

## CASE STUDY

# La Poste's Ardoiz tablet – helping meaningfully connect seniors

Seniors are among the most digitally excluded groups owing to lower levels of internet access, limited familiarity with digital tools, and reduced confidence navigating technology. At the same time, they are one of the most frequent users of postal services, which uniquely positions DOs to serve as trusted entry points for engaging and empowering elderly citizens in the digital world. Recognizing this, France's La Poste has developed the Ardoiz tablet – a device designed to meet the specific needs of older adults.

The Ardoiz tablet features a simplified and intuitive user interface, with large icons, high-contrast displays, and accessible language. It comes preloaded with essential applications such as email, video calling, web browsing, weather updates, digital photo sharing, and cognitive games – all curated with input from experts in senior care and gerontechnology. These features are designed to help seniors stay connected with family, maintain independence, and engage more confidently with digital services.

La Poste provides extensive, personalized support to seniors adopting the Ardoiz tablet. Upon delivery,

specialized postal staff assist seniors in setting up and activating their tablets, connecting them to Wi-Fi, configuring email accounts, and demonstrating basic functionalities. Continuous support is also available through a dedicated telephone helpline, where seniors can receive guidance for trouble shooting issues or performing new tasks six days a week. Additionally, La Poste organizes group training workshops at local post offices, enabling seniors to learn collectively and foster social interactions. Over 120,000 seniors across France have been supported with the Ardoiz tablet.

Beyond the Ardoiz tablet, La Poste's post offices offer various complementary services aimed at supporting elderly customers. These include personalized advice on using other digital tools and services, assistance with administrative tasks such as online form submission, and even postal employees performing regular home visits to provide welfare checks and ensure overall well-being. These comprehensive measures demonstrate La Poste's deep commitment to inclusive digital transformation, enabling elderly citizens to remain active and connected participants in the digital age.

