



Improving the digitization of postal services

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CHALLENGES & EXPECTATIONS

Challenges

- Support the development of e-commerce through appropriate, pragmatic postal solutions adapted to local contexts
- To encourage the development of intra-continental postal activities as a condition for the development of inter-African trade
- Contribute to the integration of digital services sovereignty issues
- Enable better financial inclusion of the population, make the settlement of financial transactions more fluid and secure
- Provide practical solutions to e-government administrations.



Expectations

- Understand the digital development challenges and priorities identified in each country
- Identify for each country the roadmap assigned to the post office by the government & responsible ministry
- Review the strategic and marketing plan for each position and its suitability for assigned assignments
- Identify the different projects and solutions implemented by the post office in terms of digitalization in each of the 5 areas, the key factors for success
- Have the elements of understanding and analysis on each area in order to accelerate the digitalization of positions to diversify their activities, sell more and better, increase their efficiency and effectiveness, improve customer satisfaction

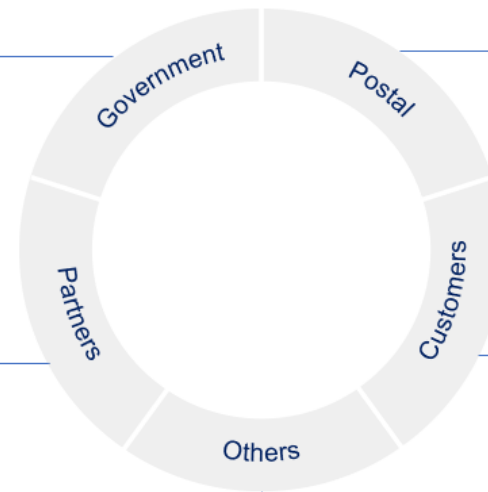


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STAKEHOLDERS

- Ministries
- Regulator
- Committees

- National
- Regional (sub-regional)
- International
- Competitors / Integrators



- Postmaster General
 - C suite
 - Marketing & Growth
 - Operational
 - IT
- Parent company and subsidiaries*

- Chambers of commerce
- Chambers of trades
- Central banks

- Government (Nat+Local)
- Companies, ecommerce, payment, platform
- Associations – ecommerce, SME,
- Consumer groups?



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THE 4 GOALS OF THE PROJECT

1

Measure the level of **digital transformation achieved** by each of the 10 countries

2

Identify **challenges** and **key success factors** in each area through identifying best practices

3

Create a set of **tool** for posts to diagnose their situation, to compare themselves on a **scale of degree of digital transformation**

4

Make **recommendations** to member states to accelerate and improve the digital transformation of postal services

** eCommerce, eGovernment, eFinance, Business Support, Operational effectiveness*



Thank you

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