



# Consumer App

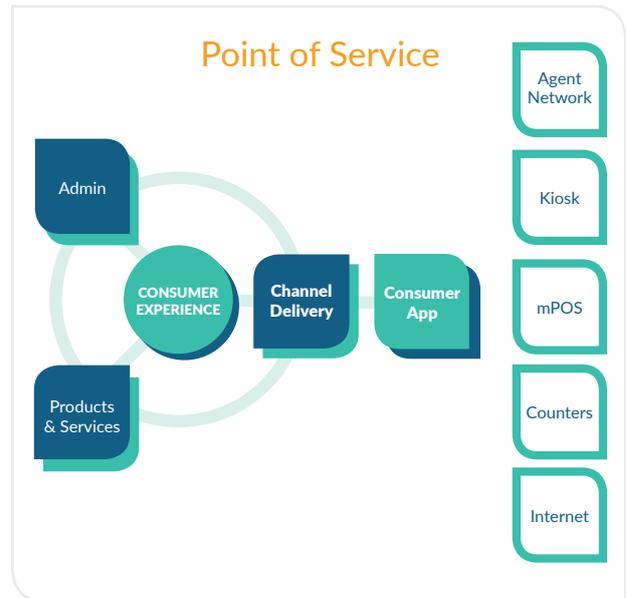
The simple and convenient way for Postal Operators to stay connected with consumers.

Our Consumer App places the Post Office right at your consumer's fingertips. Designed for busy, on-the-go people, it gives them the tools they need to perform postal services anytime, anywhere that is convenient for them.

With the App, Postal Operators can offer a customized experience for individuals - making transactions easier and faster than ever.

Now Posts can deliver a more personalized, higher value consumer experience with this intuitive, responsive App. Posts can leverage mobile technology to transform their business and bring services closer to consumers.

Designed for ease of use, it simplifies frequently performed postal transactions, strengthens loyalty and engagement, and generates more revenue.



Posts who work with us understand how we continuously focus on the consumer experience.

The App provides more opportunities for consumers to interact and transact with the Post in line with their mobile lifestyle and preference for always on services.

As part of an omni-channel strategy, our Consumer App enables Posts to coordinate content delivery (notifications, special offers and news), product offerings, and loyalty across multiple channels.

Postal Operators can customize the branding, layout, menu options, and other features using the admin interface or the SDK. Two-factor authentication (2FA) provides extra security for the consumer.

Integrates easily with Posts current systems to automatically transfer all data and transactions to the Post's central management system.

Once logged in, consumers can view their account balance, top-up eWallets, track mail and parcel deliveries, and conveniently manage eReceipts. Other capabilities can be added easily including utilities, banking and government services.

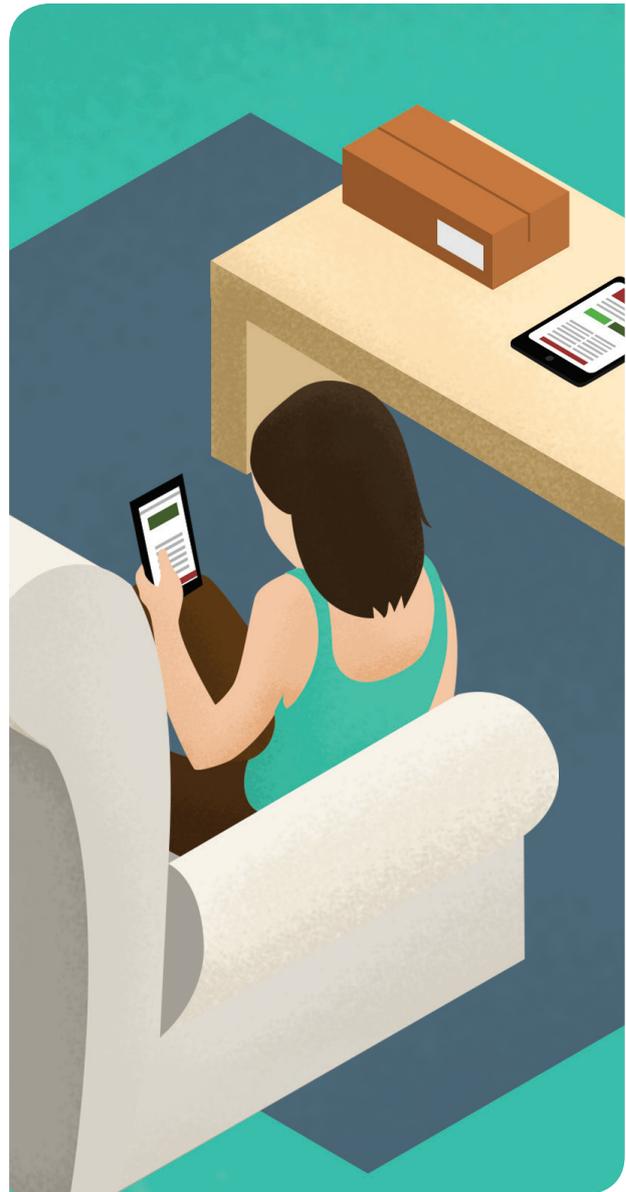
# Benefits

## POSTAL OPERATOR

- Build, run, and monetize mobile apps for consumers
- Increase transactions and revenue with a 24/7 consumer connected solution
- Initiate loyalty programs for individuals to ensure greater consumer retention
- Generate new revenue streams in postal, retail, payment and financial services
- Gain valuable consumer insight through data received from the App
- Modernize the Postal Operator to meet the needs of consumers when and where they choose to interact

## CONSUMER

- Conduct transactions anytime, anywhere with the App
- Begin transactions online and complete at the Post Office
- Receive event-based notifications when shipping and receiving mail items
- Schedule pick up/drop off at a convenient time
- Enjoy loyalty rewards for frequent transactions
- Conduct retail transactions through the App's eCommerce functionality
- Pay, print and ship from anywhere



*"Everything's going mobile. With the App, we're seeing great opportunities to connect with our consumers. It helps us stay close to our consumers by delivering fast, responsive services that encourage them to use our services more frequently."*

## Bring Postal Solutions to Everyone, Anywhere.

Escher's Point of Service solutions provides a range of flexible components for Posts of all size.

Using Consumer Apps, you can accelerate digital transformation, enhance the consumer experience, and develop long-term recurring revenue streams. Our Point of Service is the right fit for your Post.

**escher**  
we understand post

Creating a unified consumer experience across the  
Post Office, Agent Network & at Home.

### Get in touch today

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