

# MYPOSTMAN



## Now, a New Way to Bond with the Neighbourhood Postman

SingPost launched a brand new, nationwide programme called MyPostman, in October 2019, with the aim of fostering deeper ties between the community and their postmen. The programme provides residents an additional channel to connect with SingPost in the event of a postal service issue. It also provides a platform for members of the public to identify and show appreciation to their postman.

Following public trials in Bukit Timah and Yishun in July 2019, MyPostman was launched

islandwide with the distribution of two million refrigerator magnets to all households and businesses in Singapore. Residents need only scan the QR code on the magnets or go to the URL mypostman.sg, key in their postal code and they can find out who their postman is, along with some interesting facts about him/her.



Users can rate and provide feedback on the service of their postman, as well as highlight service issues.

Public response to MyPostman has been extremely encouraging. Residents are now approaching our postmen by name with words of appreciation, providing a much-needed morale boost and serving as a reminder that their work does not go unnoticed.

