



Driving Digital Strategy

The second week of the three-week E-Business and Technology course incorporates a special workshop on **Driving Digital Strategy (DDS)**. Digital technologies have disrupted entire postal industries and incumbents have often struggled in this new world. Typical approaches used by many Designated Operators (DOs) such as using technology to improve efficiency, encouraging business units to do digital experiments, or launching independent units to spur innovation have met with limited success. These DOs have to strengthen their core and build for the future at the same time. Posts need to create a framework for reimagine their business by using many case studies and recent research, it shows how the rules of business have changed and why it is no longer enough for Posts to be better or cheaper to gain competitive advantage. These new rules make it essential for companies to reexamine four fundamental aspects of their business to thrive in the digital era; their strategy, value chain, customer engagement, and organization structure.

Driving Digital Strategies Concept	Reconnect with the customers	Key elements of digital strategy
Digital transformation	Measure and optimize market spending	Challenges of Key Account Management
Reimagine the postal business	Rebuild the organization	Case Study
Omni-channel strategy	Key drivers of digital transformation	Site Visits



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **DDS special workshop**. He comes with a lot of experience from his last term as Course Director of APPC during 2014-2019. Have conducted many in-house courses including the External Training Programs (ETP) abroad such as Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Myanmar, Mongolia, Sri Lanka, Timor Leste and Vietnam. Have worked in Thailand Post for over 30 years and have worked in various areas such as International Postal Operations, Logistics Management and Marketing and Sales etc., he can contribute his knowledge and expertise to all participants and the Posts.

