



## **Measuring digital postal services development – Guidelines for answering the questionnaire**

### **1 Introduction**

The aim of this questionnaire is to gather representative data on postal activities and development of digital services that can be used to update postal sector measurement indicators. Its other objectives include:

- Benchmarking the development of digital postal services in UPU member countries;
- Identifying and evaluating the impact of possible barriers and trends affecting the development of digital postal services;
- Evaluating the development and strategic importance of digital postal services at a global level since the 2019 report; and
- Developing a framework of digital postal services strategies.

This is an updated version of the 2017 questionnaire that was used to prepare the “The digital economy and digital postal activities – a global panorama” report published by the UPU in 2019.

For reference, the previous report is available at:

[www.upu.int/uploads/tx\\_sbdownloader/theDigitalEconomyAndDigitalPostalActivitiesAGlobalPanoramaEn.pdf](http://www.upu.int/uploads/tx_sbdownloader/theDigitalEconomyAndDigitalPostalActivitiesAGlobalPanoramaEn.pdf)

The data gathered by means of this questionnaire will form the basis of a global and regional analysis to be carried out by the UPU International Bureau in the digital postal services development field. It will also provide updated information on each designated postal operator’s activity for the technical update of “The digital economy and digital postal activities – a global panorama”, scheduled for publication in 2020.

In order to be a relevant tool for postal policy development, data must be reliable. It is, therefore, vital for each designated operator to ensure that it provides full, reliable data. The existence of high-quality statistics is essential if the UPU and postal businesses are to be in a position to develop appropriate policies and manage their development. Unreliable or incomplete data can lead to skewed conclusions, which in turn lead to wasted resources.

### **2 Scope**

The questionnaire is focused on the digital capabilities of services, and does not include the “physical” elements of electronic services (e.g. delivery or logistics is excluded).

This version of the questionnaire follows the same structure as that used for the 2017 questionnaire to enable comparison with the results thereof, thus showing the evolution of digital postal services.

### **3 General instructions**

To help maintain the quality of the postal e-services questionnaire, you are asked to:

- complete all the sections of the questionnaire as carefully as possible;
- ensure that the right information is provided for the various teams in your organization;
- supply all the data you can, in order to minimize the amount of missing data.

The questionnaire is divided into the following sections:

- i List of electronic postal services: we refer to postal electronic services (e-services) as services delivered by Posts to their end-customers (individuals, businesses or governments) through digital channels. The Internet is the main e-service delivery channel, while other telecommunications channels (e.g. mobile phones, tablets, call centres or televisions) are also considered.
- ii Future trends: this section aims at measuring postal operators' perception of new technological trends that could affect (positively or negatively) e-postal business in the future.
- iii Digital postal strategies: this section aims at better understanding what is driving or hindering decisions to develop electronic services, and the types of strategic responses brought by Posts.
- iv Obstacles and drivers: this section presents the results of new questions aimed at better understanding what is driving or hindering decisions to develop electronic services, and the types of strategic responses brought by Posts.
- v Miscellaneous: this section encourages respondents to share experiences and/or provide additional information they consider relevant for inclusion in the report.

The questionnaire can also be completed online at [www.surveymonkey.com/r/postaldigital2020](http://www.surveymonkey.com/r/postaldigital2020). It should be returned by the deadline so that the International Bureau has sufficient time to prepare and publish the report.

By endeavouring to provide as much accurate data as possible, each designated operator will help to raise the standing of the postal statistics and strengthen their role as a decision-making tool.

#### 4 Definitions

To ensure the consistency of the data and make the questionnaire easier to understand, definitions are provided where necessary. Please read the definitions carefully before answering each question.

<i>Table options</i>	<i>Definitions</i>
Service under development	Process of developing a new service for the market including pilot testing. This type of development is considered the preliminary step in service development and involves a number of steps that must be completed before the product can be launched commercially.
User	Any individual, company or organization that accesses and uses a postal electronic service, including but not limited to senders or recipients.
<i>Service</i>	<i>Definitions</i>
<i>E-post and E-government services</i>	
Postal electronic mailbox	Enables the sending of electronic messages by an authenticated mailer, delivery to the authenticated addressee and access, management and storage of electronic messages and information for the authenticated addressee. Defined in article 37 of the UPU Convention and article 37-006 of the Convention Regulations.
Online direct mail	Delivery of advertising and/or other promotional communications by the Post via electronic means.
Postal registered electronic mail	Provides secure and trusted exchange of electronic messages, enabling the sending of electronic messages by an authenticated mailer for delivery to an authenticated addressee or addressees with proof of sending and proof of delivery. Defined in article 37 of the UPU Convention and article 37-005 of the Convention Regulations.

<i>Service</i>	<i>Definitions</i>
<i>E-post and E-government services (cont.)</i>	
E-cards	Provides the ability to buy a postcard online, which is then delivered to recipients by physical or electronic means.
Online bureaufax	Permits the transmission of texts and illustrations true to the original by fax, as defined in article 37 of the UPU Convention and article 37-002 of the Convention Regulations.
E-Invoicing	A service supporting the delivery of electronic invoices, e.g. from banks, utilities or government agencies into customers' postal electronic mailboxes.
Hybrid mail	Enables the sender to post an original message in either physical or electronic form, which is then electronically processed and converted into a physical or electronic message for delivery to the addressee. Defined in article 37 of the UPU Convention and article 37-001 of the Convention Regulations. Also including services as "Transactional printing" offered to large enterprises.
Reverse hybrid mail	Enables customers to send an original physical message, which is converted into an electronic form for delivery to the addressee.
Online facilitation of hybrid mail	Allows small mailers to access, through the Post's website, one-stop-shop services relating to the design, preparation, printing and sending of their direct mail campaigns, or transactional mailings.
Electronic postal certification mark	Provides a chain of evidence, stored by a designated operator as a trusted third party, to prove the existence of an electronic event, for a certain content, at a certain date and time, and involving one or more identified parties. Defined in article 37 of the UPU Convention and article 37-004 of the Convention Regulations. UPU functional specification standard S43 supports this service.
Digital signature	A digital analogue of a physical, written signature based on an algorithm whereby the identity of the signer and the integrity of the data can be verified. The Post legally identifies a customer and provides him/her with the ability to digitally sign an electronic document or a message. The digital signature uses cryptography to guarantee the identity of the sender (authentication) and ensure that the message was not altered in transit (integrity), and prevents the sender from denying having sent the message (non-repudiation).
Digital identity services	The Post issues a digital identity legally identifying its customers. The digital identity can be secured with a simple electronic authentication using a password, or with more secure authentication technologies based on cryptography and public key infrastructure.
Credentialing services	The ability for a customer to use a digital name and password on another system and receive third-party validation of their digital identity. For example, a customer with a digital identity issued by the Post logs into their banking system to transact business. The bank electronically requests validation of the digital identity from the issuing Post, which issues the bank with a token representing the validation of that digital identity.
Digital archive	The Post converts physical documents and data and stores them in legally compliant electronic archives legally verifiable (e-archives), using industry standards (e.g. OAIS ISO 14721:2003). The management of a digital archive entails the development, structuring, set-up and operation of a complete digital archiving process on the basis of recognized industry standards.
E-health	Enables customers (patients and caregivers) to access and manage personal medical information (certification, fees, account management).

<i>Service</i>	<i>Definitions</i>
<i>E-post and E-government services (cont.)</i>	
E-administration: online ordering (counter or Internet) applications/registrations	Customers can apply for/order/register official documents through the counter or Internet (e.g. passport, driving licence, university registration), and for delivery or provision by the Post.
<i>E-commerce</i>	
Online philatelic and postal products shop	Customers can purchase philatelic and postal products through the postal website and have them delivered to a physical address.
Online postal shopping portal (or shopping mall)	Postal website or web portal showcasing goods from a variety of merchants. Merchants' websites are often integrated with the Post's website.
Online customs declaration	Customers can provide the necessary information (CN 22, CN 23, CP 72) through the postal website to the relevant authority before importing or exporting an item.
Integration of postal web services with merchants' sites	Provides e-merchants with software tools (such as APIs – application programming interfaces) to allow for the integration of the Post's online shipping and tracking capabilities with their e-commerce applications.
Performance reports and analytics	The Post provides e-merchants with customized performance reports (e.g. on returns, delays, delivery times) to help them manage costs, operations and customer experience.
Virtual international address	The Post provides an international physical address in another country to allow customers to easily purchase goods from that country's e-merchants, and have them forwarded through the post.
Calculation of estimated total landed costs	As part of the online purchasing process, provides online shoppers with detailed information on all the costs associated with the delivery of documents/merchandise.
Online management of documents/merchandise delivery options	Enables customers to notify the post electronically (e.g. via apps, web, etc.) where document/merchandise items should be delivered (e.g. parcel lockers, home, local retailer, etc.).
<i>Digital financial and payment solutions</i>	
Online account management	Enables customers to electronically manage their financial postal account and carry out related account operations.
Electronic remittances	A service allowing sending money cash-to-cash or account-to-account to a recipient through an electronic network.
Online bill payment	A service allowing bill payments via the Post's website, entailing development of a specialized online payment system.
Payment solutions	A service providing an online service (shops) for accepting electronic payments by a variety of payment methods by a single payment gateway.
Escrow services for e-commerce	A service providing a secure payment solution that collects, holds and disburses funds linked to the customer's payment of goods purchased online to the delivery of their parcel.
<i>Support services</i>	
Public Internet access point in post offices	Customers can access Internet services in post offices.
Online information on services and tariffs	Customers can access information about the different services and products, as well as the corresponding tariffs, on the Post's website, app, etc.

<i>Service</i>	<i>Definitions</i>
<i>Support services (cont.)</i>	
Online lookup (postcodes, addresses, post offices)	Enables customers to search for a post office or postcode, or to validate an address online by entering information such as the street, the city or postcode, or the entire address.
Online contact and customer service	Allows customers to contact the Post electronically for a service or information, via a website, app, social media, e-mail or telephone.
Track and trace	Enables customers to electronically track and trace a postal item.
Electronic notification	The Post notifies a sender/recipient electronically (e.g. by SMS, e-mail or social media) that documents/merchandise items have been delivered or need to be collected at a specific address (parcel locker, home, local retailer, etc.).
Online change of address	Enables customers to change their mailing address electronically, including through an Internet portal or app.
Holding of mail delivery online	Enables customers to request, by e-mail or online application, the suspension of mail deliveries to their address and the holding of their mail for a period of time.
Online address cleansing services	Enables small business mailers to electronically validate their list of addresses by uploading them to the Post's website.
Electronic postal invoicing	A service whereby customers receive an electronic invoice for their use of Post's services and products.
Digital postage	Enables customers to electronically order, pay and download postage for documents or merchandise through the Post's website, smartphone application or SMS. Postage can be printed physically (e.g. shipping labels), or provided by a number code or key.
Digital personalized postage	Enables customers to electronically order, pay and download personalized or customized postage for documents or merchandise through the Post's website, a smartphone application or a partner's website. The user uploads a photograph or selects one from a bank of images proposed by the Post.
Pick-up service	Enables customers to order a pick-up service by the Post's website, smartphone application or SMS.

## 5 Contact

Please feel free to contact Mr Paul Donohoe at the UPU International Bureau if you have any questions:

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