



Last Mile Delivery and Fulfillment

8th to 12th March 2021

The last mile is seeing disruption from new business models that address customer demand for ever faster delivery, as well as new technologies that are likely to reach market readiness over the next ten years. The workshop is designed to take a closer look at postal vision brand new for 2021 and onward. Through case studies, group discussions and guest speaker sharing sessions, participants will investigate the key issues facing the Posts to become an important player in last mile delivery operations.

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Post, Pandemic and finding a new purpose	Enable the collaboration with different stakeholders	Transformation by Post	Customer insights	Group work
Afternoon	Increase customer experience	Last mile solutions in the post-covid world	Last mile scenario planning	Improve Post brand awareness	Summary of the program



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R)



Annex 1.3 Last Mile Delivery and Fulfillment Workshop

Objectives:

The workshop is designed to take a closer look at postal vision brand new for 2021 and onward. Through case studies, group discussions and guest speaker sharing sessions, participants will investigate the key issues facing the Posts to become an important player in last mile delivery and fulfillment operations.

Who should attend?

Managers responsible for retail, e-commerce, marketing, customer relationship management, and corporate strategy.

Duration: 5 Days

Outlines:

- Understand the challenges faced and what can had been done to increase the customer experience in the fulfillment and last mile;
- Focus on the improvement needed in the fulfillment and last mile service to enable the collaboration with different stakeholders;
- Strategic thinking of transforming Posts to become an important player in logistics and last mile delivery operation
- Innovative solution for sustainability in fulfillment and last mile deliveries

Agenda:

Day 1	Post, Pandemic and finding a new purpose Increase customer experience
Day 2	Enable the collaboration with different stakeholders Last mile solutions in the post-covid world
Day 3	Scenario planning E-commerce eco-system
Day 4	Customer insight Improve Post brand awareness
Day 5	Question and answer Group work activity