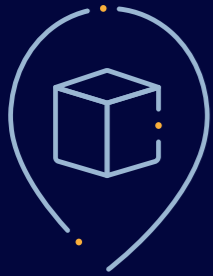


HOW MOBILE DRIVES SUCCESS FOR
POSTS IN THE ECOMMERCE ERA

AGILE POST

escher





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INTRODUCTION TO: MOBILE FOR POSTS

Businesses are operating in an era where customers have access to the world at their fingertips from their mobile devices, putting pressure on companies to play catch-up to evolving expectations.

The 'always-on' consumer commands greater access to products and more agile service. Posts are seeing this play out as eCommerce is beginning to position itself as a linchpin to global economics: It's expected to account for nearly 15 percent of global retail sales (\$4 trillion) by 2020, according to an eMarketer report.

ECommerce is inherently beneficial to Posts. More traffic coming from a greater variety of channels contributes to higher revenue. Most Postal professionals expect eCommerce to have the greatest impact on the industry over the next ten years, according to the Escher Future of Posts 2017 report.

Postal Operators have increasingly sought to create a digitally empowered ecosystem across the supply chain – from transport to last mile delivery – to support the increased strain on resources that the trend brings. Extending the footprint of Posts is key to narrowing

down the most profitable emerging trends and capitalizing on new revenue streams.

The solution starts with mobile. Digitally driven platforms that expand the definition of Point-Of-Service (POS) are enabling employees to provide customers better access to Postal services – and the trend isn't abating anytime soon.

It's allowing the workforce and Postal Operators to refine the customer experience, improve service and reap the rewards of mobile Postal solutions. In this eBook, we explore four of the tools that are driving success from the front line to the bottom-line using mobile.

MORE TRAFFIC COMING FROM A GREATER VARIETY OF CHANNELS CONTRIBUTES TO HIGHER REVENUE.

INDUSTRY TRENDS AND MARKET CHALLENGES FACING POSTS

E-commerce trends that businesses are capitalizing on, and they are fueling consumers' growing need for personalized convenience. It's revitalizing the retail industry, and propping up its estimated \$4.9 trillion global market valuation by 2021, according to Statista.

ECommerce has been a financial blessing for companies that were ready for the burgeoning parcel growth that came with it, and a bump in the road for those who may not have been prepared for its success.

The 'always-on' consumer now has access to products through a wide range of channels that's consistently growing. It has led to nearly seven out of every ten shoppers looking online first to find the best prices, according to IBM. As that omnichannel experience becomes more seamless, a higher eCommerce conversion rate is likely to follow suit.

Each generation exhibits unique buying patterns, making it difficult for some Postal Operators to adjust and meet individual needs. Where as baby boomers might enjoy the traditional experience of visiting the Post Office—and as they exit the workforce, have the time for it—millennials expect convenience, fast deliveries and operating hours that fit their schedule.

Given the close tie between customer service and profitable margins, it's clear that Postal Operators have an eye on how to fine tune the consumer experience to meet these varied demands. But what's the key to fueling the need for quicker and automated service in an industry that has traditionally relied on human-based processes and procedures?

Three components have, in part, helped to form the foundation of successful strategies for two large, well-known Postal Operators in North America and Europe:

- ✍ **On-demand**, flexible service wherever the customer is and whenever he or she needs it.
- ✍ **Brand building** through individually catered consumer experiences.
- ✍ **Quick access** to Postal services.

Finding specific investments that can accentuate the organizational aspects of those three components and yield a transformative return is difficult – but not impossible.

In America, consumers spent over \$453 billion through online shopping in 2017, according to the U.S. Department of Commerce. That equates to a massive volume of parcels, and it's a challenge that the United States Postal Service is welcoming in with open arms, according to Jim Cochrane, Chief Customer and Marketing Officer at USPS.

"...Shipping is up by double digits over the last five years and we're the largest ecommerce delivery company in the world," Cochrane said during the WHOSAY ANA Masters of Marketing event. "It's a good reinvention of the brand."

The organization is relying on omnichannel solutions that allow its staff to meet the physical and digital demands of the modern consumer.

"Everything that's going to be in your mailbox will be on your phone in the morning," Cochrane said. "You'll have the ability to interact off those pieces and launch a buying experience or a learning experience."

Mobile solutions are claiming their stake as the irrefutable core of modern Posts.

MAKING THE CASE FOR MOBILE POSTAL SOLUTIONS

Our Riposte® software is enabling service away from the counter and kicking open the doors to innovation within the industry. The idea of mobile Postal services isn't one solution, but multiple that reside within a digital ecosystem that contributes to a much larger plan: Putting Posts strategically, but conveniently, in the hands of staff and consumers.

These solutions are empowering the Postal industry to transform a growing number of touchpoints into easy-to-use POS, fostering agility across the workforce and making transactions easier and more convenient for the customer.

COMPETITIVE ADVANTAGE IN ACTION

In-Store mPOS

The solution enables clerks to provide service away from counters on-site. The technology transforms Post Office lobbies into 'consumer service triage centers' by:

- ✍ Allowing consumers to send parcels, buy products and pick up packages from any location in the store.
- ✍ Using beacon integration to identify customers as they walk in, associating them with a consumer profile that can apply discounts, bonus points and other rewards.
- ✍ Supporting real-time data aggregation, analysis and transmission to central databases for more efficient cross- and up-selling of goods that match shoppers' histories.

Agent Network

An established Agent Network of third-party outlets enables expansion of services quickly and affordably. Leverage the existing network to:

- ✍ Offer pick-up and collection of parcels, and sell Postal goods through third-party outlets.
- ✍ Extend seamless omnichannel functionality to outside the standard Post Office locations.
- ✍ Elevate customer convenience to meet the evolving needs of the 'always-on' shopper, giving them a wide breadth of services through extended operating hours and more locations.

Mobile Postal Worker

Devices that give mail carriers the ability to go the extra mile on the last mile of delivery. A mobile POS unit and a printer turn carriers into mobile agents, allowing them to:

- ✍ Facilitate a range of transactions between customers and companies from their residence or operating site.
- ✍ Improve efficiency of parcel delivery through faster payment collection, a decrease in undeliverable parcels and payment for licenses or other products.
- ✍ Bring in-store services direct to the consumer.

Consumer App

Mobile apps that put Postal services in the hands of the customer. Roll-out a digital platform that can:

- ✍ Consolidate consumer notifications and product access into a single hub.
- ✍ Support a personalized shopping experience to help build brand loyalty through better access to services.
- ✍ Give instantaneous access to key financial and Postal-related information.
- ✍ Can be tailored to every Posts particular needs.

HOW MOBILE FITS INTO THE FUTURE OF POSTS

The Internet of Postal Things (IoPT) is an idea that the industry is quickly adopting. It relies on using digital sensors to promote greater operational efficiency through better decision making and streamlined delivery, among other aspects, with the help of Big Data.

THE OVERARCHING GOAL IS TO BOLSTER FOUR KEY AREAS, ACCORDING TO IBM:

1. Transportation and logistics.
2. Smarter Postal buildings.
3. Improved mail and parcel services.
4. Enablement of neighborhood services

The latter two areas identified by IBM as core components of IoPT rely on not only data collection, but service enablement through more agile workforces and mobile platforms. Many organizations are already well-positioned to welcome in the trend with open arms: 95 percent of mail carriers are either using, or plan to use, mobile devices for their day-to-day activities, according to Escher's Future of Posts report.

The tools are becoming vital aspects of mail carriers' daily routines, allowing them to travel more efficiently and bring service to the doors of customers. This is no surprise, as it's becoming increasingly obvious with each passing year that the popularity of mobile won't be slowing down. Global smartphone ownership rates have risen 8 percent over the past two years, as the figure is expected 66 percent across 52 countries in 2018, according to Zenith's 2017 Mobile Advertising Forecast.

IoPT represents a major departure from traditional, manual processes and methodologies in favor of technological solutions, as the latter is what's powering the information gathering necessary for effective implementation.

In that vein, mobile Postal solutions serve as stepping stones to a digitally connected environment that can produce immediate and beneficial impacts on the consumer experience – while still supporting the overarching goal of IoPT for Postal Operators – today.

The In-Store mPOS, Consumer App, Agent Network and Mobile Postal Worker solutions can all aggregate data on customer transactions and workforce tasks to a central database. This allows operators to constantly evaluate and assess their current strategy, while still improving the customer experience greatly through more agile services.

Thanks to these four solutions and many others, Posts can greatly expand their range of services across multiple locations.

One leading Logistics Provider in Europe invested in an Agent Network totaling approximately 15,000 locations in 2015. It paired that commitment with the development of an automated platform, Riposte, to facilitate transaction handling.

The Agent Network allowed consumers to choose when and where – depending on location availability – they could pick up and receive packages. In turn, it enabled the organization to extend its network quickly to give consumers more access to convenient services.

Within three months of implementation, the business had successfully rolled out 11,500 automated remote locations through its Agent Network. In 2016, after an increased investment in the technology, the company saw the fruits of its labor – 24.4 million messages sent between customers and the system, and a peak of 200,000 in one day.

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24.4 million messages sent between customers and the system, and a peak of 200,000 in one day.”

MOBILE IN POSTS: WHO'S BUYING IN?

Escher is working with one leading Postal Operator in North America to provide an In-Store mPOS platform. The solution will give clerks the ability to meet the needs of customers anywhere on-site, boosting transaction volume and improving the consumer experience.

The mPOS solution will operate from an iOS device and its features include a barcode scanner and payment card reader, as well as the ability to send e-receipts or print receipts.

BENEFITS OF MOBILE FOR POSTAL OPERATORS

Commerce is a boon to Postal Operators if they're positioned to take advantage of it. Mobile solutions like In-Store mPOS, Consumer Apps and the Mobile Postal Worker, paired with the extension of service through the Agent Network, tick all the boxes:

In-Store mPOS

- ✔ Build a database of customer activity to support targeted marketing campaigns and higher conversion rates on cross- and upsell opportunities.
- ✔ Facilitate quicker transaction times to improve bottom-line.
- ✔ Develop greater brand loyalty thanks to enhanced service.

Mobile Postal Worker

- ✔ Turn the last mile of delivery into a new source of revenue.
- ✔ Extend the Postal network without significant investment into physical infrastructure.
- ✔ Track transactions at the point of sale to fuel customer data and route optimization analytics.

Agent Network

- ✔ Broaden service coverage without the substantial investments that come with physical expansion.
- ✔ Open new revenue streams that can facilitate transactions outside of Post Office operation hours.
- ✔ Improve brand awareness and competitiveness by accommodating the convenience required of the 'always-on' consumer.

Consumer App

- ✔ Nurture omnichannel experience and adopt an eCommerce mobile-first strategy with an app that can facilitate transactions, allow customers to set delivery times, and more.
- ✔ Bolster consumer profiles and deploy loyalty schemes to encourage the modern digital ecosystem of Posts.
- ✔ Gather data to fuel analytic-driven decision making from a retail, marketing and operations standpoint.




“Analytic-driven data will fuel decision making from a retail, marketing and operations standpoint.”

“
Build long-standing relationships with the neighborhood and community.”




BENEFITS OF MOBILE FOR POSTAL EMPLOYEES AND AGENT NETWORK PARTNERS

ECommerce is providing huge potential for an increase in the volume of traffic. Mobile Postal solutions alleviate those concerns and give mail carriers and store clerks the tools they need to keep a focus on quality consumer experience:




In-Store mPOS

-  Adapt to high traffic volume by meeting customer needs from anywhere on-site, improving satisfaction levels of both parties.
-  Enhance consumer experience by cutting down waiting times and personalizing product recommendations based on shopper profiles.
-  Encourage staff to grow their interpersonal and professional skills.

Mobile Postal Worker

-  Build long-standing relationships with the neighborhood and community by facilitating transactions and safe parcel delivery.
-  Gain greater security with a built-in 'help button' for situations where assistance is needed.
-  Discover optimal routes in accordance with new schemes that accommodate scheduled delivery times, or other emerging trends.

Agent Network

-  Develop new revenue streams by acting as intermediary for Postal Operators.
-  Encourage more traffic in-store which could translate to greater sales.
-  Keep up-front costs low with limited staff training and devices necessary to implement.

BENEFITS OF MOBILE FOR POSTAL CONSUMERS

Given that the Postal industry is a customer-centric service by nature, it's imperative that any digital strategy focuses on enhancing the consumer experience. Mobile Postal solutions accomplish this with ease:

In-Store mPOS

- Reduced waiting times, quicker customer service speeds and convenient parcel collection and drop-off.
- Receive a more personal engagement from Postal employees.
- Engaged with brand through loyalty schemes, discounts for long-time shoppers and personalized product offers.

Mobile Postal Worker

- Send or receive parcels and purchase Postal retail items from your doorstep.
- Scheduled home deliveries to fit working hours, or for those who are simply unable to get to physical Post Office location.
- Improved experience with Postal Operators through service that maps to consumer needs, rather than corporate objectives.

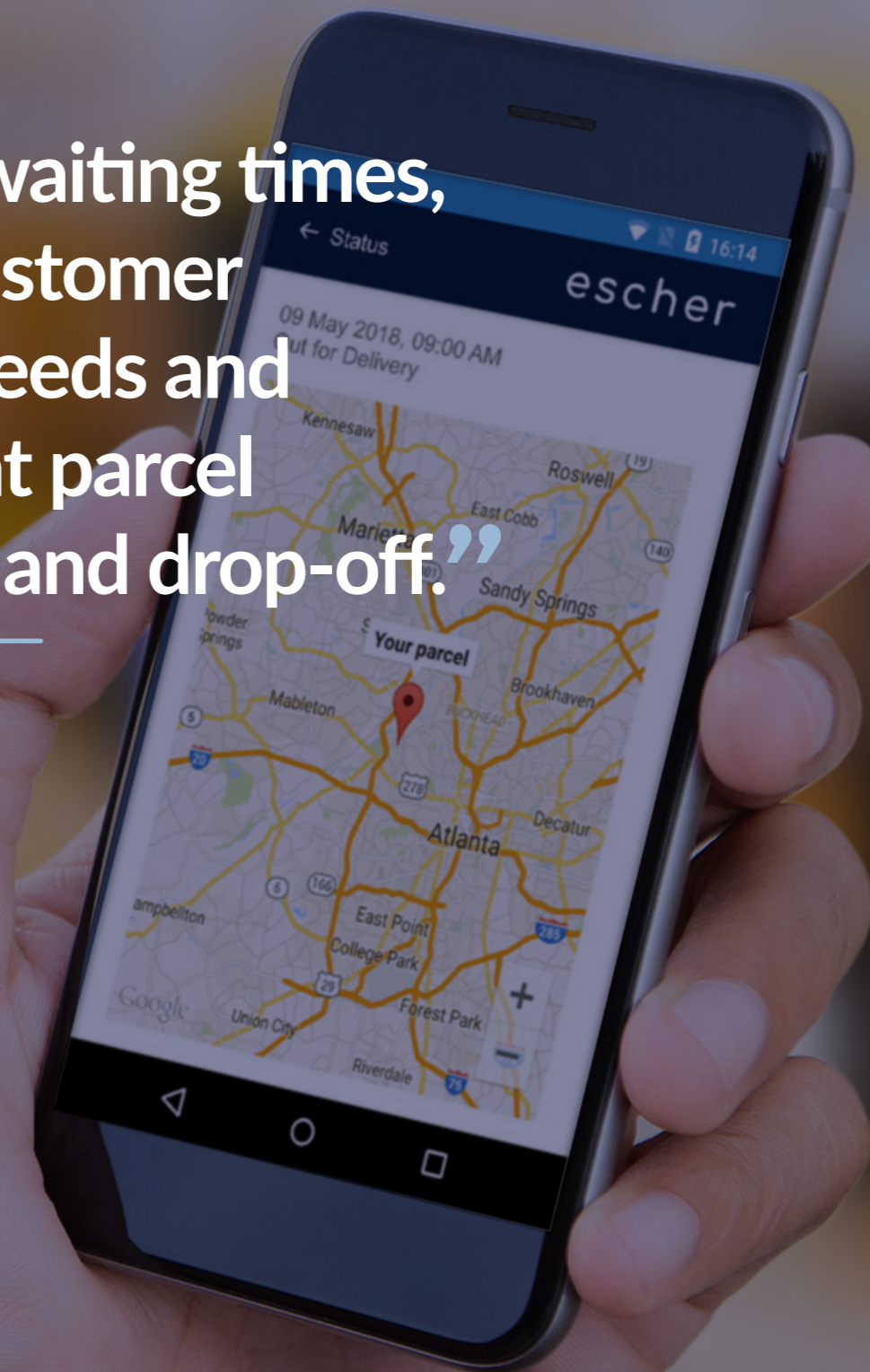
Agent Network

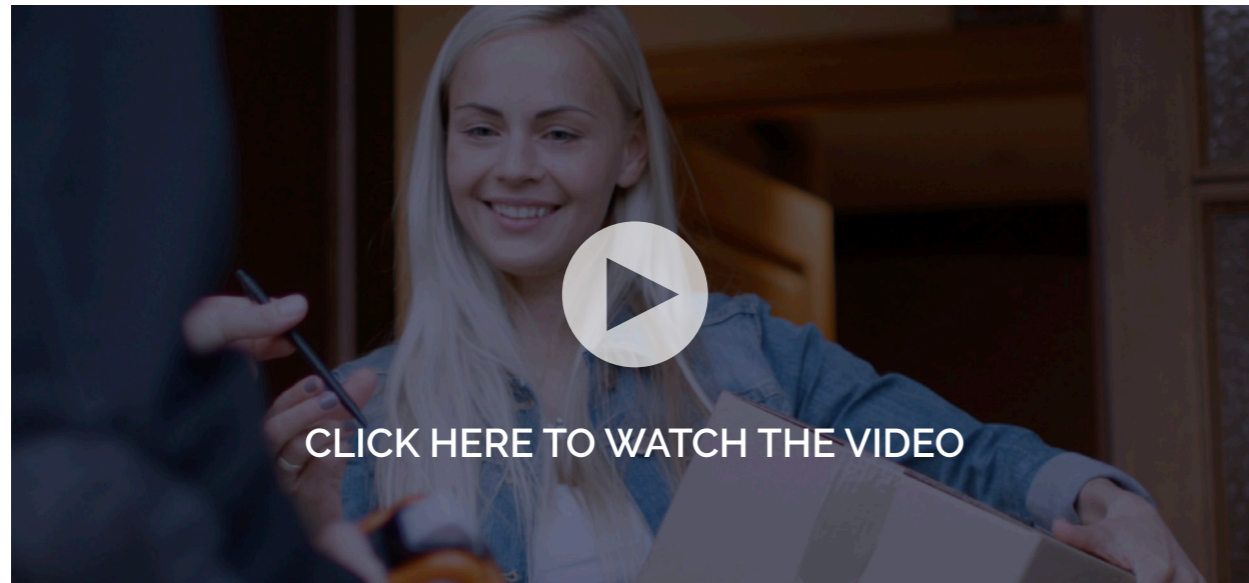
- Expanded Postal footprint that enables parcel pick-up and drop-off, purchase of mailing products and facilitates other transactions.
- Extended operating hours that fit the unique needs of various generations of consumers.
- Time spent dealing with Postal related tasks greatly reduced through more flexible service.

Consumer App

- Ability to start transactions from comfort of home or at work, and finish at the Post Office or Agent Network.
- Shop online through the app's eCommerce functionality.
- Manage a trove of key features, such as notifications, delivery and parcel collection, payments to various sources and loyalty program.

“Reduced waiting times, quicker customer service speeds and convenient parcel collection and drop-off.”





WHY ESCHER?

Here at Escher, we understand Post. It's not enough to adopt mobile solutions and hope for the best: Our team takes the work off your plate, so your team can put Postal services in the hands of employees and consumers.

Escher has developed Postal service technology since 1989 for Posts around the world.

We have extensive knowledge in drawing up a digital architecture to meet the evolving needs posed by the workforce, customers and the industry in general, and then successfully deploying the solutions to achieve maximum adoption rates.

WE HOST A WIDE RANGE OF POSTAL INDUSTRY SOLUTIONS THAT INCLUDE:

- In-Store mPOS
- Mobile Postal Worker
- Agent Networks
- Consumer App
- Counter Automation
- Self-Service Kiosks
- PUDO Locations
- Hybrid and Digital Mail

Our wide array of fully customizable solutions allows us to work with Posts of all sizes in any region of the world.

In an increasingly connected world, eCommerce is driving substantial profit margin growth. Postal Operators must move away from traditional processes to welcome in digital solutions and alternative strategies that enhance the consumer experience, facilitate seamless transactions and put Postal service in the hands of employees and customers.

escher

Dublin: +353 1 254 5400

Boston: +1 857 366 9500

Singapore: +65 6745 7745

South Africa: +27 12 940 5000

Washington DC: +1 703 579 1300

marketing@eschergroup.com
www.eschergroup.com