

MANALE AZAR,
POSTAL EXPERT

Approach for a Successful Postal Ecommerce Transformation Journey

East Africa Post & Logistics Forum (EPLF) - 1st Annual Conference

4th November 2022
ARUSHA, Tanzania

Introduction & Objectives

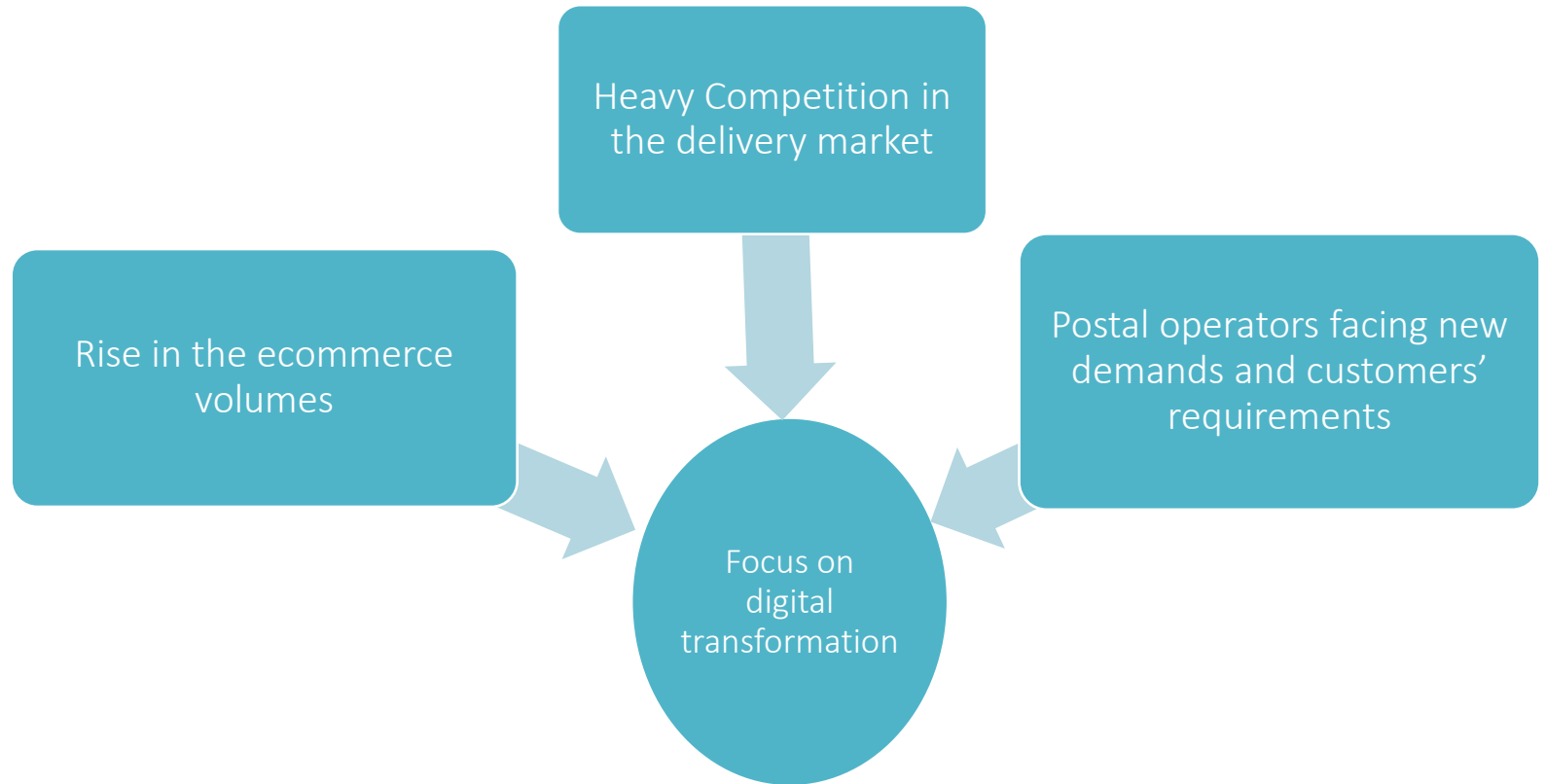
20 years experience in the postal sector

Experience in Postal Operations, Quality Management, Digital Transformation

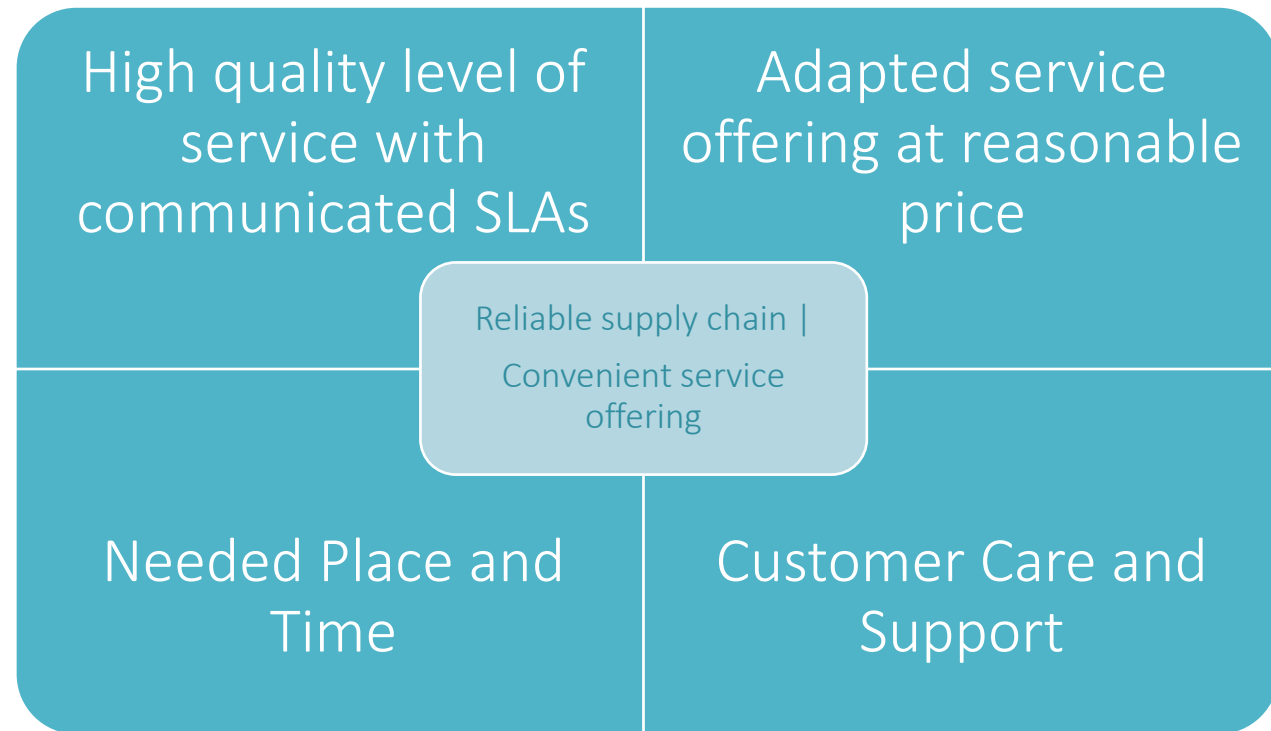
Participated in the AUC/UPU assessment of the digital transformation of selected African Countries



Postal Ecommerce – Context



Postal Ecommerce - Value Proposition



Postal Ecommerce – Focus

External

- Customer Experience
- Products and Services

Internal

- Operational Excellence
- Human Resources
- Data Management

External Focus



Customer Experience

1

○ Customers Relationship and Channels

2

○ Preferences management and VAS

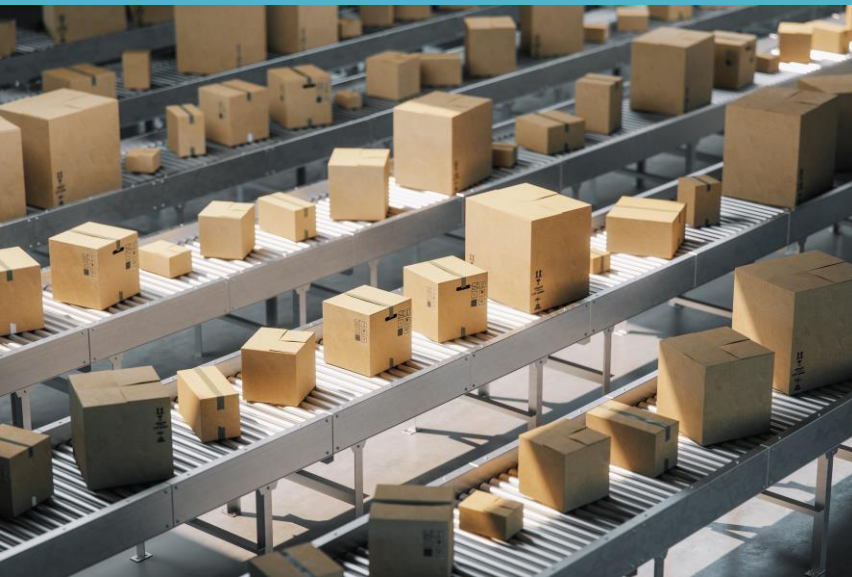
3

○ Processes optimization and digitization

4

○ Customer Service management: Systems and KPIs

External Focus



Services and Products

1

- International products and services portfolio (inbound and outbound)

2

- Storage, Hotlines, Returns Management

3

- Integration with international hubs and international marketplaces

Internal Focus



Operational Excellence

1

- Operations and distribution Strategy

2

- Quality Management

3

- Security and Disaster Risk Management

Internal Focus - Human Resources



“To boost your chances of leading a successful transformation? Consider its emotional impact on your team”

By Raj Sharma, October 12, 2022

<https://enterpriseproject.com/article/2022/10/digital-transformation-why-emotion-matters?>

Internal Focus - Data Management

Power of
Data
Analytics

Data
governance
and Risk
mitigation



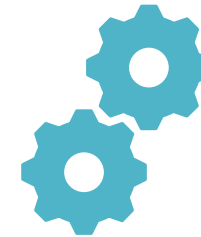
Conclusion



Seamless client
experience



Convenient service
offering



Operational excellence

Thank you!

Manale Azar

Postal Expert

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