



APPU Newsletter

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Inside this issue:

- Direct Mail & Advanced Marketing Course
- Postal Planning and Modernization Course
- Postal Retailing and Sales Management Course
- Postal Management Course
- Operations Management Course
- Express Mail Service Course
- Workshop on Improvement of Addressing
- Seminar on Direct Mail and Direct Marketing in the Internet Age

Direct Mail and Advanced Marketing Course

This training programme was conducted from 20 June - 15 July 2011. There were 10 participants from 8 postal administrations attended this course namely Afghanistan, Cambodia, China, Indonesia, Kiribati, Lao, Samoa, Thailand and Vietnam. The course contents were designed to cover all aspects of global postal environment, the postal value chain and global postal strategy, marketing for postal operators in the information age, integrated marketing communications in Thailand Post, marketing strategy in Thailand Post, new product development and innovations in the postal sector, direct mail in the internet age; fundamentals of direct mail: the necessary infrastructure for direct mail, direct mail from the mailer's point of view: creating and managing a DM campaign, industry best practices, direct mail from the Post's point of view, postal DM products and services; accessing market potential, direct mail promotion best practices, balanced business scorecard, strategy management in the Posts and business strategy in Thailand Post. Participants were also given opportunity to participate in the Seminar on Direct Mail and Direct Marketing in the Internet Age - Trends and Opportunities. Beside this, benchmarking visits were made to Laksi Post Office, EMS Customer Care Unit, Laksi Mail Centre and Chaeng Wattana Bulk Posting Centre, Sri Racha Mail Centre, Damnoen Saduak Post Office, Bangkok Mail Centre, Hualamphong Bulk Posting Centre, TV Direct and TG Cargo. Mr. Phitsanu Wanichaphol and Ms. Parisa Pananond from Thailand Post, Ms. Raquel Ferrari from UPU and Mr. Derek Osborn, International business coach and postal expert from whatnext4u had shared their expertise and experiences with the participants as visiting consultants. Mr. Shailendra Kumar Dwivedi was the Course Director.



Participants of Direct Mail and Advanced Marketing Course with APPC faculty members and visiting consultants, Mr. Derek Osborn and Ms. Raquel Ferrari, forth and sixth from left at the sitting row.

Postal Planning and Modernization Course

This training programme was conducted from 20 June - 15 July 2011. There were 13 participants from 7 postal administrations participated in this course namely Bangladesh, Bhutan, China, Indonesia, Maldives, Myanmar and Thailand. Course contents covered all aspects of global postal environment, understanding postal business and the need for planning, managing changes and innovation, strategic planning, strategy and business model, strategic planning and preparing, preparing business plan: practical exercises, UPU Postal Strategy and Regional Development Plan, transformation, strategy execution and achievements in Thailand Post, use of automation and technology in postal operations, international mail operations, marketing strategy and logistics capabilities, strategic management in the Posts. IT network and management in Thailand Post, technology reform and implementation in Korea Post, operations management in Thailand Post and IT-based mail testing: continuous testing & Global Monitoring System (GMS) and case study of postal automation:

international postal financial services and money order systems in Thailand Post. The participants were also given opportunity to attend the Seminar on Direct Mail and Direct Marketing in the Internet Age - Trends and Opportunities for a half day. Benchmarking visits were made to Laksi Post Office to learn counter automation and automatic queuing system, Sri Racha Mail Centre, Laksi Mail Centre to study automated mail processing system, Rachadamnoen Post Office to learn modernization in post office, Damnoen Saduak Post Office, Bangkok Mail Centre to study automated parcel processing system and DHL Supply Chain Co., Ltd. to study automation and technology in the warehouse operations. Mr. Derek Osborn, International business coach and postal expert from whatnext4u, Mr. Liu Zhonglin, UPU Regional Project Coordinator for Asia and Pacific Region, Mr. Sebastian Teo from Siemens, Mr. Anucha Soonglertsongpha, Mr. Phitsanu Wanichaphol, Mr. Anuchit Chuenchomphu, Ms. Pongpan Pongsawat and Ms. Pornsaran phonboon, from Thailand Post and Dr. Thiraphong Bular from Silapakorn University had come to share their expertise and experiences with participants as visiting consultants. Mr. Mohammad Aras was the Course Director.



Participants of Postal Planning and Modernization Course with APPC faculty members and visiting consultants

Postal Retailing & Sales Management Course

This training course was conducted from 5-23 September 2011. There were 16 participants from 10 postal administrations attended this course namely Afghanistan, Bhutan, India, Indonesia, Korea, Lao, Macau, Sri Lanka, Thailand and Vietnam. The course were designed to cover topics of global postal environment, understanding postal business : environmental scanning, managing changes and innovation, introduction to retail business, managing a retail business, strategy and business model, marketing and retail business management in Thailand Post, merchandise management and pricing in retail business, sales management and sales promotion. UPU Postal Strategy and Regional Development Plan, marketing management and business management in Thailand Post, integrated

marketing communication and brand management in Thailand Post, brand management, communicating with customers in retail business, customer delight and technology reform and implementation in Korea Post. Benchmarking visits were made to Laksi Post Office to learn its retail business and Call Centre management, Laksi Mail Centre, Rachadamnoen Post Office and CJ Express - the most successful retailing company in provinces owned by Thai. Ms. Isara Luetrakulset, Ms. Thapanee Amarinrat and Ms. Parisa Pananond from Thailand Post had shared their experiences with participants as visiting consultants. Mr. Muhammad Aras was the Course Director.



Participants of Postal Retailing & Sales Management Course with the APPC faculty members and visiting consultant

Postal Management Course

This training programme is the high light of the APPC's training courses. It was conducted from 5 September to 4 November 2011 and it was attended by 12 participants from 8 postal administrations namely Bangladesh, Cambodia, China, Japan, Maldives, Myanmar, Sri Lanka and Thailand. The participants were equipped with the body of knowledge of global postal environment, the postal value chain and global postal strategy, field evidence on global postal strategy, Doha Postal Strategy, review exercise on global postal strategy, management skills for the 21st century, marketing and retail business in Thailand Post, role of postal managers in the current context and the postal group work, marketing and postal managers, marketing for postal managers in the information age, UPU Postal Strategy and Regional Development Plan, marketing management in Thailand Post, integrated marketing communications and brand management in Thailand Post, product life cycle, product portfolio analysis and new product development, framework for marketing strategy, managing innovation, building an innovative organization, business models and innovation, innovations and the postal sector, case studies on innovation and transformation, strategic operation management & changes in postal business, transformation, strategy execution and achievements in Thailand Post, organizational strategy and execution, logistics operations in Thailand Post - planning and execution, mail operation analysis (APPU case study), collecting, processing, transportation and delivery (case study: mail operation improvement in six postal administrations), international postal enquiries, automation of mail, parcel depot - technology solutions for Post from Siemens, case studies-FedEx and Southwest Airlines, e-Commerce and the Posts, balanced scorecard and performance management, employee motivation, leadership and postal managers, employee engagement and internal commu-

nication, change management in the Posts, mind maps and problem solving, team building and working in teams, sustainable development and the postal sector, the roadmap and the leadership challenges, self development and leadership, aligning personal and organizational goals, personal action plan development and presentation of personal action plan. Participants were also taken to expose northern Thai people life style through the study trip in Chiangmai and southern part in Hua Hin. They also were given opportunities to participate the 2 day workshop on revenue protection and postal security with the Operations Management Course participants. Benchmarking visits were made to Laksi Post Office, EMS Call Centre, Sri Racha Mail Centre, Damnoen Saduak Post Office, Rachadamnoen Post Office, Suvarnabhumi Mail Centre, Bangkok Mail Centre, Postal Customs House, DHL Bangkok Hub at Suvarnabhumi Airport, Siam Commercial Bank for the study of counter operations and use of technology for better services, UNESCAP for the study of its role on the postal services and TG Cargo to study its logistics operations and mail room service. Ms. Isara Luetrakulset, Ms. Thapanee Amarinrat, Ms. Parisa Pananond, Mr. Phitsanu Wanichapol, Mr. Anucha Soonglertsongpha and Mr. Tawat Tripipat from Thailand Post, Mr. Liu Zhonglin, UPU Regional Project Coordinator for Asia and Pacific and Mr. Sebastian Teo from Siemens Singapore had shared their expertise and experiences with the participants as visiting consultants. Mr. Shailendra Kumar Dwivedi was the Course Director.



Participants of Postal Management Course (PMC) with APPC faculty members



PMC and PRS participants with their Course Directors, Director Somchai and Mr. Liu Zhonglin during the PMC and PRS International Food Festival

Operations Management Course

This training course was conducted from 25 September - 21 October 2011. It was attended by 20 participants from 13 postal administrations both in Asia-Pacific Region and Africa namely Bhutan, China, Kiribati, Korea, Lao, Macau, Maldives, Mongolia, Nepal, Papua New Guinea, Tanzania, Thailand and Vietnam. The course contents were designed to cover the aspects of global postal environment, strategic operation management & changes in postal business, use of IT in operations and postal management-new trends, Enterprise Resource Planning (ERP), preparing projects / RFP / TOR for operations in Post (operational project documents), quality operations management in Thailand Post, e-commerce business models and managing e-business operation in Post, formulation of UPU Regional Projects and use of Quality of Service Fund to improve operational efficiency, operational excellence, operational dimensions of Post, logistics operations in Thailand Post - planning & execution, mail operation analysis (APPU case study), collection, processing, transportation and delivery (case study: mail

operation improvement in six postal administrations), 2 day workshop on revenue protection and postal security (Joint session with the Postal Management Course) international postal inquiries, automation of mail, parcel depot - technological solutions for Post from Siemens, human resource management in CAT (Communications Authority of Thailand), how to prepare a postal operation management plan. Benchmarking visits were made to Bangkok Mail Centre, Postal Customs House, Laksi Post Office, EMS Call Centre, Sri Racha Mail Centre, Damnoen Saduak Post Office, TG Cargo and Franchised Post Office of Thailand Post. Mr. Liu Zhonglin, UPU Regional Project Coordinator for the Asia and Pacific, Mr. Thawin Bunmark, Mr. Tawat Tripipat from Thailand Post and Mr. Sebastian Teo from Siemens had shared their experiences with the participants as visiting consultants. Mr. Wasim Zafar was the Course Director.



The Operations Management Course participants with the APPC faculty members and visiting consultant, Mr. Sebastian Teo (forth from right at the sitting row)

Express Mail Service Course

This training programme originally planned to conduct from 24 October - 11 November 2011 but due to the crisis of flooding problem in Thailand so the course was finished one week earlier. It was attended by 21 participants from 15 countries namely Afghanistan, Bangladesh, Bhutan, China, India, Indonesia, Iran, Korea, Maldives, Macau, Nepal, Pakistan, Sri Lanka, Thailand and Vanuatu. The course contents were designed to cover aspects of global postal environment, UPU: structure and functions, Acts of Union, understanding postal business: environment scanning, international mail exchange and some key terms, international mail operations-general issues, EMS standard and EMS standard agreement, EMS Operations, EMS Operation

in Thailand Post, EMS marketing in Thailand Post, communicating with customers, EMS : competition & marketing activities and technology reform and implementation in Korea Post. Benchmarking visits were made to Rachadamnoen Post Office, Sri Racha Mail Centre, Laksi Mail Centre, Bangkok Mail Centre and Damnoen Saduak Post Office. Ms. Pongpan Pongawat and Mr. Anucha Soonglertsongpha from Thailand Post had shared their experiences with participants as visiting consultants. Mr. Muhammad Aras was the Course Director.



Participants of Express Mail Service Course with the APPC faculty members

Regional Workshop on the Improvement of Addressing

This 4 day workshop was organised from 14 - 17 June 2011 by the UPU international Bureau and APPU. The objectives of the workshop were to increase the interoperability of addressing systems in the Asia-Pacific region by providing standardized descriptions of postal address formats for the following nine countries : China, India, Indonesia, Iran, Malaysia, Mongolia, Philippines, Thailand and Vietnam. This workshop was under the name of the APPU S42 project. There were 21 delegates from the above mentioned countries participated in the workshop. Contents of the workshop consisted of role and benefits of national postal address standards in national addressing infrastructure, role and benefits of S42 templates, use of administrative units in address, structure of address types, elements and lines,

method and premise identification by address structure of postcode/address data and rules governing access to those data, outstanding issues for templates, presentation by six countries, group work discussion to resolve issues, presentation and solutions found, S42 templates and work plan to approve and publish outcome documents. Mr. Piotr Piotrowski, Expert - Addressing Unit from UPU and Ms. Erika Lubenow from Lubenow and Association were the Workshop Moderator. Mr. Shailendra Kumar Dwivedi from APPU was the Workshop Coordinator.



Delegates of the Improvement of Addressing Regional Workshop with the APPU faculty members and the workshop moderators; Mr. Piotr Piotrowski, fifth from the right and Ms. Erika Lubenow, forth from the left at the sitting row.

Seminar on Direct Mail & Direct Marketing in the Internet Age - Trends & Opportunities

This seminar was conducted from 4-5 July 2011. APPU, in cooperation with the Direct Marketing Association on Thailand (TDMA) and UPU, was to make the awareness of the impact and the importance of internet to Direct Marketing. The 58 delegates from the Direct Mail and Advanced Marketing Course participants, Postal Planning and Modernization Course participants, TV Direct staff, Thailand Post Officers, Media Post JSC, Berli Jucker Public Company Limited and CTC Managed Services Co., Ltd. had brainstormed and shared their experiences in the best practices. The raising issues and topics during the seminar were about unleashing the power of data-driven multi-channel marketing, can Direct Mail deliver in the internet age?, Direct Mail and direct marketing and impact of ICT, campaign based direct marketing through e-commerce, how e-commerce sellers can help in selecting the target group, carpe DM-seize the opportunities, Direct Mail in Hongkong Post, Direct Mail in Thailand, region datahub for Asia-Pacific

region, addressing systems standard - the role ahead, Direct Mail from the customer's point of view, emerging support technologies, embrace print and all other Direct Mail media, all at once, e-commerce and direct marketing - the Thailand experiences and lesson for the Asia-Pacific region and panel discussion featuring : a review of the ideas presented; expert's view on the way forward with collaborations, partnerships and integrated marketing communications; role of stakeholders in the way forward and action points of stakeholders and key actions points. The qualified moderators like Ms. Raquel Ferrari, Direct Mail Expert from UPU, Ms. Lisa Watson from DMA Singapore, Mr. Geoff Collilns, CEO Ingenuity (Thailand), Mr. Songpol Shanmartkit from TV Direct, Mr. Niels Delater from Spectos GmbH, Ms. Sandy Cheung from Hongkong Post, Ms. Suchada Buddharuksa from Thailand Post, Mr. Derek Osborn from whatnext4u Ltd., Ms. Lynette Koh from Pitney Bowes, Mr. Gregory Birge from Fuji Xerox and Mr. Pawoot Pongvitayapanu from TARAD.com had shared their experiences with all delegates. Mr. Shailendra Kumar Dwivedi was the Seminar Coordinator and Moderator.



Delegates, moderators of the seminar with Director Somchai and TDMA' representatives