

## POST AND PARCEL

The role of SingPost as the nation's sole Public Postal Licensee became even more pronounced in FY20/21, as it braved one of the toughest times in history and continued to serve Singapore as an essential service.



Amid the pandemic, SingPost remained steadfast in its commitment to connect people, communities and businesses, a role it has undertaken since 1858, even as Singapore battles to contain the spread of COVID-19.

FY20/21 was a significantly challenging year for the Post and Parcel business due to the pandemic. With global connectivity severely disrupted as countries closed borders, the International Post and Parcel (IPP) business was greatly impacted due to reduced airfreight capacities leading to delivery delays and suspensions in destination countries. COVID-19 also accelerated the decline of letter mail volumes within Singapore, as companies reduced printed letter volumes and moved to online correspondences with electronic substitution.

In spite of this, SingPost saw a silver lining: an accelerated growth in eCommerce volumes, proving a stronger case for the future of post as more packages and parcels move through the postal system.

### DELIVERING AMID COVID-19

COVID-19 had posed unprecedented challenges to operations in FY20/21, which required much grit and determination across all levels to ensure that Singapore's postal services were not disrupted.

One of the biggest challenges faced was Malaysia's Movement Control Order announced in mid-March 2020. SingPost raced against time to secure hotel accommodation for some 600 Malaysian team members who were commuting from Johor daily.

Singapore subsequently announced its own 'Circuit Breaker' for eight weeks between April and June 2020. As an essential service, SingPost persevered with its national postal obligations despite multiple challenges, including a shortage of manpower and having to adhere to government-mandated safe management measures. The team navigated the challenges well and SingPost continued to improve on its domestic service deliveries, with more than 99% of mail delivered by the next working day. Consequently, SingPost also met IMDA's Postal Quality of Service requirements for 2020.

During the pandemic, SingPost had to adjust the way it delivered. For instance, mail and small items, including Registered Service items, were sent directly to the letterbox where possible. SingPost also introduced contactless deliveries for all doorstep deliveries to minimise contact with the recipients. As most non-essential businesses were closed during Circuit Breaker, SingPost held mail for many businesses when their letterboxes were full and re-delivered items as they progressively reopened from June 2020.

Despite being designated as an essential service, only 24 of SingPost's network of 56 post offices remained opened during Circuit Breaker. To minimise crowds at post offices, SingPost encouraged customers to use online services, including the purchase of packing items and postage-paid packaging from its online store. The Circuit Breaker saw a multi-fold jump in online sales of postage-paid packaging products as a result, which persisted even as Singapore's economy progressively reopened.

In a show of solidarity with local businesses and to provide some relief to the manpower crunch, SingPost also worked with government agencies and other companies to hire individuals who were made redundant as a result of COVID-19. For instance, SingPost took

on more than 100 staff furloughed from the aviation and hospitality industries to assist with operations at its international cargo-processing facility.

### TAPPING ON BOOMING ECOMMERCE DELIVERY VOLUMES

As a nod to the growing eCommerce delivery volumes in Singapore which accelerated due to COVID-19, SingPost had also fast tracked its offerings for both retail and corporate customers to tap on that growth, so as to secure its dominant position in package and parcel deliveries.

This took the form of enhancing products and services by streamlining the pricing structure and rates for letterbox package deliveries and doorstep parcel deliveries in October 2020. Domestic package services were charged at a flat rate, offering savings for most customers compared to before. International postage rates for packages were also simplified to just four weight tiers, making it more user-friendly for



customers when calculating postage for their packages.

Since the beginning of the financial year, SingPost also started integrating all its strategic assets and operations,

from fulfillment, last-mile delivery to cross-border transshipments. This move offered corporate customers an integrated business-to-business-to-consumer (B2B2C) solution for delivery within and out of Singapore, enabling an omnichannel strategy for those who require both B2B and B2C solutions. The enhanced integration provided immense benefits to the industry through a seamless process that minimised transit and handover risks, as well as provided for better accountability, traceability and overall shortening transit times from warehouse to customer.

To aid local businesses in selling to overseas markets, SingPost also partnered Enterprise Singapore in its Multichannel eCommerce Platform (MEP) Programme. As a programme provider, SingPost offers local SMEs end-to-end solutions, including eCommerce marketing capabilities to promote their wares in overseas markets, as well as manage the entire delivery chain for the fulfillment of their orders.



# POST AND PARCEL

## INTERNATIONAL POST AND PARCEL

On the international front, SingPost met significant challenges arising from COVID-19 mainly on two fronts: a drop in international air connectivity to and from Singapore, as well as suspension of postal services in many countries due to COVID-19 containment measures.

As COVID-19 grew into a global pandemic, airlines around the world swiftly grounded flights and slashed capacity on passenger routes, resulting in a sudden drop in connectivity to and from Changi Airport. In FY20/21, Changi Airport saw only 71,850 aircraft movements, a decline of over 80% from the 363,700 aircraft movements achieved a year ago, largely contributed by the mass cancellation of passenger services by airlines serving Singapore. As most freight are carried in the cargo hold of passenger aircraft, the sharp drop in passenger flights saw a corresponding drop in available cargo space, compounded by lack of connectivity to some parts of the world due to entry restrictions imposed by many countries.

Besides working with customers to defer certain shipments, SingPost explored alternative modes of transport, including chartering dedicated freighters and sending less time-sensitive shipments via land and sea. Despite the challenges, SingPost managed to hold steady its share of international post and parcel volumes, in part fueled by the increase in eCommerce activity globally.

## A BRAND NEW LOOK

In conjunction with World Post Day 2020, SingPost unveiled a brand new look for its uniformed staff. Over 3,000 postmen, Inspectors of Post, Speedpost parcel ambassadors, mail processing staff and other uniform-bearing staff donned new uniforms, giving rise to a brand new look for the first time for over a decade.

The new uniforms comprise bold blocks of SingPost's corporate colours: blue, red and white, creating a more modern and dynamic look for team members. The new uniforms were also designed with safety and comfort in mind for their respective jobs, such as prominent safety reflective strips for postmen and parcel ambassadors.

## PUTTING NEXT-GENERATION LETTERBOXES TO TRIAL

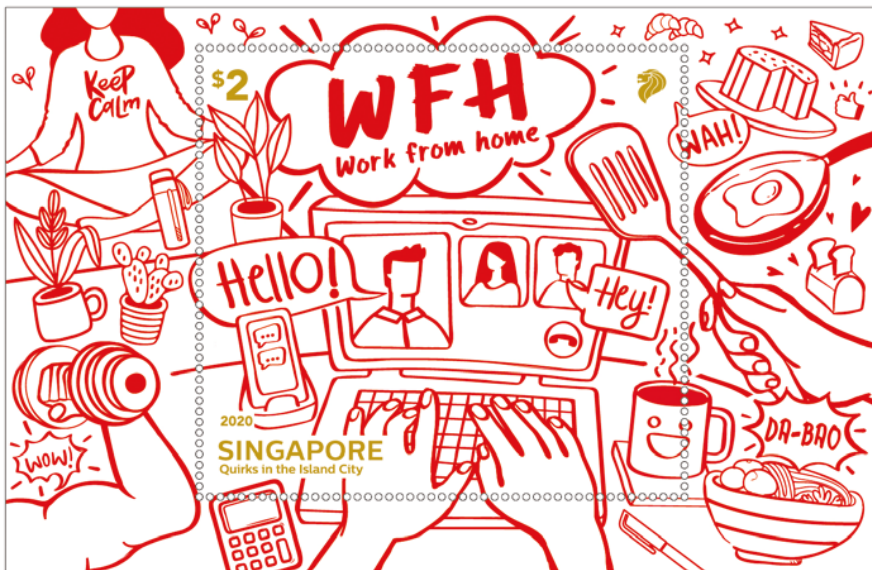
In December 2020, SingPost commenced the public trial of its next-generation smart letterboxes, PostPal. The first PostPal was located at Blk 202 Clementi Avenue 6, with a

second unit launched two weeks later at Blk 205. The trial marked a new era of letterboxes powered by technology and cutting-edge digital system with capabilities beyond mail delivery.

Before the commencement of the trial, residents were familiarised with the usage of the new machines through roadshows and door-to-door outreach. Feedback following the trial showed overwhelming support for the use of these new letterboxes.

The live trial of the smart letterboxes came after the unveiling of the prototype a year ago at the Home Delivery Asia 2019 trade show,





with the vision turning into reality. SingPost will be expanding the trial in the coming months, with more letterboxes to be rolled out in other estates around Singapore.

PostPal offers a new letterbox experience for users with features that are world's firsts, such as keyless convenience using the SingPost app to retrieve mail; notifications when residents receive mail; as well as an auto-sorting capability within each PostPal unit, freeing up time that the postman would normally need when sorting the letters manually.

### KEEPING SINGAPORE'S STAMPS PROGRAMME GOING

The financial year saw a total of 13 stamp issues marking key events in Singapore and around the world, keeping stamp collectors excited despite the COVID-19 pandemic.

Stamp launches were suspended during the height of the COVID-19 pandemic in Singapore. As a result of Circuit Breaker measures imposed between April and June, the national stamp programme

calendar was revised to start later in the year. Stamp issues resumed in August 2020, kicking off the year's collection with Singapore Mascots.

As an affirmation to Singapore's nationwide efforts to combat COVID-19, the stamp issue in conjunction with National Day 2020, *Quirks in the Island*

City, reflected the changes in our lives brought about by COVID-19. Apart from quintessentially Singaporean lingo and traits such as common local coffee-ordering phrases ("kopi-o kosong!"), the stamps also incorporated designs reflecting how Singaporeans have adapted to safe distancing measures and the wearing of face masks.

A special miniature sheet was also issued, featuring a visual summary of the Singaporean lifestyle as the country continued to battle COVID-19, visually representing a plethora of stay-home activities such as working from home, video conferencing sessions, home workouts and baking sessions – many of which would have taken place during the eight-week Circuit Breaker period.

More prominently, SingPost also opened its second Philatelic Store at The Fullerton Hotel. The new store traces the roots of Singapore's rich postal history to the site of its very first General Post Office. It also offers both stamp collectors and overseas visitors the full range of national stamps and philately memorabilia, including a range of gifts exclusive to the new store.



Cavaliere Giovanni Viterale, General Manager of The Fullerton Hotels and Resorts (left) officiating the opening of the Philatelic Store @ Fullerton with Mr Vincent Phang, SingPost CEO for Postal Services & Singapore (right)