

THE FUTURE OF POSTS

POS Channels

Does POS diversification boost customer experience?

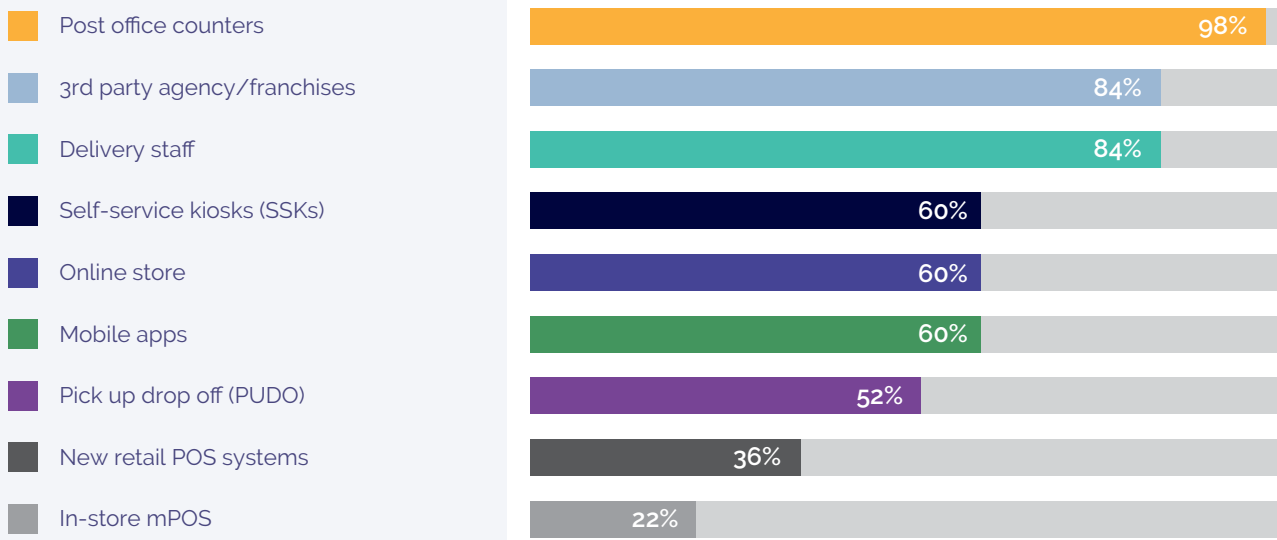
Especially now during the COVID-19 pandemic, postal operators can still expand their services through point of service (POS) diversification even, and perhaps especially, as they experience decreased traffic to traditional post offices.

There are plenty more reasons why postal operators might want to diversify their POS channels. Posts are hoping to, in whole or part, impact the customer's experience, decrease queues, add more convenient points of engagement options and more. Although customer experience wasn't ranked high among Posts' investment priorities, most of the priorities that did top the [2020 Future of Posts Report](#) somehow relate back to customer experience.

Traditional postal services and POS options still contribute the most to current customer needs. A resounding 98% of Posts still utilize post office counters to serve customers. However, as more people work at home and stay at home, Posts will need to continue adapting to changing customer needs.

Current usage of Point of Service channels

Percentage of postal operators



Point of Service Channels

Some of the POS channels Posts are using now, and those they're considering adding over the next year and beyond include:



Self-service kiosks - Already a popular option among Posts, 60% say they already use them and 42% plan to implement additional SSKs in the next 12 months.



Mobile apps - 42% of respondents say they'll invest in mobile app development within the next year.



Pick Up Drop Off (PUDO) - Changing times and customer needs are a big reason why 48% of postal operators plan to invest in PUDO over the next five years.



Delivery staff - Despite the pandemic, or perhaps because of it, delivery personnel is still a very important POS channel for many Posts.



In-store mPOS - Although only 22% of postal operators are using in-store mPOS now and just 8% more plan to add this POS channel in the near future, 31% of Posts said they're considering adding this POS channel to their repertoire over the next five years.



42%
of Posts plan to add
Self-Service Kiosks
in the next 12
months.

SSKs are already deployed by 60% of Posts, with 42% planning to add kiosks in 12 months - either for the first time or to supplement existing installations.

56% of Posts plan to add SSKs in the next 5 years.

Innovation continues

POS diversification continues to drive innovation and provide more options to Posts who are looking for alternative and enhanced flexibility in a post-COVID world. Through innovation, the melding of technology and customer experience will provide a pathway to success for many postal operators.

Download the *full* 19-page
Future of Posts 2020 report to learn more.

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