

POSTAL SERVICES



Much progress was made in transforming the postal service business for the digital age. We laid the groundwork for infusing digital technologies into our operations, allowing us to create new services that customers increasingly ask for.

Even as domestic letter mail volumes decline, SingPost continues to explore ways to innovate and optimise our operations and services. We see this as fulfilling not only our obligations as Singapore's Public Postal Licensee, but also our commitment to meeting the evolving expectations of our customers and to gearing up our people for the future.

GET SMART

We made good strides on the SmartPost initiative launched last year. SmartPost is an integrated suite of digital solutions that combines mobile, imaging and other technologies to transform the entire postal operation chain for greater service levels and customer satisfaction. It will equip our

postal staff with new skill-sets and tools to elevate their operational capability and efficiency for the digital age – and contribute to Singapore's Smart Nation vision.

At the heart of SmartPost is the creation of a digital backbone that will increase integration across postal processes, as well as provide real-time, location-based data that may be analysed to further optimise work processes, even enable new services.

Following trials and pilot studies, we have begun to deploy the first application, SmartPost Delivery Notification (SPDN), equipping our postmen with mobile phones preloaded with our proprietary SPDN app. Near-field communication tags are being installed at letter boxes across the island.

SPDN has been designed to improve delivery efficiency by enabling collection of productivity statistics, tracking and delivery data. It will enable a faster response time to customer queries about mail



delivery status. Eventually, it will provide customers with real-time updates and transform delivery acknowledgements and notifications to electronic, paperless versions for greater convenience.

We have also embarked on a nationwide initiative to introduce our personal digital postal mailbox service. Functioning like a physical letterbox, users access Digital Postal Mail (DPM) from verified service providers, all through a single secured mailbox. DPM also enables payments, application submissions, contract signing, and other interactions, without the need for print-outs.

A NEW GPO FOR THE FUTURE

Our Post Offices are also getting smarter. Our flagship General Post Office (GPO) was officially opened on World Post Day, 9 October 2017, with a unique future-ready design that presents our heritage in modern motifs. A heritage corner, where short films are screened on a video wall, tells the SingPost story from our 150-year history.

The GPO is the first of a new Smart Post Office network that will serve Singapore's postal needs in the digital age. Our vision for the future post office is one where brick-and-mortar outlets are augmented by the SAM Omni-channel platform, which offers access anywhere and anytime to postal and other essential services, through our SAM self-service automated kiosks, web portal and mobile app.

New features were added to SAM, which was refreshed last year with the rollout of 300 new generation kiosks. We also started a pilot trial of our Registered Article Self-Drop Box at the GPO, which works together with a SAM kiosk to enable customers to send registered articles themselves without queuing at the counter.

Our SAM platform won two major international awards in 2017: Retail Customer Access at the World Post and Parcel Awards, and Digital Innovation of the Year at the Postal and Parcel Technology International Awards.

More public services were made available at our post offices, including the redemption of Health Promotion Board step trackers, and the registration of power-assisted bicycles with the Land Transport Authority. We also partnered Singtel to launch ReCYCLE, an electronic waste recycling programme that leverages on SingPost's extensive post office and delivery networks.



Postal operations go digital with SmartPost, enhancing productivity, enabling new services and upskilling our postal staff.

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ENABLING ECOMMERCE

To better serve eCommerce retailers, we introduced TED Box in April 2017. This is a new delivery service that provides affordable letterbox delivery for small packets, with SMS updates that track delivery status.

We also re-launched our co-brand credit card with Standard Chartered Bank, rebranding it as the Standard Chartered SingPost Spree Credit Card.

On the international front, our collaboration with the Alibaba Group saw new record transshipment volumes during the annual Double-Eleven online shopping event. This drove international mail revenue to rise 38 per cent in the quarter ended 31 December 2017 to surpass S\$100 million in a quarter for the first time.

Aiding us in maintaining service standards during this peak period was a restructuring of our operations at Changi Airport that has improved end-to-end efficiency. Working with SATS, we achieved our turnaround target of 24 hours, ramping up operations round the clock to support peak volumes.

ePAC, a premium mail service for eCommerce merchants, was extended to more destinations such as Australia, France and the US. We are looking to increase tracking visibility with online track and trace, and to enhance service quality through automated line-haul planning and selection.

NEW PHILATELIC STORE @ GPO

The year was an exciting one for stamp collectors as we celebrated 150 years since the first postage stamp was issued in Singapore. A set of stamps was released on 1 September 2017 to commemorate this milestone, one of the year's 11 stamp issues.

Our first Philatelic Store, together with the GPO, was opened on 9 October 2017, with a set of commemorative stamps issued to mark the occasion. The store is a one-stop shop for all philatelic products produced by SingPost. Since its opening, the store has been well visited by collectors and those new to stamp-collecting.

We marked 50 years of diplomatic relations between Singapore and Indonesia with a set of stamps depicting coral reefs in both countries, and in another stamp issue, wedding jewellery of Singapore's four ethnic races were featured. The issue included limited edition 22-karat gold-plated stamps.

Another popular issue was a set 10 stamps featuring bright coloured graphics of Singapore's iconic Merlion in emoji-style. The stamp booklets sold strongly at post offices on the day of launch. Created in conjunction with Changi Airport's Mystical Garden promotion, a limited edition set of MyStamps themed on Sanrio characters, such as Hello Kitty, Little Twin Stars, and My Melody, was also well received.



Our Greetings stamp set featured the iconic Merlion in emoji-style graphics.