

CASE STUDY

Leveraging postal fleets for mobile coverage monitoring – Österreichische Post and Australia Post

Recognizing the need for accurate and granular data to improve mobile connectivity, Österreichische Post and Australia Post support innovative mobile coverage monitoring programmes. These initiatives aim to identify coverage gaps, particularly in rural and underserved areas, helping governments and telecommunications companies strategically enhance the reach and quality of their networks. Both postal operators utilize their extensive vehicle fleets – already travelling regularly across both densely populated and remote regions – to collect real-time mobile network data.

In Austria, Österreichische Post has partnered with Ranlytics to equip postal vehicles with specialized sensors that continuously measure network coverage and quality during routine deliveries. This approach offers telecommunications providers detailed, location-specific insights at a fraction of the cost compared to conventional methods, significantly improving the precision and efficiency of network enhancement efforts. The data is used to generate dynamic coverage maps and visualizations, enabling stakeholders to identify weak signal zones and prioritize infrastructure upgrades more effectively.

Australia Post collaborates with the Australian government under the Better Connectivity Plan to systematically assess mobile coverage across regional and rural Australia. Using postal delivery trucks fitted with advanced measurement tools, Australia Post identifies mobile coverage “blackspots,” providing essential data that informs targeted investments by telecom operators and governmental bodies. The initiative contributes to the development of public-facing maps and visual representations of mobile service availability, fostering transparency and public engagement.

Leveraging postal vehicles in this manner presents a unique advantage over traditional telco-led assessments, as postal fleets naturally cover extensive geographic areas on a consistent basis, ensuring comprehensive and up-to-date coverage data.