

# EACO : Workshop on promoting e-commerce in postal sector 7th July 2021

## New Vision and Necessary Changes

Digitalization and Ecommerce under Pooling and  
Standardization Systems : Key Success in the Post-Covid

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### Some Interesting afferents links :



#### Post-Covid19 Era, Postal Industry Strategy to be highlighted

Integrated postal platform for embracing the new paradigm of the market

Scholars' Press (2020-06-16)



#### Digital, Customers Communication and Supply Chain: Standards Disruptions



- <https://www.morebooks.shop/store/gb/book/post-covid19-era,-postal-industry-strategy-to-be-highlighted/isbn/978-613-8-93280-2>
- [Mailing System Technology pp 28-30 Agust 2020.pdf - Google Drive](#)
- [Digital, Customers Communication and Supply Chain: Standards Disruptions \(trusted-magazine.com\)](#)
- [https://www.linkedin.com/posts/dr-ahmed-i-kada-069a501a\\_covid19-e-commerce-africaphilatelyshop-activity-6665965023283728384-TeVv](https://www.linkedin.com/posts/dr-ahmed-i-kada-069a501a_covid19-e-commerce-africaphilatelyshop-activity-6665965023283728384-TeVv)
- [https://www.linkedin.com/posts/al-barid-bank\\_albaridbank-albaridbanknews-covid19-activity-6682189097437560832-56sX](https://www.linkedin.com/posts/al-barid-bank_albaridbank-albaridbanknews-covid19-activity-6682189097437560832-56sX)
- [https://www.linkedin.com/posts/dr-ahmed-i-kada-069a501a\\_30-avril-2020-activity-6661766899577208833-drhz](https://www.linkedin.com/posts/dr-ahmed-i-kada-069a501a_30-avril-2020-activity-6661766899577208833-drhz)
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# PANDEMIC : SOCIO-ECONOMIC WORLDWIDE POSTAL NETWORK

- ✓ **Postal service as a vitally important tool social-economic ecosystems**
- ✓ **Postal service is always more important than ever in a major public crisis :**
  - 2008-2009 financial crises and the afferent recession
  - COVID shutting down workplaces and putting entire business sectors into stand-by
- ✓ **Postal services suddenly find themselves on the list of “critical infrastructure”**
- ✓ **As trusted entity; post is capturing market & government-services as the central hub**
- ✓ **The pandemic has spotlighted the crucial need for multilateral collaboration**

# ACCELERATING DIGITAL TECHNOLOGY DURING THE PANDEMIC KEY POINTS

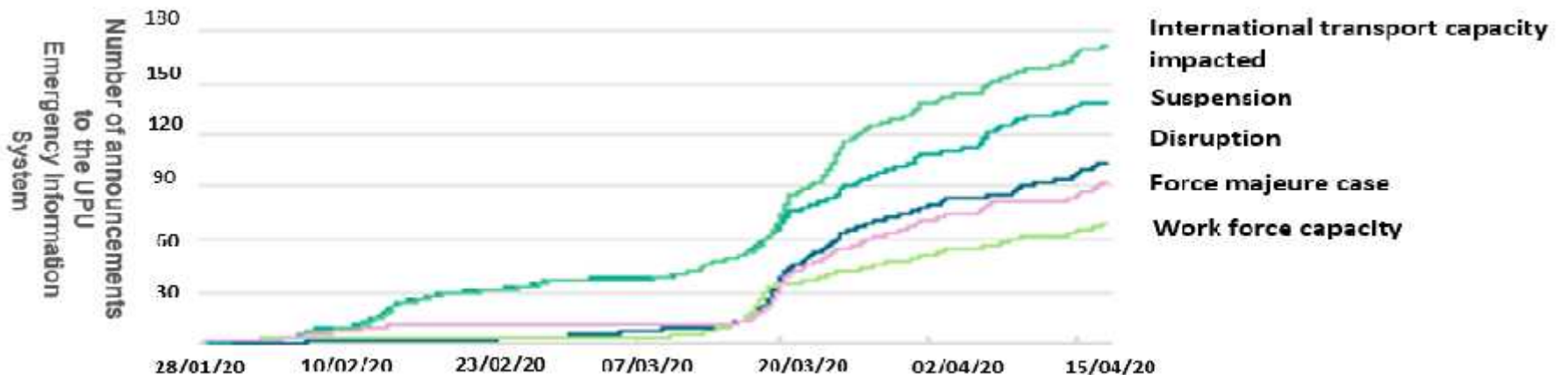
## **42% of posts :COVID-19 --> has fast tracked their digital transformation.**

- The pandemic has increased the number of new services available and sped up the development of programs and products or services .
- Postal organizations are accelerating back-office automation, app development, mobile wallets, and additional digital/virtual services.
- All postal services have seen how customers have also been rethinking their definitions of good customer service and customer care.
- Collecting customer feedback and giving them what they need and want is crucial to getting both younger 'digitally savvy' and older 'non-tech' users on board.
- Today's mobile customer is younger and able to complete transactions through a mobile app.

# PANDEMIC : UPU IMPORTANT ROLE DURING THE CRISIS

## ✓ UPU as a forum for :

- Sharing best practice regarding the afferent crisis disruption of the international postal supply chain
- Giving backup solutions to maintain resilient international postal
- Supporting the postal operators to offer safe services to the citizens



# PANDEMIC : OPPORTUNITIES VC. THREAT

- ✓ **If decisive action isn't taken to dress the challenges (the short and long-term) :**
  - Several opportunities to the postal sector should be loosed
  - Danger to postal operators ability (crucial service and financial situation)
  
- ✓ **Postal sales are plummeting as a result of the pandemic. Exp., Suisse Post 1<sup>st</sup> 2IDP :**
  - Lower result in the first quarter of 2020 : profit 46 million/operating profit 57 million
  - Attributable to the letter business (-5.6 percent) and expenses (secure operations)
  
- ✓ **New reality that the postal industry should face for an indefinite period of time :**
  - The overall market volume fall by 11% and revenue by 13% in 01/2020 vs 01/2019.
  - China Post, performed better with parcel volumes revenues being 4% up vs 02/2019.
  - France, during confinement, 22 million packages delivered. One day > 50,000 via mailbox.

# POSTAL SECTOR POST-COVID

## ✓ Before COVID19 and a post COVID19 eras

- New horizons should be sketched within its socio-economic : national and international
- Posts must adapt their process to contribute to the collective effort to combat this epidemic.
  - Exp. : temporary procedures to replace the “proof of delivery”, No recipient’s signature

## ✓ Definition of the future of postal activities in the light of the major post-covid19 socio-economic

- Changes in behaviour and the requirements of the customers related
- Acceleration of the use of the digital and ecommerce solutions.
- Attention concerning the hygiene’s aspects : delivery and cash payment.
  - Adjust the current norms and standards to comply with hygienic requirements
  - Postal supply chain specially (Quality, Security, Social Accountability, Advanced Electronic Data, etc.) with new dimensions of compliance with hygienic requirements world health organization

# POSTAL DIGITAL DISRUPTION

✓ **As historic player in connecting C to B to A , the digital disruption covid19 impact :**

- Changed our way of working, playing, socializing, learning.
- Quick transition to conducting operations almost completely online
- Need to urge the highlighting of the digital postal central communication hub and secure tool.

✓ **Adjustment of the postal standards : new horizons within its socio-economic**

- Infrastructure for pandemic surveillance “raises fears about scope creep for the future”
- Block-chain and postal digital signatures could be used to dress the afferent security problems
  - data agencies other than public health / respecting personal data protection standards :
- .Post, the notoriety of the main postal brand on the internet
  - embrace the new paradigm of e-society post-covid19 and industry 4.0
  - trusted postal services : electronic address, e-addressing in 3 dimensions, e-registered mail, electronic postal identities, postal e-archive & e-box, postal e-mail, e-payment systems.

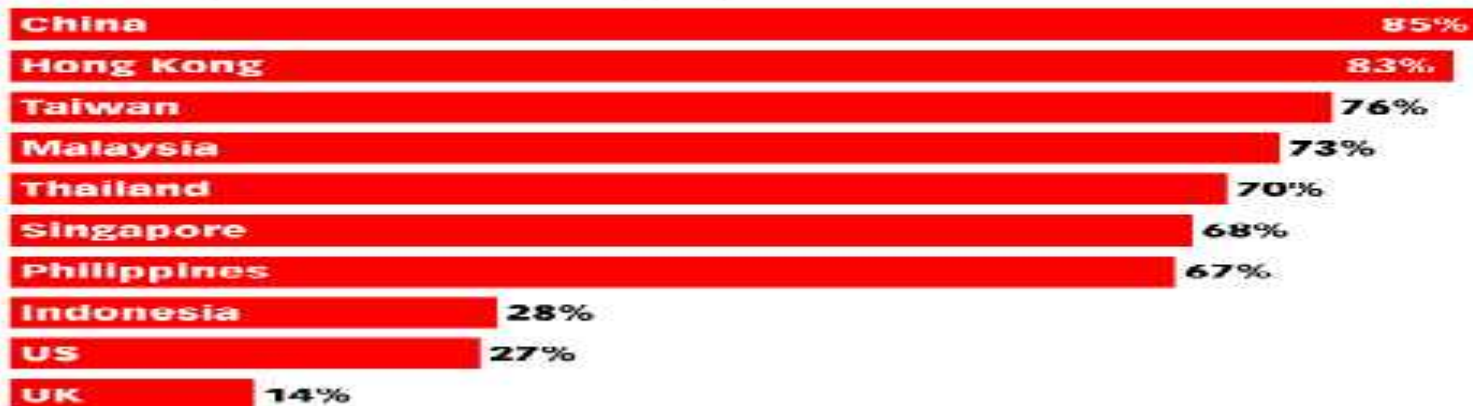
# POSTAL ROLE IN E-COMMERCE

## ✓ Ecommerce activities great opportunity for postal delivery services

- New Market : covid19 crisis had impacted negatively the physical stores
- 85% of users in china said avoided crowded public places in the 2 first weeks confinement
- The operators who are able to maintain acceptable delivery services volumes increased

### Internet Users in Select Countries Who Have Avoided Crowded Public Places to Protect Themselves from the Coronavirus, by Country, March 2020

% of respondents in each group



Note: ages 18+, in the past 2 weeks  
Source: YouGov, March 3, 2020

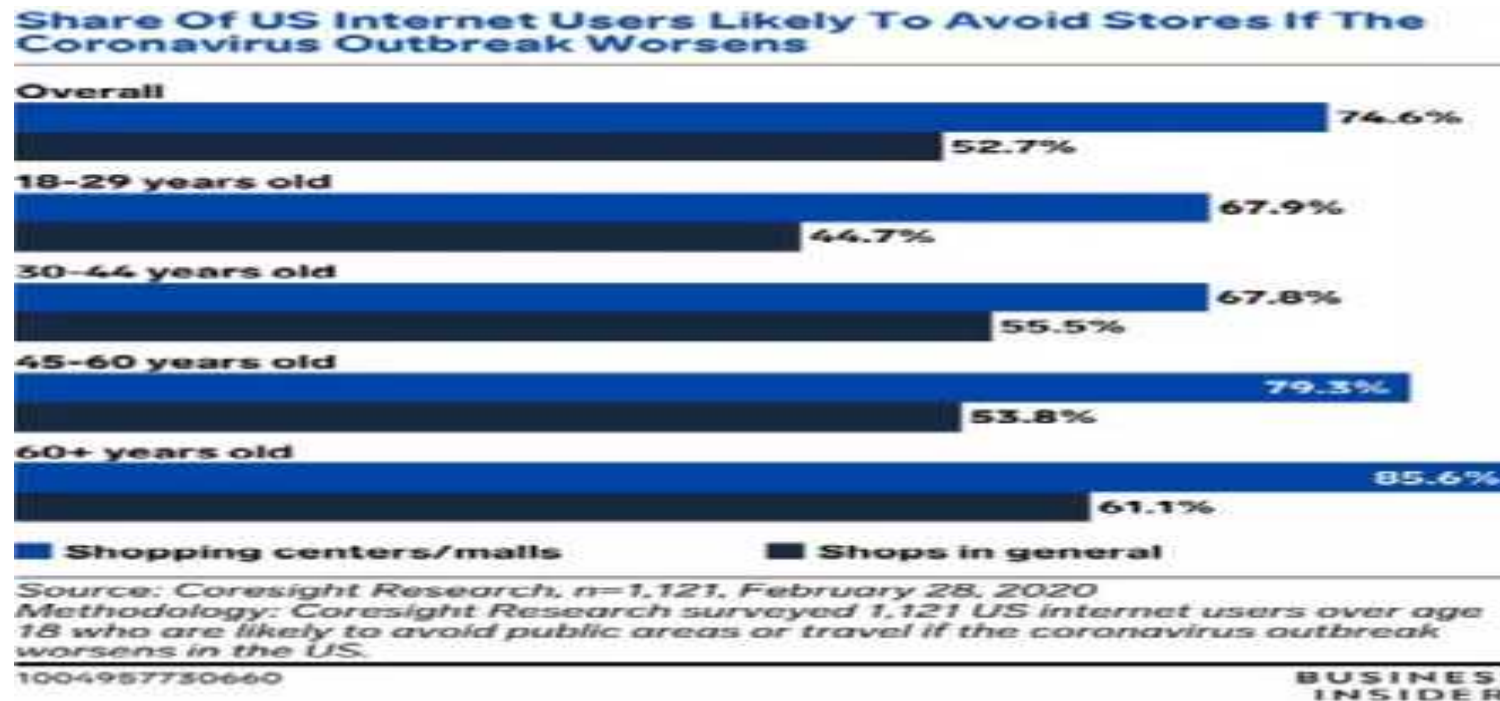
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# POSTAL ROLE IN E-COMMERCE

- ✓ **Keep this Covid19 market (Postal artificial intelligence 1 Bigdata)**
  - Loyalty programs for the customers deserved during the crises
  - develop innovative add value services to dress respectively X, Y and Z Post-covid19 markets.



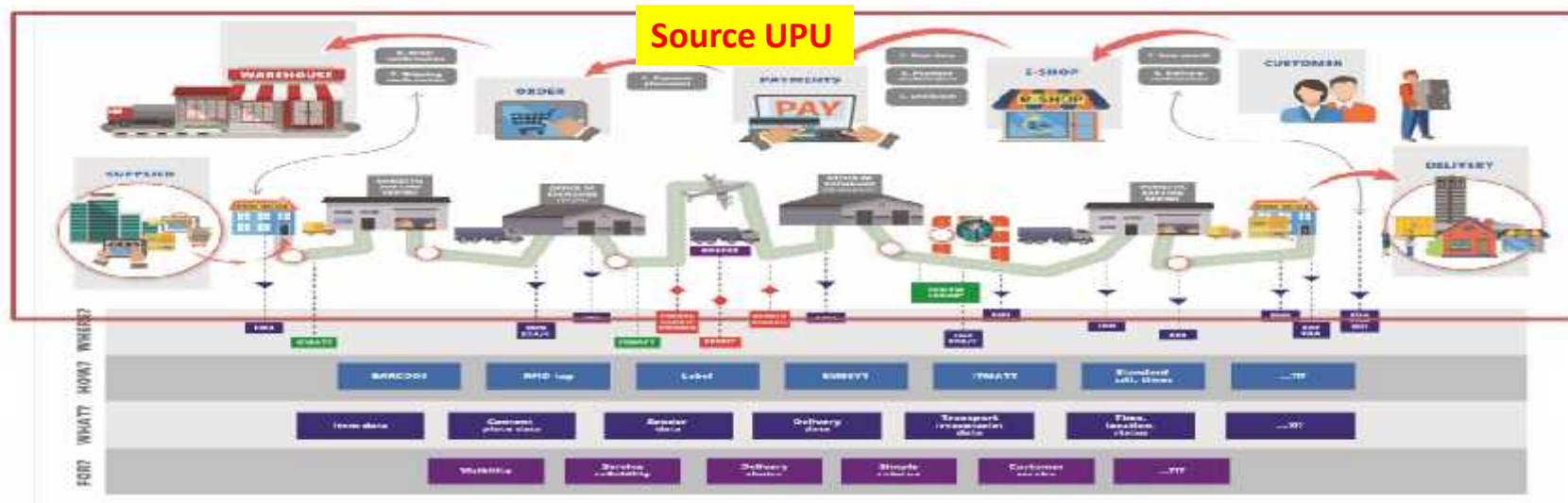
## **IMPACT OF COVID-19 ON E-COMMERCE IN THE CONTEXT OF THE SECOND LOCKDOWN IN EUROPE AT THE END OF 2020**

- ✓ **Fragmentation across Europe regarding the definition of essential store categories**
- ✓ **the rules for click-and-collect delivery solutions is allowed in some countries and limited or even unavailable in others.**
- ✓ **positive public and political perception for the sector**
- ✓ **e-commerce has become a lifeline for many traditional brick-and-mortar businesses that had to close.**
- ✓ **parcel delivery services have adapted better to the second lockdown, experiencing smaller delays despite the increased demand around the holidays.**
- ✓ **While many sectors have generally seen increased sales, there is also a significant segment that has experienced a decrease in sales**
- ✓ **the e-commerce sector expects a definitive growth in product sales in 2021 and a possible growth in the sale of services dependent on the severity of the COVID-19 measures**

# POSTAL ROLE IN E-COMMERCE

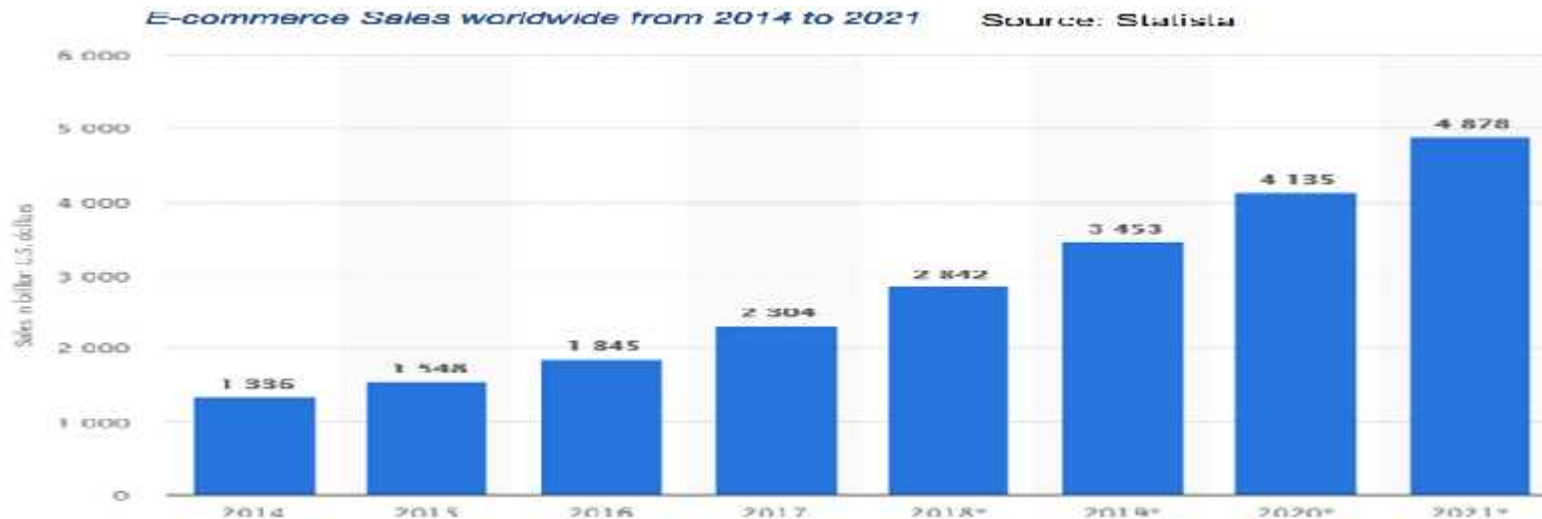
## ✓ Logistics supply chain disruption registered during the crisis

- Anticipative : the change that will be operated in the offshoring business model
- Further guarantee and adaptability to its consumers must take advantage of the benefits of its worldwide unique postal network (physical, financial and electronic)
- building an accessible international or regional ecosystem of trusted and sustainable e-commerce like the UPU e-commerce initiative.
- Disruption to air routes worldwide during crisis : joint initiative “UPU and OMD” cargo and land transport facilities.



# POSTAL ROLE IN E-COMMERCE

- ✓ **Position the posts as the main players in the afferent ecommerce ecosystem for the last mail**
  - Highlight a security under UPU Advanced Electronic Data system
  - Accelerate the investigation to standardize the delivery drones and droids technologies under postal form
  - Focusing on the UPU standardisation and the regulation as worldwide framework all operators stakeholders.
  - Integrate urgently the ecosystem of e-cash as the main player via their postal solutions and standards.
    - e-payment and e-mobile solutions, as valuable partners to provide egov social and financial services



# CONCLUSION

- ✓ **Adjust the PostCovid19 activities-business continuity under 3 dimensions (physical, financial and electronic)**
- ✓ **80% effort → the posts as the main player for the last mile ecommerce ecosystem**
- ✓ **Rethink regulation by reconsidering recalibration of mail service levels e.g., frequency of delivery, service standards, delivery points**
- ✓ **The challenge is not to establish mega projects with big investments but smart updating of the existing**
  - process facility and organisation flexibility to keep the parcel and last-mile delivery
  - Highlight a security under UPU Advanced Electronic Data system
- ✓ **The key to victory is to be able to make appropriate decisions faster than the rate at which the environment evolves**
  - Quickly highlight the financial and electronic postal services.
    - Several UPU ready worldwide products could be focused as quick win : GMS, Postransfer, (QCS) Big Data, Prem, PSE, PEA “.post”