

### Customer

A leading postal service provider in South East Asia

### Key Benefits

- Reduction in mail delivery timelines
- Savings on manpower utilization, logistics and time

# Implementation of digitization services drives speed to postal services

Founded almost two centuries ago, this leading postal service provider is the country's premier postal service provider. It has a widespread network of over 1,000 touch points countrywide making it one of the most extensive retail networks in the country.

This postal service provider is committed to providing quality, reliable timely and innovative solutions to customers. The company is progressing from being a mail and postal services provider towards becoming a dynamic communications, financial services and supply chain solutions provider. It also has plans to penetrate international markets in the near future.



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## The client

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## The challenge

Considering the current global trends and the advent of e-commerce, the Digital Solutions Cluster of the postal services provider aims to strengthen its current business by profiting from digitalization opportunities. Secondly, it also plans to embark upon a disaster management initiative through digitization of existing and old corporate documents and records.

Before the digitization initiative this postal service provider used to collect, sort and deliver all its mail physically in the traditional way. This led to high and increasing manpower, time and logistics costs. Another dilemma was the fact that the volume of traditional mail was shrinking.

With the physical mail volume going down, there was a need to tap into the potential of the digital era.

## The solution

Once the digitizing process was completed, the leading postal services provider commenced offering customers the newly launched digitization option, under which they can opt to digitally send their mail to the addressee.

Digital Solutions was definitely seeing improvement on several parameters such as reduction in mail delivery timelines and improved efficiency.

Implementation of the **Kodak Alaris'** scanning and software solution for the newly launched Digital Solutions Cluster has yielded significant benefits from a speed as well as response / postal mail delivery time perspective besides leading to saving on manpower utilization, logistics and time costs.

## Results

# 5 million

email deliveries a day

The introduction of the **Kodak Alaris'** Information Management solution led to a significant increase in efficiency.

- Reduction in mail delivery timelines and drove operational efficiency
- Establish robust measurement capabilities to assess the performance of commercial mail and drive service improvements.
- Strengthen relationships with customers by using Intelligent Mail data to enhance verification and mail quality. Become more proactive in communicating and addressing issues.

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