

# APPU NEWSLETTER

MARCH 2024

## FROM SECRETARY-GENERAL'S DESK

As we step into March, I'll take a moment to reflect on our recent endeavors and share significant developments as we continue our journey together through the year.

### FEBRUARY RECAP:

**Successful Completion of BDM and MQS Courses:** The APPC concluded its first two training courses of 2024, the Business Development and Marketing (BDM) Course and the Managing Quality of Service (MQS) Course, with 15 participants representing 11 countries. Introducing a novel approach to On-Course Project presentations, we integrated interactive Q&A sessions led by myself, lecturers, and consultants, fostering a dynamic platform to gauge the blend of the training takeaways with the projects undertaken by the participants as also offering them valuable feedback and inputs for the possible implementation strategies. We applaud the dedication displayed by all participants.

**Progress in EC 2024 and Business Forum 2024 Preparation:** Document preparation, stakeholder discussions, and venue inspections are actively underway. Additionally, focused meetings with Cambodia for the Executive Council Meeting 2024 and consultations with the visiting consultant for the APPU Postal Business Forum 2024 were conducted. These concerted efforts ensure that this year's work plan remains on schedule and poised for successful execution.

**Seeking Input for Extraordinary Congress:** On February 23, we circulated a letter to solicit member countries' feedback regarding the organization of an APPU Extraordinary Congress alongside the EC 2024 meeting scheduled from August 12 to 16. The deadline for response was March 11. As I write this piece, let me share that the responses received by the deadline have been analyzed by the Bureau and the majority has not consented in favor of holding the Extraordinary Congress this year.

### LOOKING AHEAD TO MARCH:

**ORE Workshop:** With the support of the UPU, we are set to host the ORE workshop from March 18 to 22. This workshop represents a significant stride forward in our commitment to enhancing operational efficiency and e-commerce development across the Asia-Pacific region.

**Invitation for Best Practices:** In our relentless pursuit to nurture a culture of knowledge sharing and innovation, we have dispatched an invitation letter to all members to contribute their best practices. These invaluable contributions will be spotlighted on our Knowledge Center portal and also integrated into the training courses and workshops conducted by the APPC. We trust this initiative will not only showcase our members' achievements but also enrich our collective knowledge repository.

As we advance into March, our focus remains steadfast on fostering collaboration and amplifying our collective capabilities. Your active engagement and contributions are the driving force propelling our community forward, and I eagerly look forward to what we will and can achieve together in the months to come.

**Dr. Vinaya Prakash Singh**



## HAPPY <sup>INTERNATIONAL</sup> Women's Day 2024

On March 8, the Bureau marked International Women's Day with the theme "Invest in Women: Accelerate Progress," following UN Women's lead. We organized special activities to show respect and admiration for our female colleagues.

The celebration started with Dr. Singh giving flowers to all the women in the Bureau. This kind gesture was a way to say thank you and to recognize the important roles they play in our workplace.

Our male colleagues joined the celebration by writing messages of thanks, encouragement, and recognition for our female colleagues. These messages shared stories of how much we value their hard work, intelligence, and the positive impact they have on us every day.

These activities were simple yet meaningful. They showed our commitment to creating a workplace where everyone feels valued and supported.

Pictured above are smiles from the Bureau women staff running daily operations to support the development of the Union.



## ENHANCING POSTAL EXPERTISE: BDM AND MQS COURSES WRAP-UP

The first two training courses of 2024, the Business Development and Marketing (BDM) Course and the Managing Quality of Service (MQS) Course, have successfully concluded. Organized by the APPC from January 29 to February 23, 2024, these courses brought together participants from 11 countries. The sessions were designed to deepen their understanding of the postal sector's evolving market dynamics and the importance of data-driven decision-making.

Some highlight of the courses include insights shared by Ms. Thapanee Amarinrat, UPU Field Expert for Asia Pacific on UPU regional development plans and projects, and by Mr. Sandeep K.P., APPU Consultant-cum-Lecturer on the significant role of the Posts in achieving the UN's Sustainable Development Goals (SDGs). Additionally, Ms. Issara Luetrakulset, the expert from Thailand Post offered a deep dive into their retail business and marketing strategies. The courses also featured a site visit to the SOHOCHAN Fulfillment Center and Huawei's Customer Solution Innovation & Integration Experience Center, providing practical learning experiences.



Through on-course projects, participants engaged in SWOT analysis and the PDCA method to evaluate problem areas and improvements in mail operations and business development. Their collaborative effort culminated in the development of actionable short-term, mid-term, and long-term plans. This approach not only highlighted critical issues in this data-driven era but also equipped the participants with valuable insights on enhancing business management and service quality.

## FOUR REASONS WHY TRACK AND TRACE IS MORE THAN JUST A STATUS UPDATE

The article from Parcel and Postal Technology International by Christian de Vries highlights the crucial role of tracking in enhancing customer experience and operational efficiency in e-commerce.

It outlines four key benefits:

**1. Keeping track of customer communication:** Track and trace systems keep customers informed with real-time updates on their shipments, offering peace of mind and reducing the need for direct inquiries.

**2. Save costs by increasing the delivery guarantee:** Automated notifications help to ensure that customers are available to receive their parcels, thus minimizing failed deliveries and associated costs.

**3. Going abroad successfully:** By accommodating the diverse preferences and requirements of international customers, these systems facilitate smoother cross-border transactions.

**4. Unburden customer service with clear communication:** By preemptively providing information about the whereabouts and status of a shipment, customer service teams face fewer queries, allowing them to focus on more complex issues.

These points emphasize the importance of track and trace in improving both customer experience and operational efficiency.

For a detailed discussion, visit the original article >>>

<https://www.parcelandpostaltechnologyinternational.com/opinion/four-reasons-why-track-and-trace-is-more-than-just-a-status-update.html>.



## TRENDS



## CASH ON DELIVERY REMAINS A PREFERRED MODE OF PAYMENT AMONG INDIAN CONSUMERS

The Indian Institute of Management Ahmedabad (IIMA) has published a report by Professor Pankaj Setia titled "Digital Retail Channels and Consumers: The Indian Perspective." This report looks into how people in India are shopping online and what they think about it.

The report's findings come from a big survey with answers from over 35,000 people across India and some input from businesses around Ahmedabad. It shows that cash on delivery is especially popular for buying clothes and fashion items online, with nearly 65% of shoppers choosing this payment method for their last purchase.

The report also found that people from smaller towns are spending more money online than those from big cities. And in the last few years, more people have started shopping online, likely because of the pandemic making it harder to shop in stores.

Men and women shop differently online, with men spending more on electronic items and women buying more clothes and fashion. Also, the report noticed that women find online shopping more convenient than men do.

The report suggests that businesses need to understand this and other shopping habits to better serve their customers and make online shopping better for everyone in India.



<https://timesofindia.indiatimes.com/city/mumbai/cash-on-delivery-remains-a-preferred-mode-of-payment-among-consumers/articleshow/107800864.cms>





### IRAN POST LAUNCHES AI-POWERED ROBOTS TO REVOLUTIONIZE PARCEL SORTING

In a significant stride toward modernization, the National Post Company of the Islamic Republic of Iran has introduced a fleet of 50 intelligent parcel-sorting robots.

These cutting-edge machines were unveiled at the sorting and exchange center in Tehran, marking a pivotal moment in the organization's commitment to efficiency, precision, and technological advancement. Their capacity to process up to 70,000 parcels per day ensures swift and seamless operations.

Designed to minimize postal errors and enhance service quality through precise sorting, these robots also allow for real-time monitoring of operations, leading to cost savings and improved workflow optimization.

Developed through a collaboration between Iranian students and experts from knowledge-based companies, this innovation marks a significant step forward in Iran's commitment to leveraging technology for postal service advancements.

#### KEY FEATURES AND ADVANTAGES:

-  Artificial Intelligence-Powered Sorting
-  Enhanced Delivery Timelines
-  Mitigating Postal Irregularities
-  Elevated Service Quality
-  Real-Time Monitoring
-  Cost Efficiency

CONGRATS

SOURCE: NATIONAL POST COMPANY OF THE I.R.IRAN

### JAPAN POST & JR EAST TO MERGE MORE POST OFFICES WITH STATIONS

Japan Post Holdings Co. and East Japan Railway Co. (JR East) have announced a partnership to merge the operations of post offices with unmanned train stations, starting in summer 2025.

The initiative will begin at Awakatsuyama and Ubara stations in Chiba Prefecture, and Kamasusaka Station in Tochigi Prefecture. Post office employees will now provide train station services, including information on schedules and fares, and assist with fare adjustments.

Additionally, this collaboration aims to enhance logistic efficiency through relay transportation and offer the convenience of picking up Yu-Pack parcels from multifunction lockers at these stations.

This innovative approach is expected to address social challenges such as community decline in rural areas and labor shortages, marking a significant step towards improving service integration and community support.



## MEMBERS' NEWS



The forum was designed to seek convergence of diverse viewpoints among the postal stakeholders. Serving as a nexus for engaged participants, the forum facilitated an insightful discussion, sharing of challenges within the postal sector in Maldives, and the exploration of innovative solutions.

With a history of over 117 years, the postal sector of Maldives has undergone a paradigm shift, from being a medium of communication to a facilitator of goods in an era of global internet connectivity.

Mr. Adam Shareef Umar, Minister of Cities, Local Government and Public Works highlighted the importance of enhancing the existing domestic postal network adding that the Ministry is working with the regulator to strengthen the existing postal law for the sector. Managing Director, Mr. Ahmed Shafeeq added that the unique geographical nature of Maldives and not having an established transport mechanism established within Maldives, delivering to islands was one of the main challenges faced.

The domestic postal network of Maldives consists of 15 Atoll post offices and 170 postal agents where the majority of international mails are delivered to the population living in the islands. Minister highlighted that the local councils established in each island can play major role to strengthen the domestic postal network. Maldives Post is currently working on a virtual vessel management system that will allow to trace dispatches sent to islands.

The forum also had a segment where the customers shared their experience using the services provided by the Maldives Post. It is noteworthy that this forum was an opportunity to enhance communication and interaction among the postal stakeholders and to keep pace with the rapid changes in e-commerce development and innovative digital services.

### MALDIVES POST HOSTS FORUM TO INNOVATE AND STRENGTHEN POSTAL SECTOR AMIDST DIGITAL TRANSFORMATION

Maldives Post organized a postal forum, on February 11 in Male, with aim to bridge the gaps, improve communication, and propel the sector forward amidst an era of evolving challenges and opportunities.



SOURCE: MALDIVES POST

## ORE(3) WORKSHOP

39 PARTICIPANTS, 16 COUNTRIES

Dive into EMS, Operational Efficiency and E-commerce Development.

March 18 to 22, 2024, Bangkok



# APPU Newsletter

## MEMBERS' NEWS



### “POS MALAYSIA STRENGTHENS ANTI-SCAM MEASURES THROUGH COLLABORATION WITH PDRM



Pos Malaysia has partnered with the Royal Malaysian Police (PDRM) to enhance its efforts in combating scams.

Through this partnership, an awareness talk was organized at the Ipoh General Post Office, targeting frontline staff and customers to educate them on scam tactics. This initiative is part of a broader, nationwide anti-scam campaign aimed at enhancing public awareness about fraudulent activities involving logistics companies.

Set to launch in March, the campaign will feature educational activities across Perak, with plans to extend nationwide. Pos Malaysia and PDRM are committed to equipping the public with knowledge to identify and avoid scams, urging vigilance and the importance of verifying suspicious requests through official channels.



<https://www.pos.com.my/post-list/detail?postDetailId=Pos%20Malaysia%20Strengthens%20Anti-Scam%20Measures%20Through%20Collaboration%20with%20PDRM&sidemenuName=PRESS%20ROOMss>

### THAILAND POST TO EXPLORE HYDROGEN ENERGY USE IN LOGISTICS



Thailand Post has joined forces with BIG and Electricity Generating Public Company Limited (EGCO Group) to explore the adoption of hydrogen energy in logistics, aiming to enhance sustainability and achieve Thailand's net-zero emissions goal by 2065.

This initiative will test hydrogen energy use in domestic land transportation, with potential for international expansion. Thailand Post is set to improve its logistics services through innovative energy solutions, while BIG will manage vehicle procurement and hydrogen fuel operations. EGCO Group brings its energy expertise to support the development of hydrogen technology, reinforcing the transition to green energy. This collaboration marks a significant step towards integrating renewable energy in logistics, contributing to environmental sustainability and Thailand's energy goals.



<https://www.parcelandpostaltechnologyinternational.com/news/logistics/thailand-post-to-explore-using-hydrogen-energy-in-logistics.html>

## Share with us today

DO YOU HAVE ANY SUCCESS STORIES TO SHARE WITH US?  
WE'D LOVE TO HEAR FROM YOU!

yuyan@appu-bureau.org  
admin@appu-bureau.org