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THE FUTURE OF POSTS

Leveraging Technology
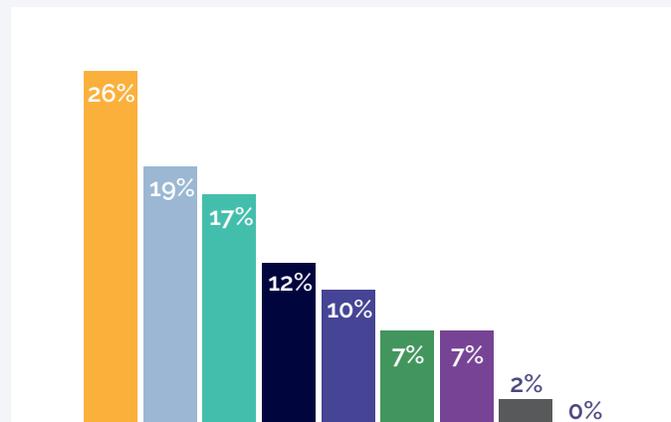
Most Posts Already Use or Plan to Use Data Analytics

In keeping with recent trends, the **2020 Future of Posts Report** indicated that postal operators are continuing to use data analytics or plan to use data analytics within the next year. Technology innovation ranked third most important among Posts, for investment priorities over the next five years.

Most important investment priorities next 5 years

Percentage of postal operators

- Parcels
- Cross-border e-commerce
- Technology innovation
- Customer experience
- Domestic e-commerce
- Mail
- Financial services
- Citizen/government services
- Reverse logistics and returns handling

26%	
19%	
17%	
12%	
10%	
7%	
7%	
2%	
0%	

What's more, early investment and adoption in these areas will position Posts well for the next steps they'll need to take. Additionally, the coronavirus pandemic has set the stage for a new way of thinking about the postal industry. In many ways, it may have hastened the adoption or prioritization of trends which were *already in progress*.
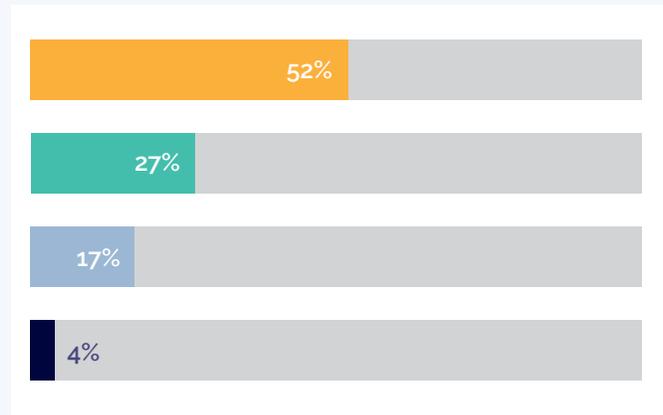
Data Analytics

This year's survey results showed that 52% of postal operators are currently using data analytics and another 17% are planning to implement a platform within the next 12 months. Only 4% of Posts say they have no plans to implement data analytics usage in their organizations.

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Data analytics statistics on usage
Percentage of postal operators

Does your postal organization use data analytics?

- ■ Yes, we currently use data analytics
- ■ We don't use data analytics, but it is in our roadmap
- ■ We don't use data analytics, but we have a plan to implement within the next 12 months
- ■ We don't plan to utilize data analytics

52%

27%

17%

4%

In light of the pandemic, will adoption and implementation of AI and data analytics solutions accelerate? The answer is almost certainly yes. There is tremendous opportunity for Posts to leverage technology such as AI, in order to reduce costs and expand revenue opportunities, especially when you consider the effects the pandemic has had on increasing parcel volumes.

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

The Future of Posts
GROWTH STRATEGIES FOR 2020 AND BEYOND

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Escher is transforming courier and postal operations worldwide, enabling posts to engage today's digitally savvy customers across all points of engagement. With Escher's unique, purpose-built customer engagement platform, posts drive superior customer experience, with greater speed and better economics.

information@eschergroup.com

eschergroup.com

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