers significant financial benefits related with the use of the installed logistic network and customers can conveniently access their items at any time, eliminating the need for lengthy queues or waiting times.

This level of convenience not only enhances customer satisfaction but also improves operational efficiency within the store. It allows the staff to allocate their time to other essential tasks, requiring minimal attention to the locker system.

Environmental sustainability is another key factor to consider. CTT can promote sustainable practices within its local partners, further contributing to the community sustainability goals. And of course, aggregating delivery and pick up points will lead to important savings on carbon footprint.

In summary, by incorporating the locker TTW, the store can provide a seamless and innovative 24h customer experience while supporting the growth and sustainability of the local industry.

SMART by MPL
Magyar Posta (Hungary)

In 2023 Magyar Posta Zrt. completed a warehouse logistics development, creating an automated, robotised warehouse. SMART by MPL is a model whereby the entire e-commerce fulfilment process is managed by Magyar Posta at its own centre.

SMART by MPL is a dynamic portfolio which ensures uniform integrated handling for parcels with shorter lead times in a cost-effective way. Thanks to using robots, human errors can be avoided and integrated operations can be achieved around the clock. Magyar Posta Zrt. completed the warehouse logistics development as part of its investments to enhance capacity and the parcel logistics process from placing an order to arrival at the delivery address in 2023. This involved the creation of an automated/robotic parcel logistics site.

"SMART by MPL provides a warehouse logistics solution primarily for online stores dealing with small and standard boxed products, but also for banks, insurance companies and telecom firms, allowing customers to devote their resources to their own business growth rather than to logistics for their goods."

Mihály Panyi

Director of Digitalisation & Business Development, Magyar Posta

THE INNOVATION

The investment carried out in the Company's centre in Fót, Hungary. In addition to our existing capacity of 240 pallets and 150 tons, we built an automated, robotic warehouse with 3,000 crates and a capacity of another 90 tons. During the investment, we created an 800-square-meter automated warehouse, so we can produce up to 1,000 packages per day at 10 packaging stations.

The service provider SMART Logistics Centrehouses the products in pallet and crate storage facilities, where the activities (entering into and removing from storage) are carried out in an automated process. The entire fulfilment process is IT supported, the Company's own software making the logistics process transparent for the warehouse and partners.

The warehouse logistics service provides the following 3 elements of outsourced logistics:

- fulfilment service (fulfilling/assembling orders);
- providing packaging materials;
- delivery in Hungary.

Parcels prepared for dispatch are delivered within Hungary by the chosen delivery method, which may be home delivery, post restante, delivery to a partner point or parcel locker, or pallet delivery, taking advantage of Magyar Posta's nationwide network.

A full returns handling service is provided for parcels coming back after unsuccessful delivery attempts, or due to cancellation or under guarantee. We keep up-to-date stock records and provide stocktaking of the products stored in our warehouse, offer possibility to track the whole process online, from the receipt of the product at the warehouse, through order management, to parcel delivery.

To this end, Magyar Posta has created a new user-friendly customer portal (Fulfilment Management System) which provides both an online interface for contracted partners and the management of the module by the warehouse.

Magyar Posta sells its SMART by MPL fulfilment service both to regular, permanent stockholders (online stores) and to occasional users (prize draws, product samples).

Fulfilment process

BENEFITS OF THE INNOVATION

Sales of the service have been continuous since it was launched at the end of 2023. Taking account of market standards, the transition of partners to outsourced logistics is a 5 to 8 month process.

Magyar Posta's short-term goal is to be able to manage the existing "complex" manual activity, which typically includes warehousing and supplying organisations, and to make the activity part of the SMART Centre's fulfilment portfolio.

Further development of the software supporting the SMART product range and warehousing activities has begun, with a view to future opportunities and market needs. This provides an opportunity of offering the service at multiple premises, thereby ensuring the development of a nationwide fulfilment network, which supports easier and faster access for Hungarian online stores to neighbouring countries, and the extension of the same-day service within the country.

In order to support the achievement of the planned goals, Magyar Posta Zrt.'s management has decided to perform its fulfilment activities on a business unit basis in the coming period. The experience of business unit operation in the pilot period shows a positive picture.

The outcome is that business unit operation will function as a more efficient organisation that is able to react more speedily to market needs and will only use the resources that are absolutely necessary for its operation, thus ensuring cost-effective, sustainable operation.

Moreover, SMART by MPL offers the possibility of foreign cash on delivery, clearing customs and even handling large parcels or parcels with unusual shapes.

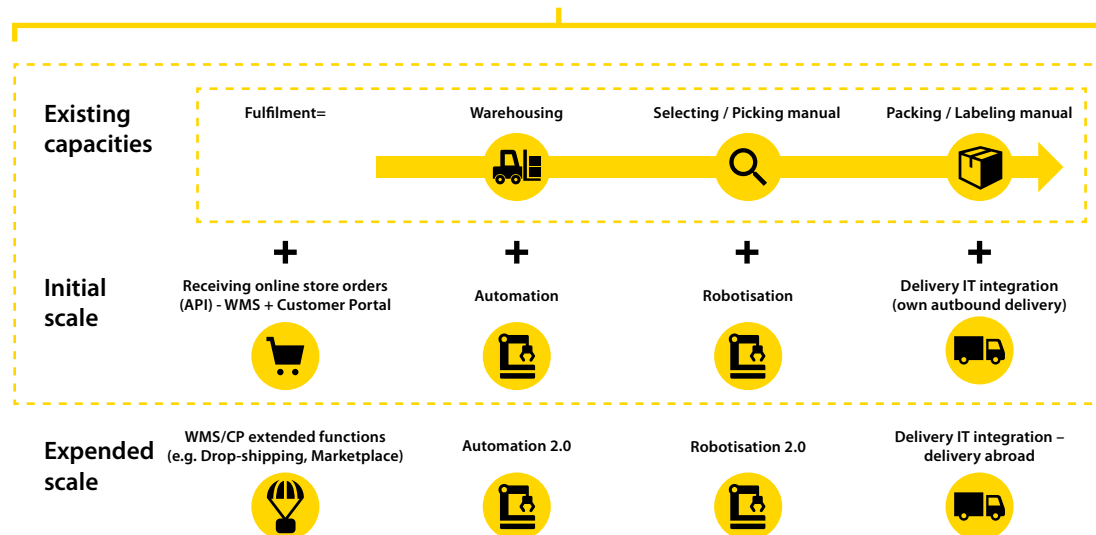The SMART by MPL fulfilment service has several benefits for customers:

- reduced cost of human resources – no need to hire packing staff or provide additional resources to manage seasonal peaks;
- no packaging materials are required – under the service the right packaging is provided for each order;
- delivery to pick-up points - the national parcel logistics network (parcel lockers, post offices, postal partner points) ensures full coverage;
- valuable time saved by outsourcing logistics services.

Magyar Posta, as a fulfilment partner, serves as a sound base and can lower its business partners' consumption of resources by even 50 to 70%.

Based on the 10-year economic indicators for planning in the sector, the operating result for the investment is forecast as a positive cash flow already in 2025 and, based on the result, the revenue generating capacity can be increased up to the maximum capacity.

The SMART by MPL service development, the complex fulfilment activity and the parcel logistics service is another milestone in Magyar Posta becoming an eco-conscious and sustainable 21st century service provider.

Fulfilment value chain model

Existing capacities	Fulfilment=	Warehousing	Selecting / Picking manual	Packing / Labeling manual
	+	**+**	**+**	**+**
Initial scale	Receiving online store orders (API) - WMS + Customer Portal	Automation	Robotisation	Delivery IT integration (own autbound delivery)
Expended scale	WMS/CP extended functions (e.g. Drop-shipping, Marketplace)	Automation 2.0	Robotisation 2.0	Delivery IT integration – delivery abroad

Existing capacities	Complex Locistics Centre 3,000 m²	70,000 parcels/year	22 persons
Initial scale	Fót Locistics Centre 1,000 m²	70,000 parcels/year	22 persons -> 15 persons 7 Packbots (4,700 parcels/person/yr)
Expanded scale	Fót Locistics Centre 3,000 m²	350,000 parcels/year	60 persons 33 Packbots (5,000 parcels/person/yr)

Close-to-home open locker network
Omniva (Estonia)

Our latest innovation seeks to bridge the gap between parcel lockers and home delivery by providing a close-to-home open carrier locker network. The network consists of personal parcel boxes aimed at the single household and of community lockers for multiuse.

"By close-to home open carrier locker network, we are not only enhancing the convenience and efficiency of parcel delivery services but also fostering stronger, more connected communities. This solution allows us to provide better services through open networks and opens up possibilities for crowd deliveries, ensuring that everyone, especially those in suburban and rural areas, can enjoy the benefits of seamless and accessible parcel delivery."

Martti Kuldma, CTO of Omniva

Mait Mikker

Head of Parcel Machines Development
Omniva

THE INNOVATION

Omniva's latest innovation seeks to bridge the gap between parcel lockers and home delivery by providing a close-to-home open carrier locker network.

The network consists of personal parcel boxes aimed at the single household and of community lockers for multiuse. The network efficiently combines service models of postal delivery routes, allowing postal workers to easily plan service time to fit into their postal routes.

The close-to-home locker network is carrier agnostic, allowing deliveries from multiple carriers for a monthly subscription fee. Customers can opt for personal parcel boxes dedicated to single household or for a community solution. Customers register their home address and preferred delivery location. For Omniva customers, all deliverables are redirected automatically to their preferred location.

In addition to e-commerce parcels, Omniva sees customerdemand for additional convenience services like dry cleaning, household items and appliance repair, and various rental services, all benefiting from close-to-home convenient and fast delivery and return services.

Using the community parcel locker, customers no longer need to plan day's logistics, drive a car, or wait for a courier –parcels are waiting just a few steps from home. The community parcel machine base model is a battery operated 8-locker machine with 4 XS, 2 S, and 2 M lockers, with the possibility to extend to 20 lockers.

Parcels are stored by couriers according to customer addresses, which are depicted on the community box web app. Customers can receive the parcels with a 6-digit code sent to their phone number and open lockers for sending by scanning barcodes.

The machine is designed to have a narrow footprint and to be wheelchair accessible. The vertical layout allows for easy pick-up and placement, bringing the locker floor to a more comfortable height compared to horizontal layouts. The narrow footprint allows installation close to the sidewalk, minimizing disruption to traffic when in use.

All machines are monitored, and events are tracked to allow full traceability of delivery events and integration into delivery processes.

BENEFITS OF THE INNOVATION

The close-to-home locker network offers benefits for both customers and carriers alike. The main benefit comes from removing the hassle of courier meetups, allowing carriers to optimize their delivery routes without compromising customer expectations for efficiency.

Additionally, by reducing the number of individual delivery stops, this system significantly lowers the carbon footprint associated with parcel delivery, contributing to CO2 reduction and promoting a more sustainable delivery process.

For Customers the benefits are:

*   Home delivery services with convenience of parcel lockers;
*   Access to parcels from all carriers
*   No need to wait for courier meetups or plan pick-ups;
*   Convenient and quick access to a range of services.

For Postal Operators:

*   Effective combination of e-commerce and mail deliveries into optimal routes;
*   Low location acquisition cost;
*   100% successful deliveries.

New revenue streams from subscription, carrier fees and close to home services.

The close-to-home parcel locker network has demonstrated significant positive impacts:

*   Customer Recommendation: 4.5/5;
*   Parcel Volume Increase: 40% after subscribing to the service;
*   Cost Efficiency: 15% decrease in delivery costs;
*   Sustainable Collections: 90% of collections are done on foot.

These results highlight the success of this solution in improving customer satisfaction, operational efficiency, and environmental sustainability.

Poststation – 24/7 automated self service touchpoint
Deutsche Post (Germany)

"Our customers have made a clear decision: they want digital, modern and smart solutions. Above all, the ability to use postal services and products 24/7 is increasingly in demand.

We are responding to this.

The Poststation is an additional service for our customers and complements our local services. With our Poststations, we can offer our customers postal services for letters and parcels at attractive locations day and night."

Holger Bartels, Head of Multichannel Sales, Deutsche Post DHL

Deutsche Post DHL Group

Bastian Gude-Lagerstroem

Manager Development and Operation of automated physical touchpoints, Deutsche Post DHL

THE INNOVATION

The Deutsche Post Poststation is an innovative 24/7 outdoor self-service touchpoint that offers all essential postal services.

It was developed to be deployed at vacant locations or to complement person-operated branches with a 24/7 service.s, ensuring accessibility in both urban and rural areas.

Key Features:

- Round-the-clock availability of postal services through automated stations;
- Intuitive touchscreen interface for easy operation;
- Video chat support for assistance from customer service representatives;
- Integrated letterbox and compartments for parcels/packages;
- Cashless payment options including debit/credit cards, mobile wallets.

Services Offered:

- Purchase of letter and parcel stamps;
- Sending and receiving letters and parcels;
- Access to numerous postal services like pick-up order or temporary forwarding and storage service.

Launched in August 2023, the Poststation has been successfully deployed in over 750 locations, boasting a high system availability of over 98% and serving thousands of customers with satisfaction.

Postal and parcel service offering

Customers can access **comprehensive postal & parcel services 24/7** a week

Video camera & microphone enables **live customer advisory** at the Poststation

Letter box enables the **shipment of letter products**

Receipts printer enables the **print of purchase receipts**

Label printer enables the **print of post- & parcel labels**

Payment terminal enables the **payment** of **purchase transactions**

Packstation functionalities enables **acceptance** and shipment of parcels

Locations: Poststation will be primarily set up in **rural areas** and as **supplement of high utilized branches**. As of August 2024 around **750 Poststations** are up and **running**

BENEFITS OF THE INNOVATION

The innovative Poststation represent a significant step forward in Deutsche Post DHL's digital transformation journey.

By combining cutting-edge technology with a wide range of services, these stations provide customers with unparalleled convenience, accessibility, and a seamless postal experience, setting new standards in the industry.

Here are some of its key benefits:

• Meets growing customer demand for digital, modern, and smart service offerings;

• Complements existing brick-and-mortar outlets and Packstation network;

• Enhances accessibility to postal services in remote areas;

• Contributes to Deutsche Post DHL's Group Strategy for e-commerce growth;

• Promotes sustainability by reducing the need for physical travel;

• Provides 24/7 access to essential postal services, which is particularly beneficial in rural areas or highly frequented branches;

• Customers have expressed high satisfaction, with a Net Promoter Score (NPS) of 66 and a satisfaction rate of 9.0 out of 10;

• The Poststation can be deployed at vacant locations or to complement person-operated branches ensuring service availability in both urban and rural areas, ensuring service availability in both urban and rural areas.

A range of service products available
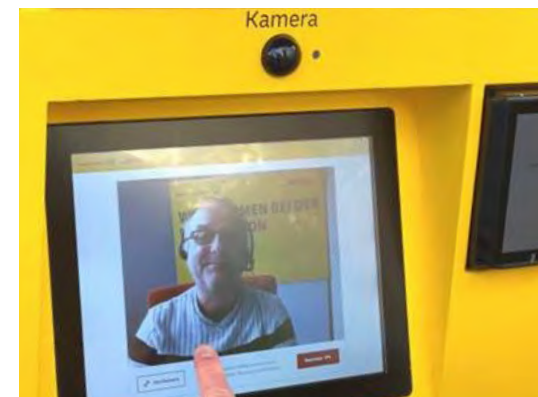
Video consulting
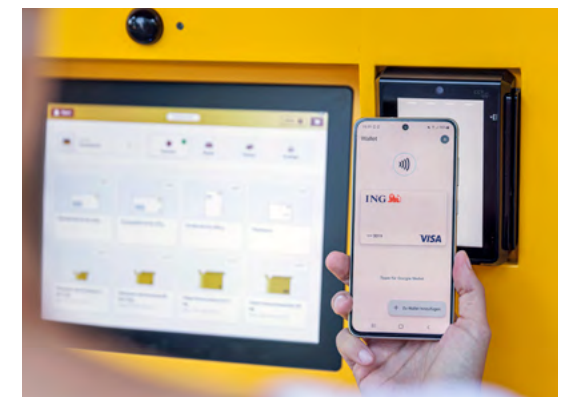
Mobile payment option

Philately, NFTs & Collectibles

NFT crypto stamp
Austrian Post

To ensure successful strategic corporate management, it is essential to always critically question one's own business model and adapt it if necessary. Austrian Post is operating in a market environment that is subject to constant dynamic change. **Digitalisation is the driving force behind the transformation of the postal and logistics market, a trend that is both a challenge and a considerable opportunity.** In addition to its core business Austrian Post is expanding and developing new physical and digital business models.

"Philately has always been the driving force behind new developments and innovations in the postal sector. The innovation strategy aims to bring old stamps back to life and boost enthusiasm for stamp collecting. This is why "collecting 2.0" was introduced. It is not only about philately but more about how to innovate products. I am proud that our team was able to make such an important contribution."

Patricia Liebermann

Head of Product management
Philately, Austrian Post

THE INNOVATION

Crypto stamp is a unique and revolutionary product that merges innovation with tradition. It is a physical postal stamp, that can be used for postal services, and that also has a digital twin in the Blockchain. The physical stamps look the same, while the digital images have different colours with different degrees of scarcity from black (the most common) via green, blue, and yellow, through to red (the rarest type). From the first release of the Crypto stamp 1.0, which was a big success and created worldwide recognition of the innovation, Austrian post has been steadily working on enhancing the product.

Since 2019 Austrian Post is making a transformative journey: moving between different blockchains and changing the material of the stamp to be more sustainable, introducing NFC chips and AR to ensure the continuous evolution of stamp collecting.

With the new edition, Austrian Post has issued 999,999 Crypto stamps and was about to break through the sound barrier in 2023 of one million Crypto stamps, making it one of the most successful NFT projects in the world.

For this occasion, and in response to the community's expressed interest in commemorating this milestone together Austrian post has developed something new what was never used before by other postal organization. The one million moment marks a special innovation – the development of morphing. This innovation aims to distinguish itself from the previous stamp releases and make collecting the stamps more exciting.

Crypto stamp Safe which was introduced with the Crypto stamp 5.0 edition, is the world's first digital stamp that allows for morphing. By activating two stamps in the digital wallet, collectors can create a new NFT stamp with unique characteristics.

Like its predecessors, Crypto stamp 5.0 has an integrated NFC chip for authenticity verification. With an NFC-enabled smartphone, not only can the authenticity be verified, but the digital twin can also be activated in the blockchain.

BENEFITS OF THE INNOVATION

Austrian Post is pursuing a growth strategy that focuses on nearby markets. The term "nearby" is to be understood both regionally and in terms of the business model. Since 2019, over 20 other postal organizations have utilized the complexity of the blockchain technology, resulting in the issuance of an official guideline approved by the Universal Postal Union (UPU) in 2023.

The innovation strategy aims to bring old stamps back to life and boost enthusiasm for stamp collecting. By offering the opportunity to explore new digital twins and create innovative combinations, the Crypto stamp 5.0 seeks to engage collectors with a renewed curiosity and approach to the hobby of collection.

The sales reach of the Crypto stamp has gone international, with more than half of the sales occurring abroad. It is one of the unique stamps in philately that had such a wide spread of sales and media recognition around the globe.

For the first time, users have the right to customize their virtual stamps, adding a unique touch to their collections and making the overall experience even more engaging and trendy.

Each Crypto stamp Safe contains one of three magical objects: The Pacifier, Bottle or Rainbow. They can be combined with a Crypto stamp animal (e.g. the Crypto stamp 5.0 Bear) on the blockchain – the object from the Safe is transformed into a new motif.

This process is called Crypto stamp MorphXYZ. The principle of morphing has been implemented for the first time in the world, serving as proof that even a traditional company like the post is open to innovation.

The strategy involves increasing the sense of community and importance of the feedback from collectors. By encouraging interaction and communication within the community in social media and via newsletter, valuable insights can be gained, trends can be analysed, and the preferences of end-users can be better understood.

This community engagement helps in shaping future ideas and adapting the Crypto stamp editions to meet the needs and desires of collectors. The Crypto stamp has gained popularity among collectors from different generations, enabling Austrian Post to expand its target audience and subsequently increase its revenue. However, to maintain its existing collectors and attract new clients, it is important to adapt to current trends and the preferences of collectors.

Through the Crypto stamp 5.0, the timeless hobby of stamp collection has regained its popularity and become popular again.

It is important to point out that with an introduction of the Blockchain stamp, it became possible to make purchases not only online and offline, but as well onchain that can be vital and have a huge potential for many PostEurop members, while assuming potential enlarging the customer base.
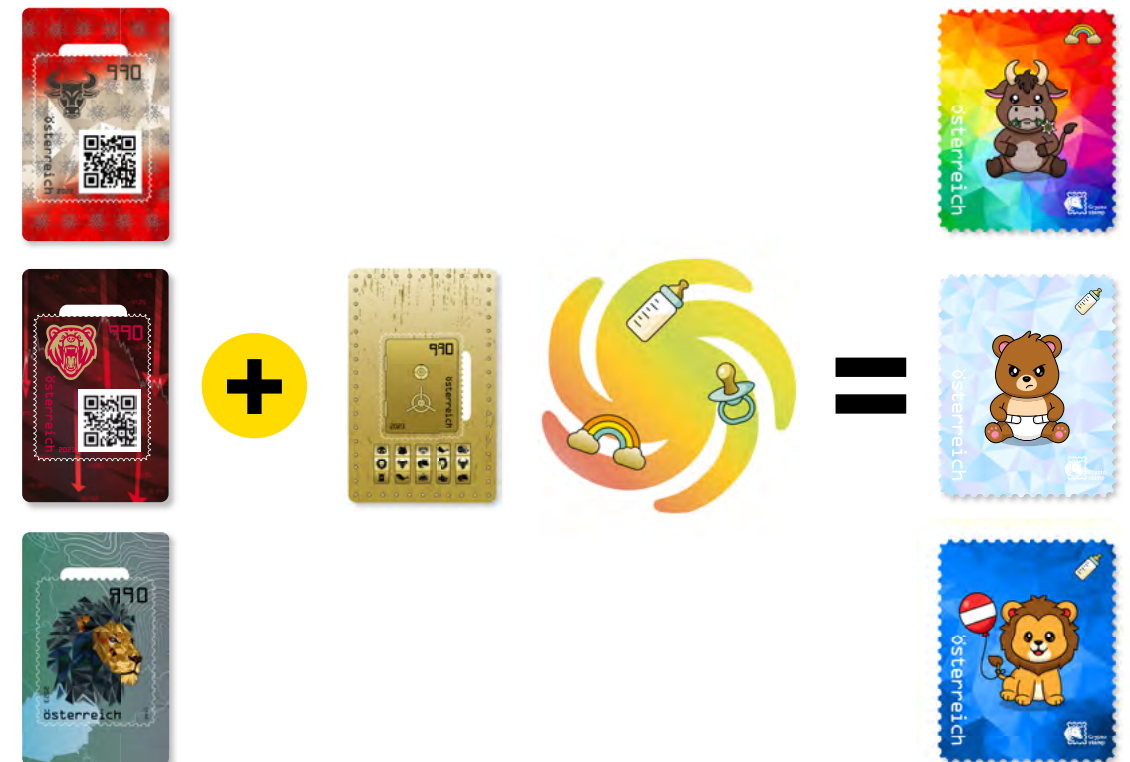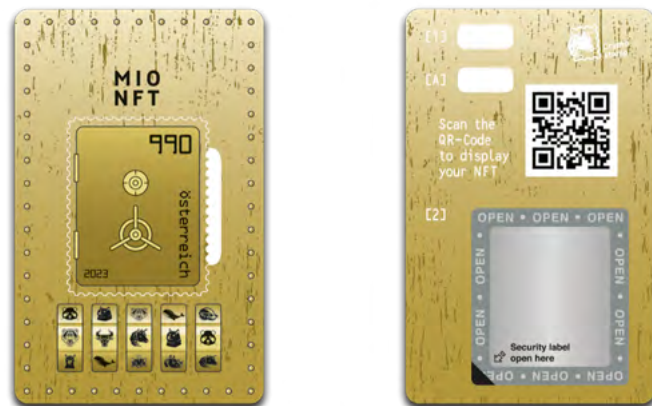
The Polish NFT crypto stamp & crypto postcard
Poczta Polska (Poland)

The Polish Crypto Stamp project by Poczta Polska S.A. represents a groundbreaking fusion of traditional philately and cutting-edge blockchain technology.

As the largest and fastest-growing NFT project in Poland, it pioneers the concept of combining physical postage stamps with unique digital NFT counterparts. This innovative approach has spawned an entire Web3 ecosystem, complete with crypto stockbooks, a dedicated DAO token (ZicoDAO), an NFT marketplace supporting multiple blockchains, and utilities like staking, whitelisting, and rarity upgrades.

By fostering an engaged community that co-creates collections, introducing world's first crypto postcards, and enabling global accessibility to cryptophilately, the Polish Crypto Stamp epitomizes the seamless integration of centuries-old heritage with modern technological advancements.

"Since its inception, the Polish Crypto Stamp project has actively sought to bring a new dimension to digital philately through the use of a whole range of innovative Web3 solutions under umbrella name DePhi (from Decentralized Philately)."

Dariusz Tyszka

Management Consultant, Poczta Polska

THE INNOVATION

The Polish Crypto Stamp project stands as a pioneering force, revolutionizing the world of philately through its bold embrace of cutting-edge technology.

As the first-ever Crypto Stamp NFT endeavour, it has shattered conventions by seamlessly fusing traditional postage stamps with innovative NFT digital counterparts, crafting an unparalleled collector's experience that transcends boundaries.

This groundbreaking initiative has fostered a vibrant community of engaged enthusiasts, whose voices actively shape the development and direction of the Crypto Stamp collections.

With an unwavering commitment to innovation, the project has expanded its offerings, introducing limited-edition special collections, hand-stamped CryptoCovers, and Cryptofolders featuring animated tokens – all co-created by the passionate community itself.

In a world-first achievement, the Polish Crypto Stamp has unveiled unique NFT Crypto Postcards, a stunning fusion of background music and historical postal graphics, born from a remarkable collaboration with Polish Radio.

This audacious move has pushed the boundaries of what a crypto stamp can be, elevating the collector's experience to unprecedented heights.
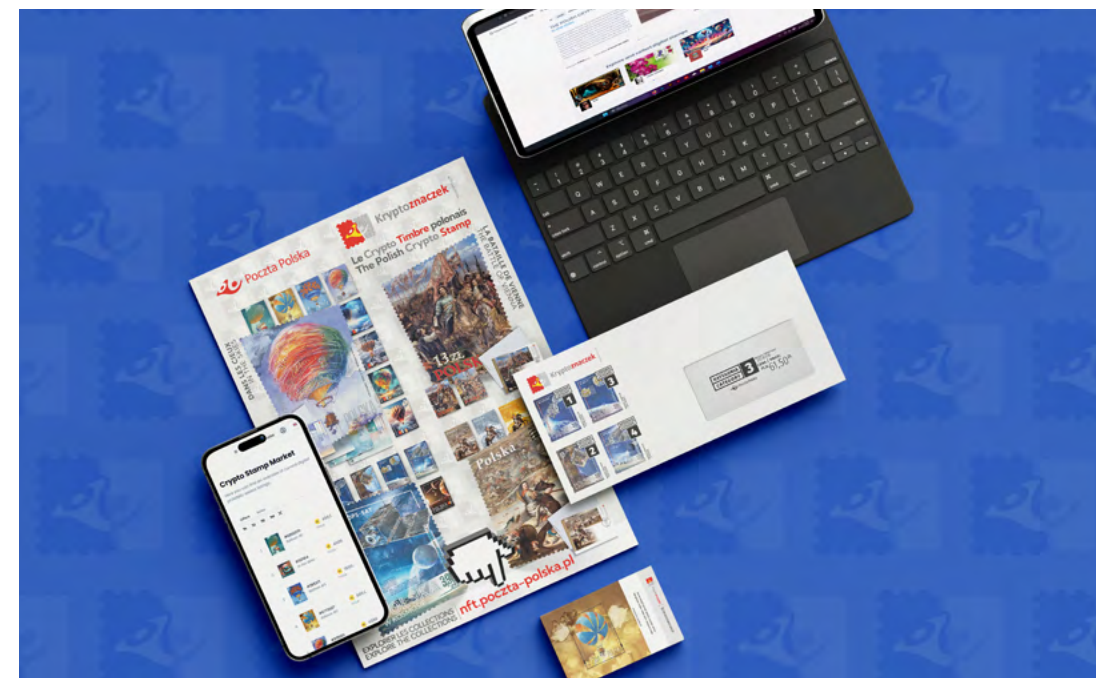
At the core of this transformative endeavour lies a comprehensive Web3 ecosystem, meticulously crafted to empower collectors and drive innovation.

This ecosystem encompasses Crypto Stockbooks, the ZicoDAO token, an NFT Marketplace, and the ZicoSwap – a powerful suite of tools enabling staking, whitelisting, rarity upgrades, and seamless FIAT/crypto payments.

Embracing the spirit of inclusivity, the Polish Crypto Stamp project supports five blockchain networks – Polygon, Ethereum, Arbitrum, Optimism, and Base – promoting unparalleled accessibility and interoperability within the cryptophilately realm.

Moreover, it encourages the collection of international Crypto Stamps from various postal operators, fostering a global movement that transcends borders.

With its visionary offerings and holistic Web3 ecosystem approach, the Polish Crypto Stamp project stands as a beacon of innovation, attracting new collectors to the philatelic world while pushing the boundaries of digital asset collectibles to unprecedented realms.

BENEFITS OF THE INNOVATION

The Polish Crypto Stamp stands as a pioneering force reshaping the philatelic world.

By ingeniously merging postage stamps with NFT digital counterparts, it has created an unparalleled collector's experience. This endeavor actively nurtures an engaged community whose voices guide the collections' evolution. Continuously innovating, it has introduced limited editions, animated cryptofolders, and community-created offerings.

In a global first, Polish Crypto Stamp unveiled multimedia NFT Crypto Postcards combining background music and historical graphics through collaboration with Polish Radio.

Pioneering further, it established the world's first Polish Association of Cryptophilatelists. This association promotes cryptophilately knowledge, develops an enthusiast community, and supports related initiatives.

At its core lies a comprehensive Web3 ecosystem – crypto stockbooks, ZicoDAO token, NFT marketplace, and ZicoSwap.

This powerful suite enables staking, whitelisting, rarity upgrades, and seamless fiat/crypto payments.

Embracing accessibility, it supports five blockchains: Polygon, Ethereum, Arbitrum, Optimism, and Base. This cross-chain approach promotes universal collector participation.

Driving a worldwide cryptophilately movement, it encourages collecting international crypto stamps, uniting enthusiasts across borders under a shared passion.

The Polish Crypto Stamp project redefines possibilities, attracting new collectors while elevating stamp collecting to unprecedented technological realms through its transformative Web3 ecosystem.
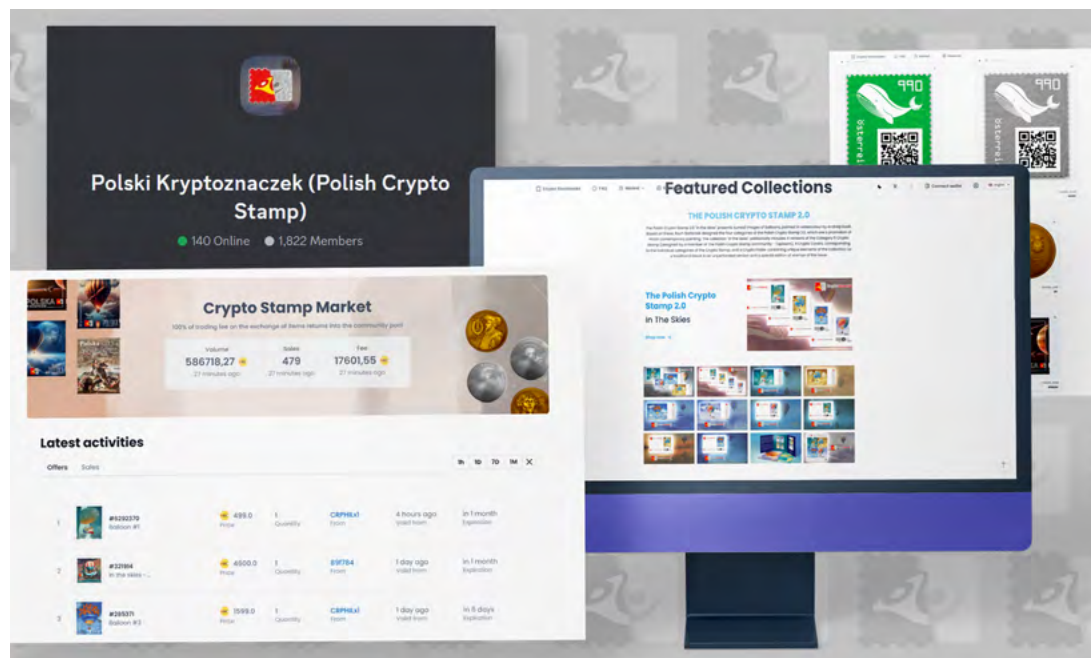
"What expresses your Georgia" postal stamp
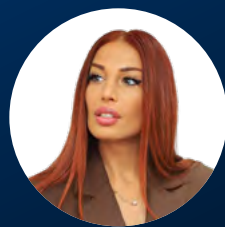## Georigian Post

Through the campaign "What expresses your Georgia", every citizen of Georgia was given the opportunity to express their visions and ideas.

Based on their responses professional artists created illustrations that were later generated on the AI platform.

As a result, for the first time in history, a postage stamp sketch was created by artificial intelligence.

GEORGIAN POST

"Everyone has their own Georgia, seen through their eyes and perceived through various tiny or particular details. We wanted to preserve for history all the perceptions about "our own" Georgia and tried to bring together every voice, thought, grain of love, everything that any Georgian cherishes and is proud of."

Magda Sanikidze

Head of Marketing and Public
Relations Department, Georgian Post

THE INNOVATION

The innovation from the Georgian Post is the creation of a stamp called "Georgia" which was created under the marketing project "What expresses your Georgia".

The postal stamp was created by the artificial intelligence platform "Stability.ai".

The project aimed to preserve the history of Georgia as seen through the eyes of the Georgian people.

In 2023, within the framework of the integrated marketing campaign, the goal was to create a design of a new stamp, which would represent Georgia in the perception of modern Georgian citizens.

As part of the project, the website www.gamokhate.ge was created, where anyone could contribute and share his/her perception of Georgia, briefly describing what Georgia means to him.

This may be related to a place, sound, aroma, interior/exterior detail, dish, song, dance, etc.

11,700 responses have been received and were visualized by leading Georgian illustrators, that were used to produce postcards, billboards, and other visual materials.

The campaign attracted participants from 18 to 70 years old, and 18 illustrators, including 4 volunteers, worked on the project.

At the end of the campaign, an AI was asked the same question and fed with the illustrations as visual references.

The AI created a new stamp called "Georgia" to symbolize the entire campaign.

Fig. 1: The resulting stamp of "What Expresses your Georgia"

BENEFITS OF THE INNOVATION

The innovation introduced by the Georgian Post has been a remarkable blend of tradition and modernity, resulting in a series of significant benefits, among which are:

- **Cultural Preservation:** The campaign aimed to maintain the history of Georgia as seen through the eyes of its people, preserving it through the creation of a postal stamp designed by AI;

- **Inclusivity and Diversity:** The project received a wide range of responses from people aged 18 to 70, allowing for a diverse representation of what Georgia means to its citizens;

- **Engagement Across Generations:** The campaign attracted participants from different generations, increasing the recognition of Georgian Post and boosting the sale of stamps, especially among Generation Z;

- **Innovation in Tradition:** The use of AI to create a stamp represents a blend of traditional postal attributes with modern technology, showcasing how they can create unity;

- **Community Involvement:** The project involved the community by inviting them to share their perceptions of Georgia, which were then visualized by leading Georgian illustrators;

- **Technological Achievement:** The creation of a postage stamp by AI is an unprecedented event, marking Georgia and Georgian Post as pioneers in this innovative use of technology.

These benefits highlight the project's success in blending tradition with innovation, fostering community engagement, and achieving a technological milestone.
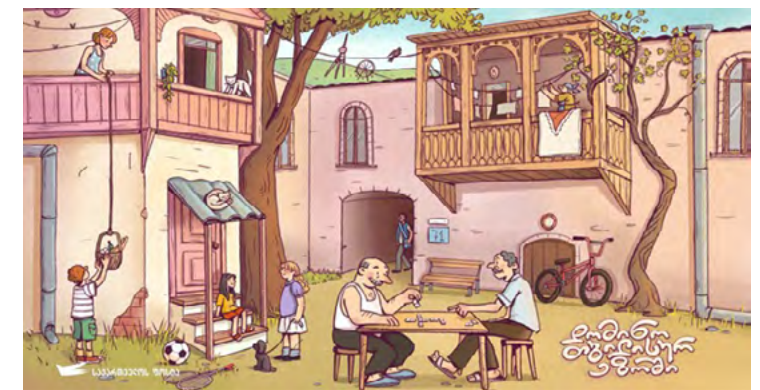

Fig. 2 – 4: Illustration examples

Digital stamp
An Post (Ireland)

Our world-first digital stamps offer the ability to send anytime with the reassurance of confirmed delivery. The success of this new product was critical to reversing a long-term decline in sending so we researched and honed the product to make product, purchase and payment seamless. To realise this product's potential, we needed a clear launch strategy to drive awareness of its existence and its appeal, and to educate the public on how to buy and use it.

"In creating Digital Stamps we created a product that answered changing consumer needs and took a huge step forward in reversing a long-term decline in sending, while also showing the An Post brand to be modern and innovative."

More info

www.anpost.com

THE INNOVATION

An Post had been managing the decline of stamp sales for over a decade. Each year more people were falling out of the habit of sending post. 1 in 4 of 18-24 year olds were not sending post at all. This continuous erosion of sending was a massive threat to the long-term future of the business. We needed to introduce a solution that would bring young senders back into the fold, without negatively Impacting traditional stamp sales.

Our digital stamp product is a world-first in what it delivers for the consumer, a Digital Stamp that offers customer a notification when delivered. Customers download the An Post App, choose to purchase a Digital Stamp and then checkout, via card payment or through Google Pay/Apple Pay. Once payment is completed, the customer is presented with a unique 12 digit code. They are provided with information about how to write the code on the envelope and they can then just pop it into the nearest Postbox.

The status of the Digital Stamp will update as the item goes through our network and once delivered, the buyer gets an alert, via email/sms/push notification, to let them know their item has been delivered the next day. The inclusion of the notification within the journey makes this a world's first. Having Digital Stamps available via the app makes it possible to generate a stamp 24/7.

In designing Digital Stamp, we considered the scenario whereby a user needs to post a birthday card and does not have time to get to the Post Office. At the outset of the project, we built a prototype which we brought to users for feedback. We then iterated on this design.

Digital Stamps have been available in other countries such as the Netherlands and Germany but none of them included feedback via push notification to their customers. This makes the execution of the concept original.

The iOS App was developed in Swift using the native iOS SDKs. The Android App was developed in Kotlin using the native Android SDKs. We also integrated with the website using webviews which affords us great efficiency in terms of development.

As part of the initial release we integrated Google Pay and Apple Pay which makes it much easier for a customer to checkout, particularly given the low cost of the transaction. It was the first time that we integrated them into any An Post journey and they already represent more than 50% of all transactions.

We also integrated with OneTrust to manage Cookie & SDK consent within the App.

Customer Journey Overview
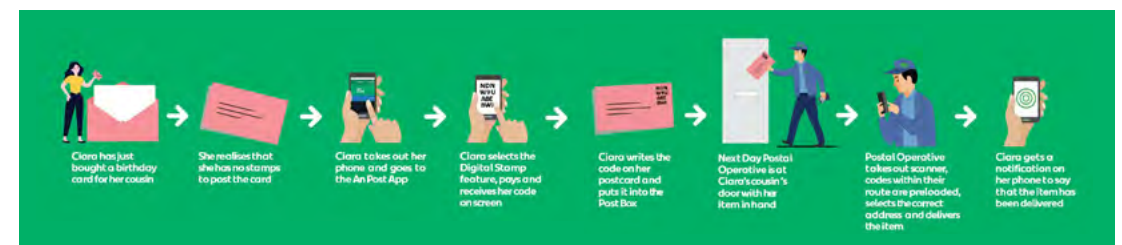
BENEFITS OF THE INNOVATION

Through the Digital Stamp An Post has delivered more than €230,000 in additional revenue without impacting the sale of traditional stamps, showing that there is a new audience utilising the service. These sales were in addition to a sales uplift of 5% of standard stamp sales in Q4 2022, showing that we have grown our sending business. We can also see that it's nearest service competitor, Express Post has not decreased in performance but has increased YoY showing that the lower cost, next day Digital Stamp solution is also not having a negative impact on our Express services.

The Digital Stamp has also positively impacted perceptions of the An Post brand, with 64% saying that "Digital Stamps made the brand more appealing", and 55% saying "It made me more likely to use An Post." Amongst the 18-34 cohort this number increases to 65%, showing that we are achieving our goal to bring a younger cohort back into the fold.

Alongside our revenue goals for Digital Stamp, we had a goal to increase App Downloads YoY. The Digital Stamp resulted in an Increase In App downloads by +297% YoY with 120,000 new downloads. 64% have opted in to SMS notifications giving us vital access to our customer base, and an essential tool for customer retention.

The future contribution of Digital Stamp to An Post performance in undeniable. This solution created a new audience of senders, future-proofing the business from the decline in stamp sales. It has also shown us that there is an opportunity to grow the solution. We are currently working to introduce an International edition of the Digital Stamp. This will enable Irish consumers to use a Digital Stamp to send mail anywhere in the world.

KEY BENEFITS OF SENDING WITH A DIGITAL STAMP:

- **Send anytime, from anywhere:**
  As the Digital Stamp is available to buy on the An Post app it enables consumers to buy a stamp instantly, 24/7, eliminating the barriers of having to buy stamps at a post office, or await the delivery of an online order of stamps.

- **Next day delivery:**
  The Digital Stamp is delivered on the next working day within Ireland, so customers can be sure that their item arrives on time.

- **Notification on delivery:**
  As a world first for Digital Stamps worldwide, customers can receive an sms/email/push notification when their item is delivered.

- **Save for later:**
  Any Digital Stamps purchased are saved in the users wallet in the An Post app, to be used any time they need it.
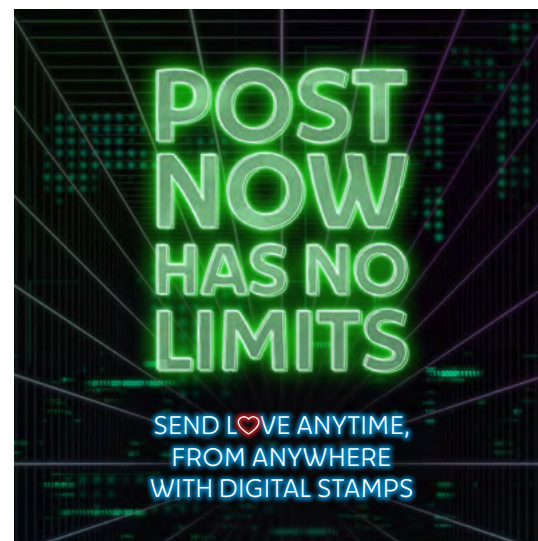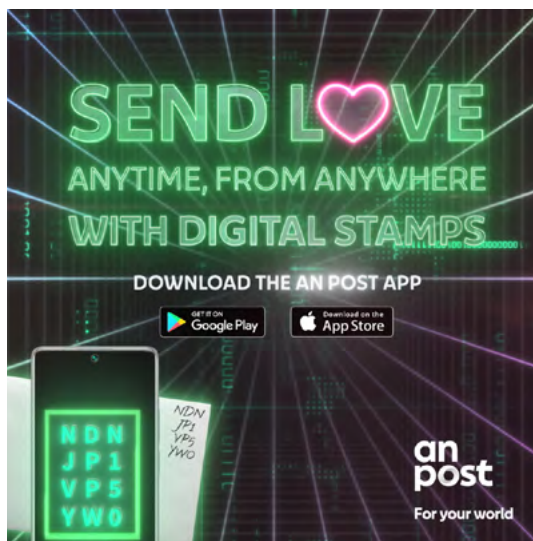
Data & Security

The feedback button
PostNL (Netherlands)

PostNL now offers consumers the possibility to send a compliment and ask a question directly to the deliverer through "The feedback button". A compliment makes for a happy deliverer, a deliverer who feels appreciated, and a deliverer who will go that extra mile again next time.

Additionally, consumers can ask a question if, for example, they cannot immediately find their parcel. The deliverer will see this message on their handheld device and can respond directly to let the consumer know for instance at which pre agreed safe place the parcel has been left.

"The Feedback Button ensures direct communication between our delivery drivers and consumers, fostering stronger relationships and enhancing operational efficiency."

Romée van Leeuwaarde

New Business Development Manager, PostNL

THE INNOVATION

PostNL has introduced an innovative solution, the Feedback Button, to foster direct communication between consumers and deliverers.

This groundbreaking feature is available in the PostNL app and website, allowing consumers to seamlessly connect with the specific deliverer responsible for their parcel.

Key Features:

- Compliment Deliverers: Consumers can send personalized compliments directly to the deliverer, acknowledging exceptional service;
- Inquire About Parcels: If a parcel cannot be immediately located, consumers can inquire about its whereabouts with a simple tap.

Innovative Process:

- Idea Generation: The concept originated from a customer service employee, recognizing the need for direct communication channels;
- Desirability Validation: Extensive research confirmed consumer demand for direct deliverer contact and compliment capabilities.
- Viability Assessment: Potential benefits; including cost savings and improved job satisfaction, were evaluated;
- Technical Feasibility: Seamless integration across various systems, from the app to the deliverer's handheld device, was achieved through cross-team collaboration.

BENEFITS OF THE INNOVATION

The Feedback Button exemplifies PostNL's commitment to innovation, customer-centricity, and employee satisfaction.
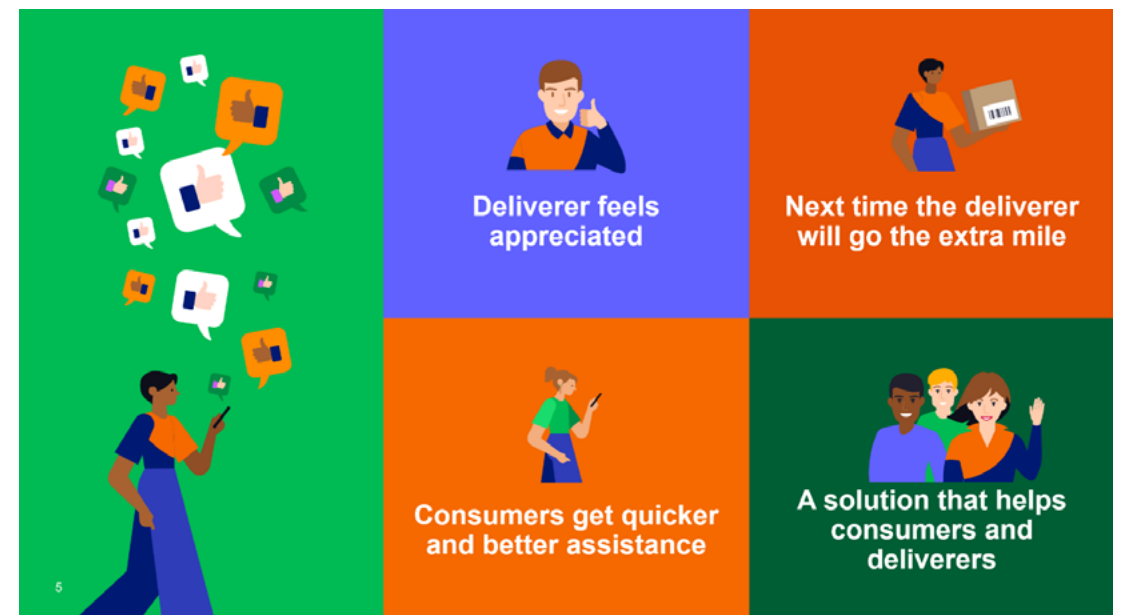
Here are some of its benefits for PostNL:

- Increased Job Satisfaction & Retention: Over 95% of deliverers experienced boosted job satisfaction upon receiving compliments, leading to lower absenteeism and staff turnover rates;

- Cost Savings:
  - Resolves consumer inquiries efficiently, reducing strain on customer service channels and resulting in higher NPS;
  - 80% reduction in instances of missing parcels;

- Stronger Consumer Relationships: Direct deliverer-consumer interaction strengthens PostNL's connection with communities they serve;

- Operational Efficiencies: Deliverers can promptly address parcel location queries before completing their route.

And for its consumers:

- Enhanced Experience: Consumers receive quick assistance, minimizing frustrations and wait times;

- Direct Communication: Ability to directly contact and compliment their deliverer, fostering a personalized experience;

- Prompt Resolution: Inquiries about parcel locations are swiftly resolved, often within 2 hours on average;

- Strengthened Community Ties: Consumers can express appreciation for their neighborhood deliverers, cultivating stronger local connections;

- By introducing the Feedback Button, PostNL has effectively addressed key pain points for both the company and its customers.

This innovative solution has unlocked significant cost savings, operational efficiencies, and employee satisfaction for PostNL while providing consumers with a seamless, personalized delivery experience and a direct channel to engage with their trusted deliverers.

Deliverer feels appreciated

Next time the deliverer will go the extra mile

Consumers get quicker and better assistance

A solution that helps consumers and deliverers

"C-First" CX initiative
Post Luxembourg

This initiative, known as "C-First" for "Customer First," sought to align the complaint resolution process with the company's strategic emphasis on exceptional service, moving away from a transactional to a more relational and empathetic approach.

With the biggest aim to provide peace of mind and a strong and lasting emotional link with the customer, the main changes were calling instead of sending emails, treating the emotion before the facts, a single contact person, a new compensation policy and closing the claim when the customer says it.

"This initiative not only transformed its approach to complaint handling but also reinforced its commitment to delivering superior customer service, aligning daily operations with strategic objectives, and building a stronger emotional connection with its customers. The holistic approach has set a new standard within the company for handling customer complaints and has been integral to enhancing overall customer satisfaction and loyalty."

Mario Treinen

Director POST Courrier,
Post Luxembourg

THE INNOVATION

Our innovation strategy is directly linked to our global strategy: Become customer's preferred brand while insuring the right balance between responsibility and profitability.

The 14 CX initiatives realized until now have all been chosen based on 3 clear criteria:

1. Business Impact: How many customers, employees or turnover are concerned?
2. Emotional trigger: Which project can bring positive emotion and delighted customers?
3. Improvement potential: Which project can bring the biggest improvement?

Additionally:

- In order to reintroduce a human relationship into the complaints handling, we put a lot of effort into training over a period of 3 months;
- A training on the new approach with a detailed process and call guide;
- A training, derived from police negotiator techniques, on how to manage first emotions and the words to use (and especially those not to use) when dealing with angry people to deescalate the situation;
- 2 to 3 individual coaching sessions for each employee during their calls over several weeks."

The new approach radically changed the way we handle complaints. Here are the 6 most prominent changes we implemented:

We call the customers - even if they have chosen a different channel to file their complaint. There had always been a strong belief that it was crucial to respect the customer's channel choice. But we figured it was our responsibility to determine via which channel we could provide peace of mind and establish a relationship and we avoid long back-and-forward written conversations.

We dedicate one single contact person for each customer case until the case is fully solved. The customer has this person's full name, telephone number and email address and hence knows who to turn to for questions. But more importantly, we create peace of mind for the customer: somebody is implicated, cares and will stay at the customer's side until the issue is gone.

We make concrete promises. Even if we have no idea yet how long it will take to solve a specific problem, we promise when we will be in touch again to provide an update.

We radically reviewed our compensation policy and take now full responsibility for our mistakes, with clear guidelines and empowered staff.

We look after customers' feeling and emotions before handling the facts. First the person, then the facts. To do this, we used a special technique inspired by police negotiators "SWAT" which stands for "Special Wording and Advanced Techniques". What we do is to identify first the emotion of the customer, then we normalize the emotion of the customer. Like this, we can lower his emotions.

Only then, we solve the issue. We also used the SWAT techniques, like the "Yes, No, Yes" method, to announce bad news. It consists in packaging the "negative answer" between 2 "Yes". The first yes is to explain a general principle that the customer can not disagree with, then we say that, "therefore, we can't answer your request positively" and we finish by a "Yes". Using this technique, we still get 43% of 9 and 10s from customers who received a negative response.

We only close a case if the customer tells us that his issue is fully solved. That takes away the need for customers to re-open cases that we have closed because we were (wrongly) convinced that we have solved the issue.

BENEFITS OF THE INNOVATION

Actual Contributions

- Improved Customer Satisfaction and Loyalty: The high NPS increase (from -6 to 48 for postal complaint handling) proves that the initiative has significantly enhanced customer satisfaction and loyalty, crucial for customer retention;

- Enhanced Brand Reputation: By aligning the complaint handling across all business units with a customer-centric approach, POST Luxembourg has strengthened its brand image as a customer-friendly company. This helps in differentiating from competitors and attracts customers who prioritize service quality: overall relationship NPS for POST Luxembourg increased by 16 points from 2020 to 2024;

- Operational Efficiency: The streamlined and consistent complaint handling process has reduced the need for reopening complaints, thus saving time and resources. This efficiency not only improves customer satisfaction but also enhances the productivity of staff (less time needed per complaint);

- Employee Satisfaction and Skill Development: The comprehensive training and coaching in both technical and soft skills as part of the initiative has increased employee engagement and competence. This improvement in workforce capability is crucial for maintaining high service standards.

Future Contributions

- Sustained Customer Engagement and Growth: The initiative's success in creating a more responsive and empathetic customer service environment sets the stage for customer engagement. This ongoing relationship building is expected to attract new customers, helped by word of mouth, contributing to revenue growth;

- Data-Driven Insights for Continuous Improvement: The continuous analysis of feedback throughout the complaint resolution process allows for ongoing improvements and innovations in service delivery. This proactive approach to refining customer interactions ensures that we can adapt to changing customer expectations and market conditions. As an example, we just started a new CX initiative to reduce "non-delivery notices";

- Leadership in Customer Experience: The CX "C-First" initiative can serve as a key competitive advantage against competition and positions POST Luxembourg as a leader in CX which is mandatory for large parcel retailers.

In conclusion, the "C-First" initiative not only contributes significantly to POST Luxembourg's current success by improving customer satisfaction and operational efficiency but also promises to drive future success through sustained customer loyalty, data-driven improvements, and industry leadership in customer experience.
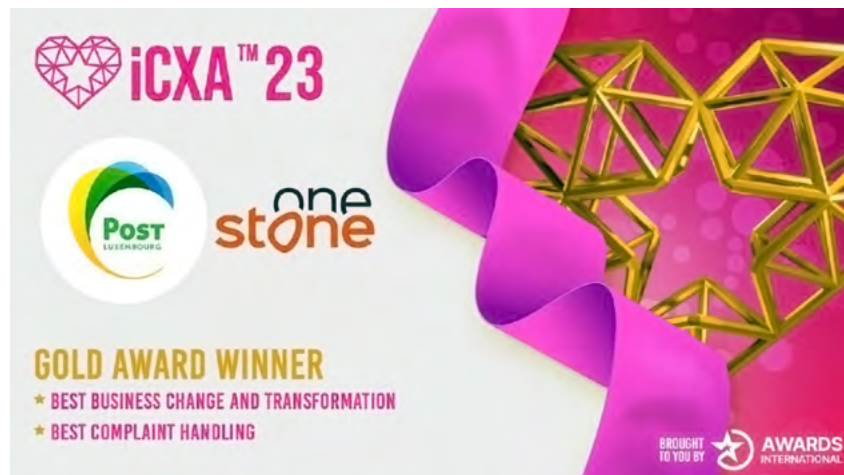
ID360 – The identity verification solutions platform
La Poste Groupe (France)

ID360 is an aggregated remote identity verification service that offers a range of means, procedures, solutions and different levels of guarantee. The acquisition and control of complementary documents can be added as an option to the identity verification. The ID360 service concerns business departments of all types, which need to verify the identity of their users remotely. Accessible to both large companies and very small businesses, it considerably simplifies the identification phase in all processes. This service is provided by Docaposte, the digital services subsidiary of La Poste Group.

LA POSTE GROUPE

"It combines a large number of identification methods, documents control solutions and authentication solutions into a single high added-value service. It meets a real need, as no other solution previously offered this service."

Simon-Pierre de La Seiglière

Head of operations and engineering development, Docaposte (La Poste's Groupe subsidary for digital services)

THE INNOVATION

The diversity of remote identification methods, the different levels of guarantee, the different regulatory issues and the different identification requirements for a single entity mean that this identification phase is difficult for a company to grasp; multiple integration, partners, and support services. Yet identification is essential and should not be an obstacle to the end user in the business process. Moreover, digital services are, by their very nature, with international end users. Finally, other elements or documents are often necessary in digital processes (proof of address, bank details, diplomas…).

The ID360 service enables initial identification (knowing your identity and verifying its authenticity) in numerous areas, leading in particular to the issue of means of authentication. Possible application within a postal operator in the following activities:

- Financial services: remote identification for account opening (KYC);
- E-commerce: parcel collection from a post office or parcel lockers;
- Postal services: mail forwarding, electronic registered mail, etc;
- Internal services : HR hiring Possible proposal to other postal partners and PostEurop members: beyond a possible digital identity, sell a complete service to any company. Give an added meaning to this postal community by interconnecting identification worldwide.

Docaposte's customisable online paths, which are closely linked to ID360, include an Artificial Intelligence R&D unit, enabling automatic recognition of the authenticity of identity documents, facial comparison, detection of deepfakes generated by AI, and so on. The use of AI has been assessed from an "ethics and AI" perspective, in anticipation of future European regulations. The approach is based on risks: risks to personal data, risk to information systems and operational risks. Docaposte employees working on the service are identified as "trusted persons" with a control and monitoring process (risk awareness, training, criminal records, validation by management).

ID360 is one of the very few services that can be used without technical integration, directly from a website. This means that a small business or a HR department can use its account to request identification or collection and control of end-user documents. With the same range of identification methods.

ID360 integrates remote identity verification methods of all types and all levels: electronic means of identification, remote identification paths, solutions dedicated to certain sectors, whether private or public, and with different levels of guarantee.
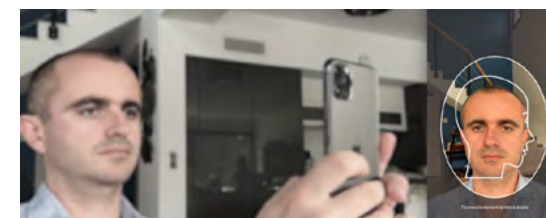
How it works: 2 key elements

1. The administration console, enabling the business department to customise its use: easy definition of parameters sets, dash board and monitoring of identification files, whatever the methods used by the end users.

2. The ID360 window, generated according to the defined set of parameters and integrated into the path. This window is fully integrated into the visual of the business department path.

During the identification phase, the business department makes an API call to ID360, which generates a web page with the set of parameters and returns its url for integration into the path. The end user identifies himself using the method he has chosen. ID360 returns the result of the identification as well as the requested documents, and archives the evidence file in the electronic archiving system (EAS) for 10 years (excluding documents, photos and identity papers).

ID360 is a trusted service, ensuring information systems security, operational security, personal data security, and an ethical, inclusive approach. It complies with the ETSI EN 319 401 standard, ensuring maximum security.

For France, ID360 is equipped with:

- La Poste's Digital Identity, an electronic mean of identification with a substantial level. Available on its own or behind the French eldas node FranceConnect;
- FranceConnect: French eldas node, interoperated with other European nodes. 2 levels are offered: FranceConnect for the low level, and FranceConnect+ for the substantial and high levels, behind which we find La Poste's Digital Identity;
- Online path: an end-to-end pathway that checks the identity document and the legitimacy of the bearer, and detects frauds on both the document and the bearer. These processes can be 100% automatic, or with additional human analysis and decisions (French standards for remote identity verification service providers and ETSI TS 119 461 requirements);
- Healthcare professionals card: integration planned for 2023;
- Document control: OCR extraction for cross-checks, Archipels procedures for checking proof of address, Digiposte for certified documents such as payslips, MonFranceConnect for certificates provided by government departments.
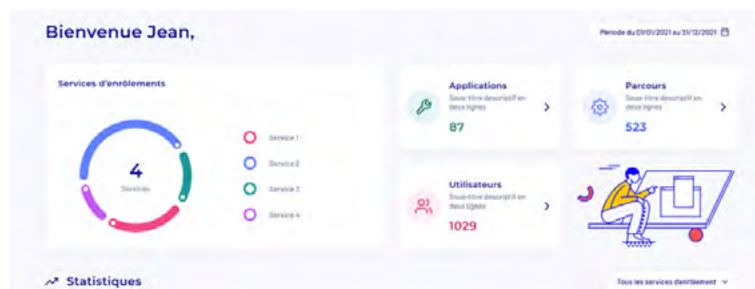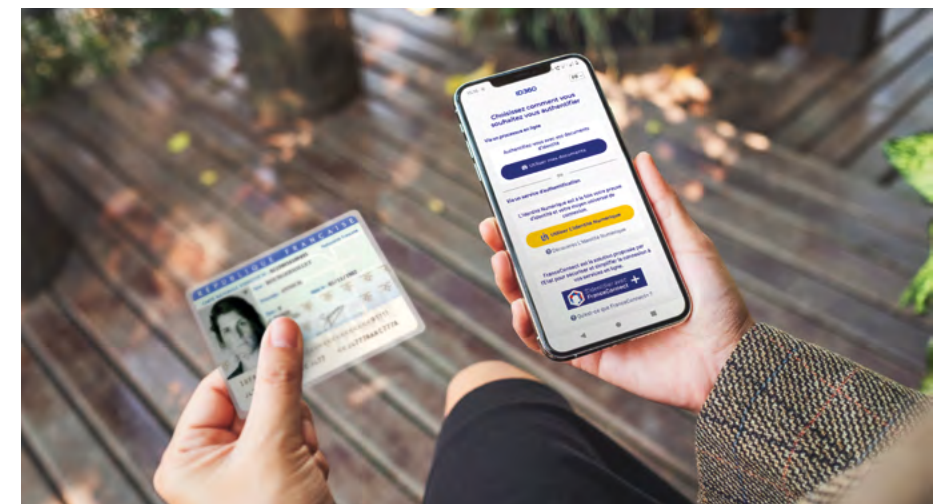
BENEFITS OF THE INNOVATION

The benefits of ID 360 platform are numerous:
- Supports civil society in accessing governmental digital services;
- Provides business departments with control, flexibility, and visibility over identification processes, accessible to large groups, key accounts, and small businesses;
- Acts as a hub for integrating all existing solutions in France;
- Tailored for each country's postal operators, adaptable to legal requirements;
- Aims to create a global identification community, with postal operators as local representatives;
- Complies with WCAG, has an excellent EcoIndex, and follows La Poste Group's Ethics and AI Charter.

ID360 impacts a global community :
- 2021: Industrialized technologies like facematch, deepfake detection, and biometric security. Certified as a "trusted service" with ETSI EN 319 401;
- 2022: Received Fintech Finances Innovation label, finalist in WSIS competition. Integrated into various sectors;
- 2023: Consideration of a global hub, with 4 partners signed and 20+ prospects;
- Nov 2023: PVID certified by ANSSI for remote identity verification;
- 2024: 10 new partners signed, 50+ prospects.

ID360 builds a global community, allowing each country to use the hub with local interfaces and manage, sell, and deploy the service autonomously, benefiting from community inputs and national solutions for document authenticity control.

Congratulations
to last year's winners

WHAT IS THE INNOVATION AWARD?

The objective of the Innovation Award is to foster a stronger affinity and engagement in innovation concepts, ideas and findings among our Members in a consistent and continuous manner. Through the Award, PostEurop would like to recognize Members' accomplishments in this area.

HOW TO APPLY?

Each Member may submit one entry. Simply fill-in the form shared with the invitation letter and follow the official guidelines. Each entry will be reviewed by a panel of expert jurors based on criteria mentioned in the guidelines. The jury will decide which applications will receive the Innovation Award and the Rising Star Award.

WHEN?

Entries must be submitted by 30th of May of each year.
The winner will be announced during the PostEurop General Assembly of that year.

QUESTIONS?

For more information about the Innovation Award and Innovation Forum please contact
Carlos Bhatt carlos.bhatt@ctt.pt
Thierry Golliard thierry.golliard@post.ch
Sophie Desier-Biehler sophie.desier-biehler@laposte.fr
or Maire Lodi maire.lodi@posteurop.org

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STAY TUNED

and start preparing your application for

the

2025 PostEurop Innovation Award!

PostEurop