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GAME - CHANGING EMERGING TECHNOLOGIES

Powering Postal Digital Revolution

17 October 2022 / Parcel + Post Expo / Frankfurt Germany & Online



VS ANALOG



The postal sector has been going through waves of change since the onset of the digital economy in the early 1990^s and the response to these challenges can be characterized in three phases:

1990^s - 2005: Productivity and diversification

A focus on automation and consolidation of operations in the context of significant re-regulation. Start of diversification into data document and digital services.

2005 - 2015: Digital to core

Continuing automation with increased emphasis on building digital interfaces both with customers and with delivery workers. The connected receiver and delivery worker are critical to future innovation.

2015 onward: Digital as a mindset

Digital is no longer an additional process but is fundamental to all aspects of postal product offer and delivery.



E - commerce

- Increase in robotics and automation in parcel processing
- Continued innovation in receiver apps and integration with operational systems
- Development of services to support innovation in emerging areas of e-commerce, e.g. dark warehousing-same day, new subscription services and local-to-local e-commerce.
- Many posts will continue to move upstream into fulfillment services
- E-commerce regulation will become increasingly important. The shift from mail to parcel will heighten issues of cross-subsidization

E-commerce

Postal retail

- Logistics, where postal retail simply becomes service-point-based franchised agencies
- Mixed provision of a range of services as an intermediary through a franchised network
- Banking-led, which drives the retail presence and other services are secondary

Innovations will focus on customer management and integration of digital and physical customer experience. Potential innovations will include:

- Systems to capture customer preferences and transactions to develop tailored offers
- Postal apps that create account relations to postal services and are an access point to other services linked to digital identity and verification
- Integration of online experience and physical experience to create a seamless customer journey
- Integration of multiple data sources to feed business intelligence tools to improve operations

SHOPPING

A person in a dark suit is shown from the chest down, holding a glowing blue envelope icon in their open palm. The background is dark with some blue and purple geometric shapes and a warm orange glow on the right side.

NEW TRENDS

- Customer Experience
- IOT
- One Shop Shop
- Banking
- Online Delivery
- Drones
- E - Commerce



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 **commerce**

 **shop**

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