

Right Click 2013



IMPROVING
productivity
AND
service outcomes
THROUGH
digital
CHANNELS



@ipaawa #RightClick2013



Delivering Excellent Digital Experiences

Tracey Gosling

Director of State Government Sector
Australia Post



#RightClick2013





Delivering an Excellent Digital Experience

- insights



Driving customer enablement



Problem solving that can change the customer experience

wine breakage resolution

6.6 days



1.5 days



complaint and compensation

14 days



3 days

user friendly guides



e parcel on-boarding

37 days



2-3 days

8 forms



1 form

142 fields

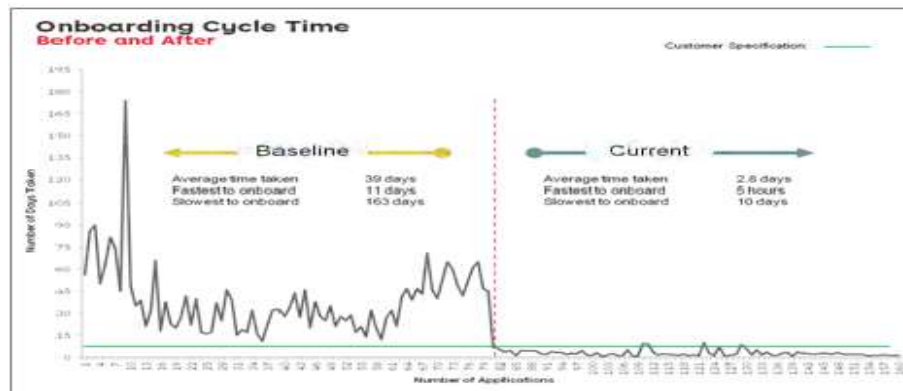


67 fields

Better customer experience, Better productivity

Objective

To reduce the complexity faced by small business customers setting up an eParcel account, by removing multiple sign up points and reducing the end to end on-boarding time. Designed to address the current dissatisfaction, and attrition during the sign up process, while freeing up our sellers time by reducing administration and follow up.



Reduction in end to end on-boarding time by introducing a new virtual on-boarding team. This is supported by re-engineering the sign up process to one touch point through the usage of a new consolidated application form.

new solution



Multiple forms and sign up points reduced to one consolidated form and sign up point with ability to apply online



Creation of quick reference cards based on frequently asked customer questions, backed up with video tutorials

Benefit

- **Customer experience:** Customers now fill in 1 form instead of 3-4, and are on-boarded within 3 days on average compared to a prior 37 days on average
- **Staff experience:** Sales administration and follow up activities have dropped from several hours and days, to less than 1HR

Simple as 1,2,3.

The new way to send your parcels.

- 1. Choose your speed**
 - Courier Post** Same day*
 - Express Post** Next day*
 - Parcel Post** Regular
- 2. Select your size**
 - 500g** Small
 - 3kg** Medium
 - 5kg** Large
- 3. Add your features**
 - Extra Cover for loss or damage**
 - Signature on Delivery**

Simply send it.

Service conditions apply. All features are not available in all areas. *Service only available within the Express Post delivery network.

Easy to understand
Easy to use



Design the Digital Experience



Integrating the experience



Welcome John!
Business

Home

APDM 5

Invoices 2

Shipping 3

Send orders 20

Shopping

Support 1

Contacts

More

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Today

- Process orders
- Pay gas bill
- Send J.S pack
- 2pm - Courier pick up
- Buy envelopes

Mailbox

10:30am	24/04/13	Your AGH gas bill is due today	Pay Bill	Dismiss
8:30am	24/04/13	Tom Smith has initiated a parcel delivery enquiry...	Review	Dismiss
8:25am	24/04/13	You have 20 new orders to process for shipping	Process Now	Dismiss
8:00am	24/04/13	You may be low on 500g Express Post bags	Order Now	Dismiss

See All

Shipping Overview

Inbound

Outbound

Enter tracking number

Search

Date	Sender	Tracking No.	Description	Status	ETA	Action	Notifications
22/04/13	Flex Co.	8374950	Plastic she...	Shipped	25/04/13	Delivery options	On
22/04/13	Metal Co.	8759342	Copper wir...	Pending	25/04/13	Delivery options	On
22/04/13	Clean Biz	3907492	Cleaning p...	Shipped	25/04/13	Delivery options	On

See All



Parcel Lockers
24/7

We missed you on Tuesday John!

Did you know 24/7 Parcel Lockers are now available near you?

>> learn more

The results



- +7M visits per month in audience – up 57% YOY
- +4M self service transactions per month – up 59% YOY
- +800K online subscribers in 14 months – from zero
- Average EDM open rates of 30% - from zero
- 160K “Likes” - from 300 in Dec 11
- 5K followers
- +75% growth in online revenue YOY
- Demographic shift





Australia Post
Digital MailBox

Pad 4:20 PM

Welcome Alessandro

Are you making the most of your digital mailbox?
Remember you can:

- Store credit cards
- Schedule payments

Bills

[View all bills](#)

Overdue

**Electricity Bill - October 2012**
Due 22 Nov 2012 **\$219.00**

Upaid

**Gas November 2012**
Due 22 Sep 2012 **\$317.22**

Scheduled

**Water Usage Oct-Nov 2012**
Scheduled 22 Sep
Due 22 Sep 2012 **\$681.34**

Upaid

**Superannuation Contribution Decembe...**
Due 22 Sep 2012 **\$317.22**

Your digital life secured

Going on a holiday? Use your digital mailbox to store and access your itinerary, e-tickets and passport.

[Add a file now](#)

Latest upload

[View all uploads](#)

**Birth Certificate - original copy**
Uploaded 22 Apr 2012

Other mail

[View all mail](#)

- ATO: Tax time is nearly here. Get...
- Optus: Great deals on mobile ph...
- XYZ Energy: We're not a real com...
- Westpac: VISA Statement Nov 2012
- AGL: Wine offer
- Westpac: VISA Statement Nov 2012

Recent activity

[View history](#)

Today

- XYZ Energy has joined digital mailbox.

Yesterday

- Your Australia Post Digital Mailbox is ready for use.

[Help](#)

Home Mail Reminders Storage Settings Help





Visionary

We are advocates for simply excellent digital experiences



Responsible

We take responsibility for measurable impact ... no excuses



Iterative

We're not afraid to try



Nimble

We drive speed of action



Candid

We are open and transparent



Collaborative

We are a fully engaged partner



For more information on
events or training visit:
www.wa.ipaa.org.au



Advancing Excellence in the Public Sector