

Serving the Digital Citizen

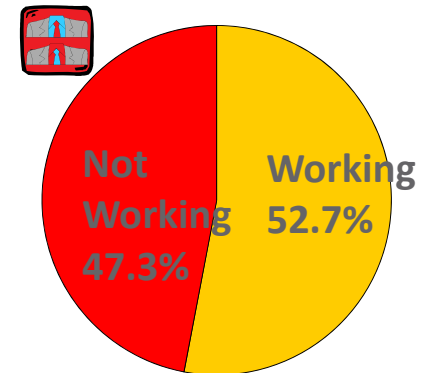
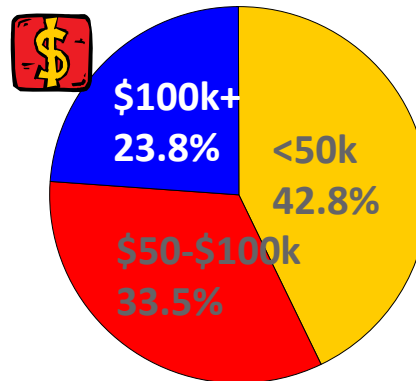
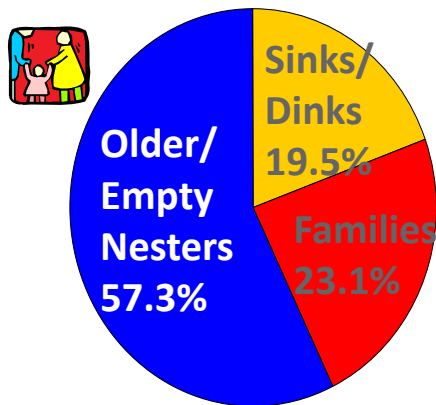
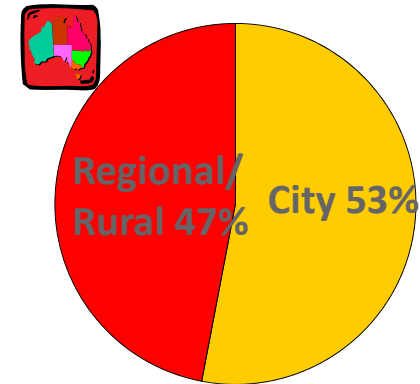
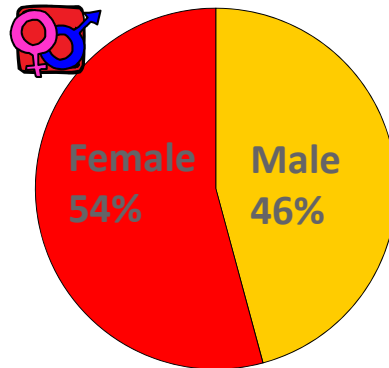
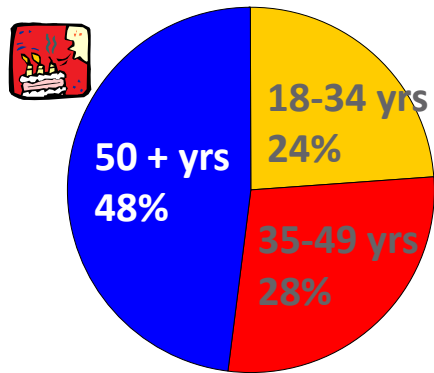
Australia Post

Brady Jacobsen – General Manager for Digital Channels
Tracey Gosling – Director for State Government



Who are our Customers?

Overall Profile Of Our Monthly Visitors

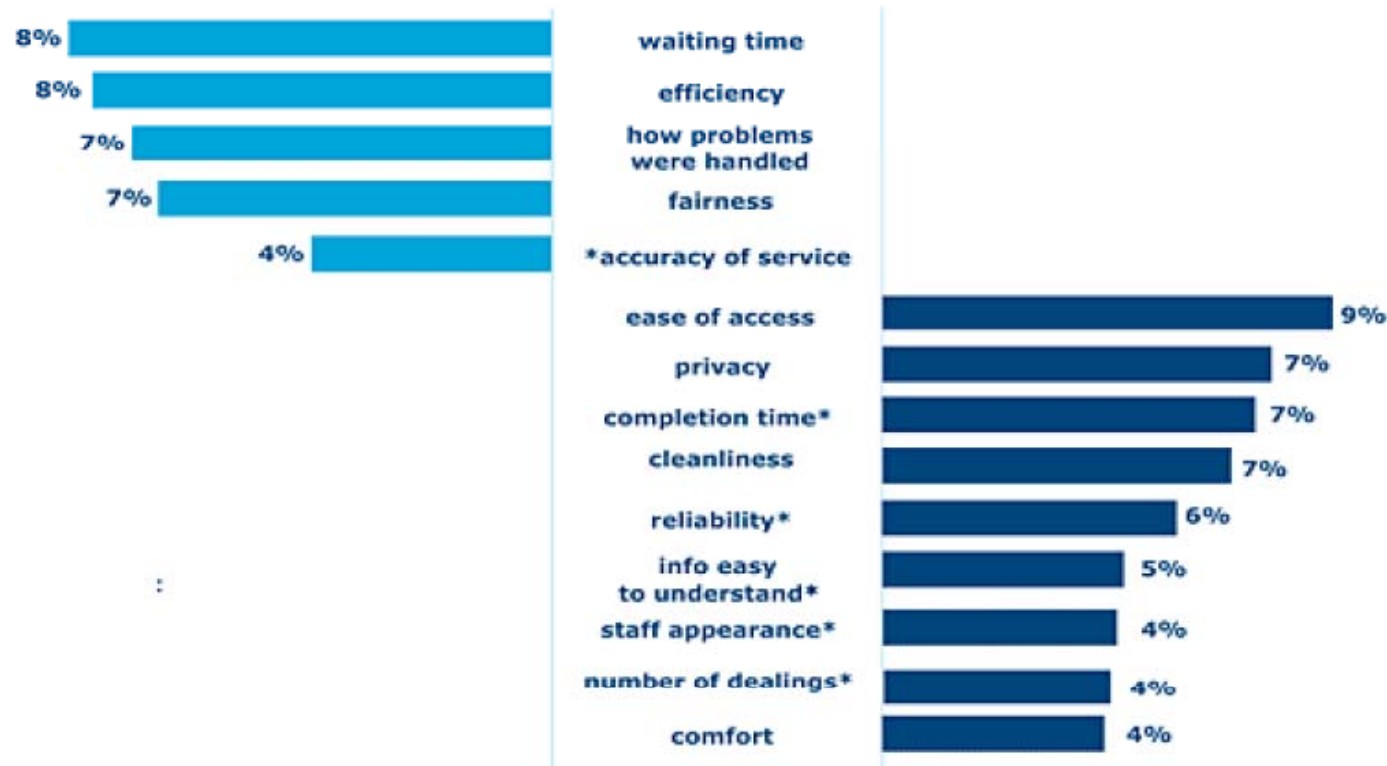


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What do Customers Want ?

2008 IPSOS Study

Figure 1: All respondents - key drivers of satisfaction & dissatisfaction



December 2008
http://www.dpc.nsw.gov.au/ics/drivers_of_customer_satisfaction_and_dissatisfaction

Its about Time, Effort, Trust to get the job done, Convenience

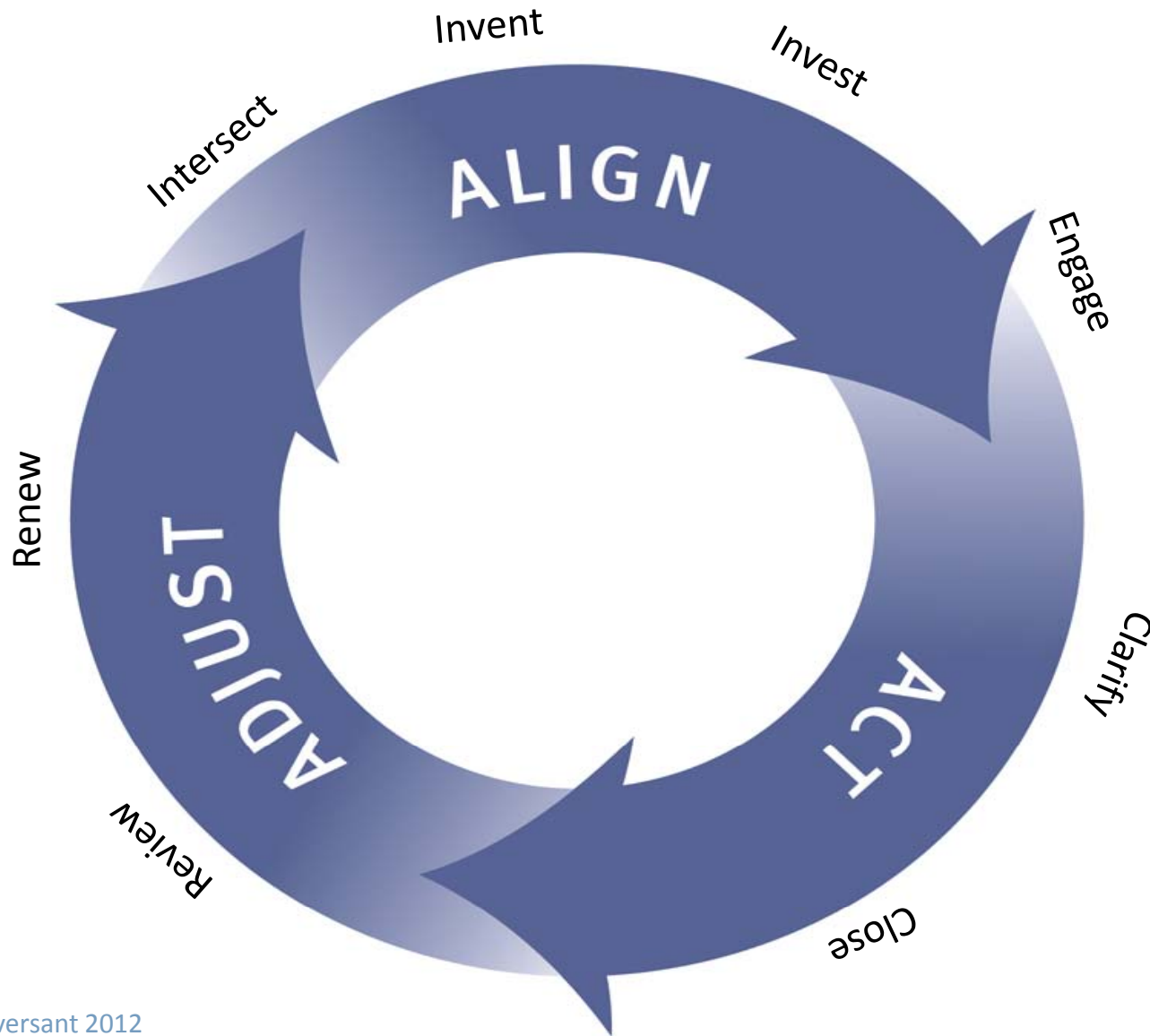


Barriers to switch to paperless

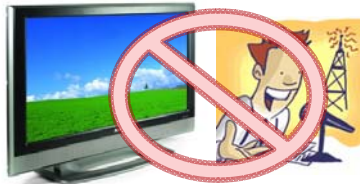
Source: Q18 Why do you still receive paper versions of your bills and statements



Effectiveness = *Cycles of Value*



Multi-channels to close the loop from awareness to action

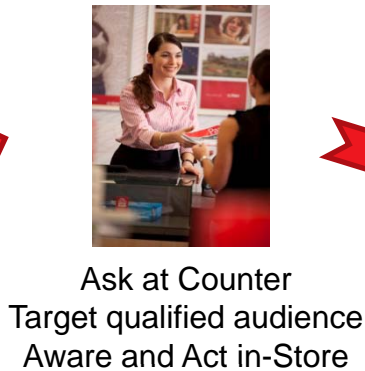


High Cost, Low Engagement

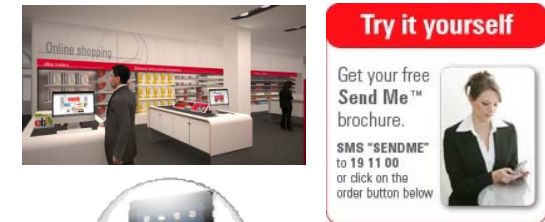
An integrated multichannel community engagement channel with reach at lower cost point which combines in-store, online, smart phone, call centre, DM /UMS to capture qualified audience, make them aware and enable to act and engage sooner and more effectively.



Use reach & foot traffic of Post Stores
Digital Screens raise awareness by +60%
Localise & Target Messaging



Ask at Counter
Target qualified audience
Aware and Act in-Store



Engagement Channels
In-Store to enrol, online,
SMS, Phone Call Centre



Broadcast for Awareness
Direct back delivery channels
Measurable effectiveness



Delivered to Door or PO Box



Reinforce Campaign Message
with +71% Open Rate
and at low cost
Include Call to Action

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BIRTH OF THE POST OFFICE



4^d AUSTRALIA





Australia Post Digital MailBox

A free personal management App to help you stay on top of things

[Find out more](#)

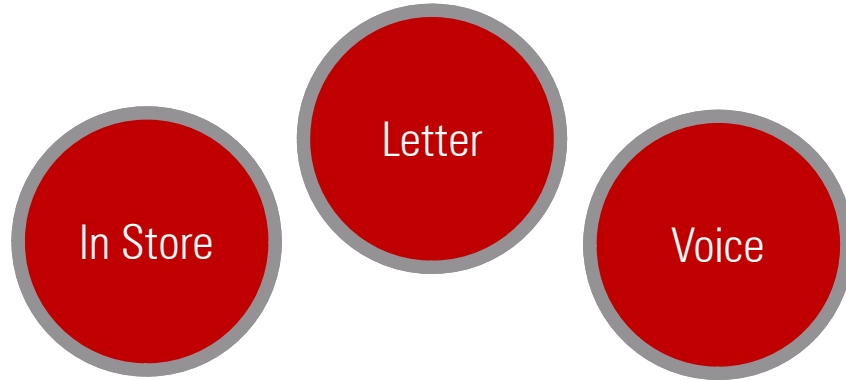
Convert currency

\$0 commission*
on foreign
currency

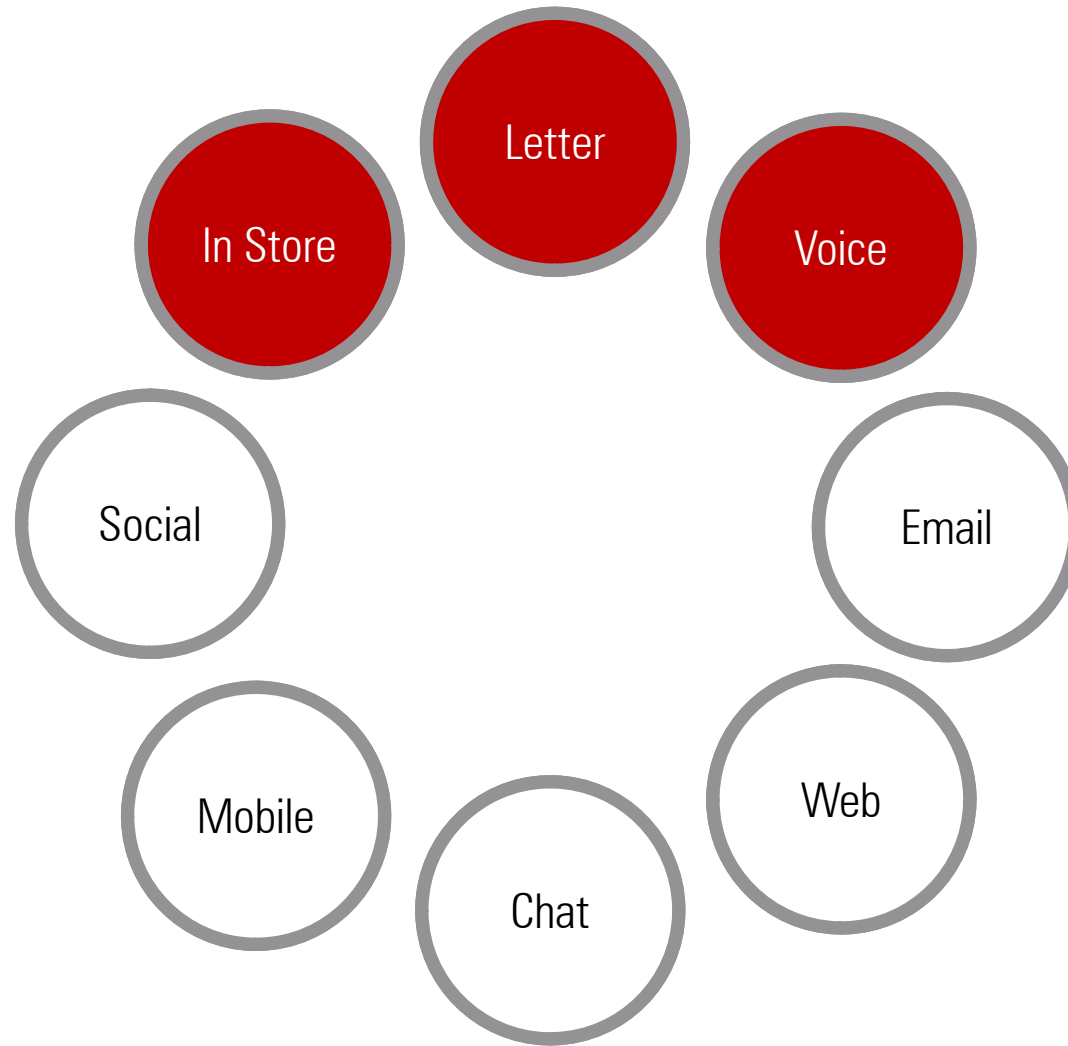
CURRENCY	BEST RATE
GBP British Pound	0.6538 >
CAD Canadian Dollar	1.0234 >
EUR Euro	1.1298 >

*Exchange rates may include a service charge.
Rates correct as at 1:00 PM (AEST) 28/07/2013 [Disclaimer](#)

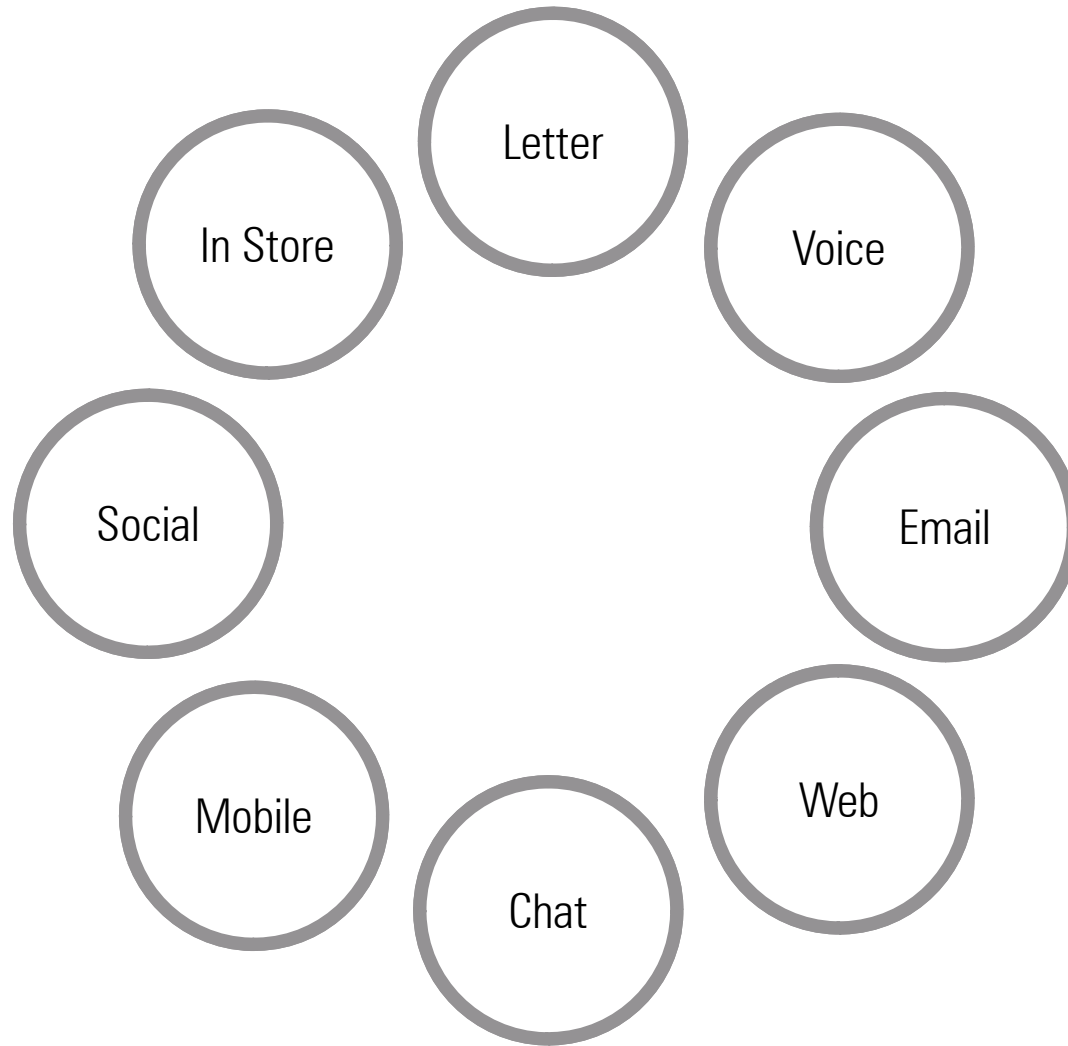
Our conversations



Our conversations



Service for Digital Citizens



Social Conversations

The image displays four social media profiles for Australia Post:

- Twitter:** Profile for @auspost (Melbourne) with 9,069 tweets, 3,676 following, 3,649 followers, and 123 listed. Recent tweets include a discussion on international numbers and a response to a user named Steve.
- Facebook:** Profile for Australia Post (Melbourne, Victoria, Australia) with 15 photos, 318 followers, and 352 following. A recent post discusses a delivery issue with a parcel from the USA.
- Instagram:** Profile for Australia Post with 15 photos, 318 followers, and 352 following. The bio mentions joining the Instagram community and lists other platforms.
- YouTube:** Channel for Australia Post (auspost's Channel) featuring a video titled "Introducing Zing" with 2,066 views.

Screen Conversations – recent past

2010

AUSTRALIA POST Jobs @ Post Contact Us Search Site: Submit

Home General Services Billing & Financial Services Business Solutions About Us

Useful Tools

- Find a postcode
- Calculate postage rates
- Find a postal outlet
- Find a street posting box
- Pay bills online
- International Courier tracking
- International Postage Details
- Express Post Platinum tracking
- Post Guides

Retail Catalogue Out Now

Latest News

- 22 January 2009 Academy winners stamped as 2009 Legends
- 16 January 2009 To celebrate the bicentenary of our postal service, see our exciting program for 2009
- Media Releases or Media Contacts

Special Hotline

Personal Select an option ...

- Stamps
 - A dedicated area for collectors
 - Personalised stamps
 - Paying bills
 - Our billing & financial services
 - Moving home
 - Helping you change address
 - More personal options

Business Select an option ...

- Postal services
 - Sending letters & parcels
 - Mail Management
 - How and why direct mail
 - Reaching new customers
 - Stationery & office supplies
 - eCommerce solutions
 - More business solutions

TELeGRAM
Ordered on-line, delivered by mail*

Some messages are too important for a phone call

*Terms & conditions apply. See www.australiapost.com.au/telegram or call 13 13 18.

Site map Contact Us Privacy Terms & Conditions

2011

AUSTRALIA POST Home Shop Contact us Search

Personal Business All products & services Working with us About us

A+ A- RSS Print

I want to:

- Calculate postage cost
- Find a postcode
- Track my item

Select option:

Letters

- Within Australia
- International

Parcels

- Within Australia
- International

Continue

Shop online
Our new online store gives you better access to our products and services.
Visit the store

Did you know Australia Post offers...

- Visa prepaid gift card
- Australia Post Visa Prepaid Gift Card
Allowing that special someone to purchase what they really want, with the flexibility to shop where they choose – in person or online.
- Moving Services
Moving house? Need mail held or redirected? Moving Services will help solve the puzzle of moving home.

Helping your business

- Pay your bills online
- Postbillpay
Pay your bills quickly, easily and securely through Australia Post. With Postbillpay® you can pay your bills online at anytime.
- Buy stationery supplies online
Australia Post in conjunction with OfficeMax delivers our exciting new stationery range providing over 10,000 home and office solutions.

Latest News

- NSW floods mail delivery update
07-12-2010
- 120,000 children expected to write to Santa
01-12-2010
- Don't guess this Christmas, remember to correctly address!
17-11-2010
- More news

Australia Post in my pocket

Access popular tools and services via our smartphone applications or mobile website.
Find out more

Personalised Stamps

YOUR PICTURE
A wonderful way to celebrate special occasions such as weddings, engagements and the birth of a baby.
Create your stamp

YOUR STAMP

Site map Terms & conditions Privacy Policy Help

Screen Conversations

The screenshot displays the Australia Post website interface. At the top left is the Australia Post logo. The top right contains links for 'Locations & opening hours', 'About us', and 'Contact us'. Below these are navigation tabs for 'Personal' and 'Business', a search bar with the placeholder 'Search site...', and a red 'Shop online' button. A vertical menu on the right side lists services: 'Calculate postage', 'Send a parcel', 'Track an item', 'Find a postcode', 'Convert currency', and 'Pay a bill'. Below this is a 'Quick access' section with links for 'Working with us', 'Travel Insurance', 'International postage guidelines', and 'Australian passports'. The main content area features a large banner for 'Buy Express Post in bulk.' with a 'Visit online shop' button. Below the banner are three columns: 'Personal' with 'Travel insurance', 'Business' with 'Business Lounge', and 'Shop online' with 'Valentine's Day'. A final banner at the bottom right says 'A better way to shop online'.

AUSTRALIA POST

Locations & opening hours | About us | Contact us

Personal Business Search site...

Shop online

- Calculate postage
- Send a parcel
- Track an item
- Find a postcode
- Convert currency
- Pay a bill

Quick access

- Working with us
- Travel Insurance
- International postage guidelines
- Australian passports

Buy Express Post in bulk.
For guaranteed next business day delivery, Express Post envelopes and satchels are available online.
Visit online shop

Personal

- Travel insurance**
Great value travel insurance that you

Business

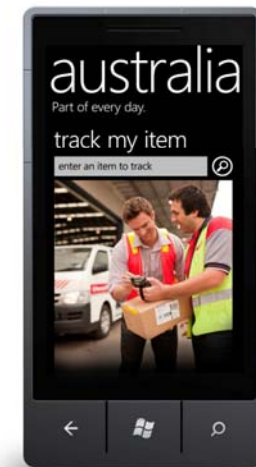
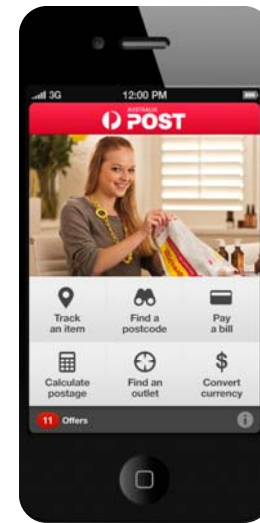
- Business Lounge**
Delivering valuable insights

Shop online

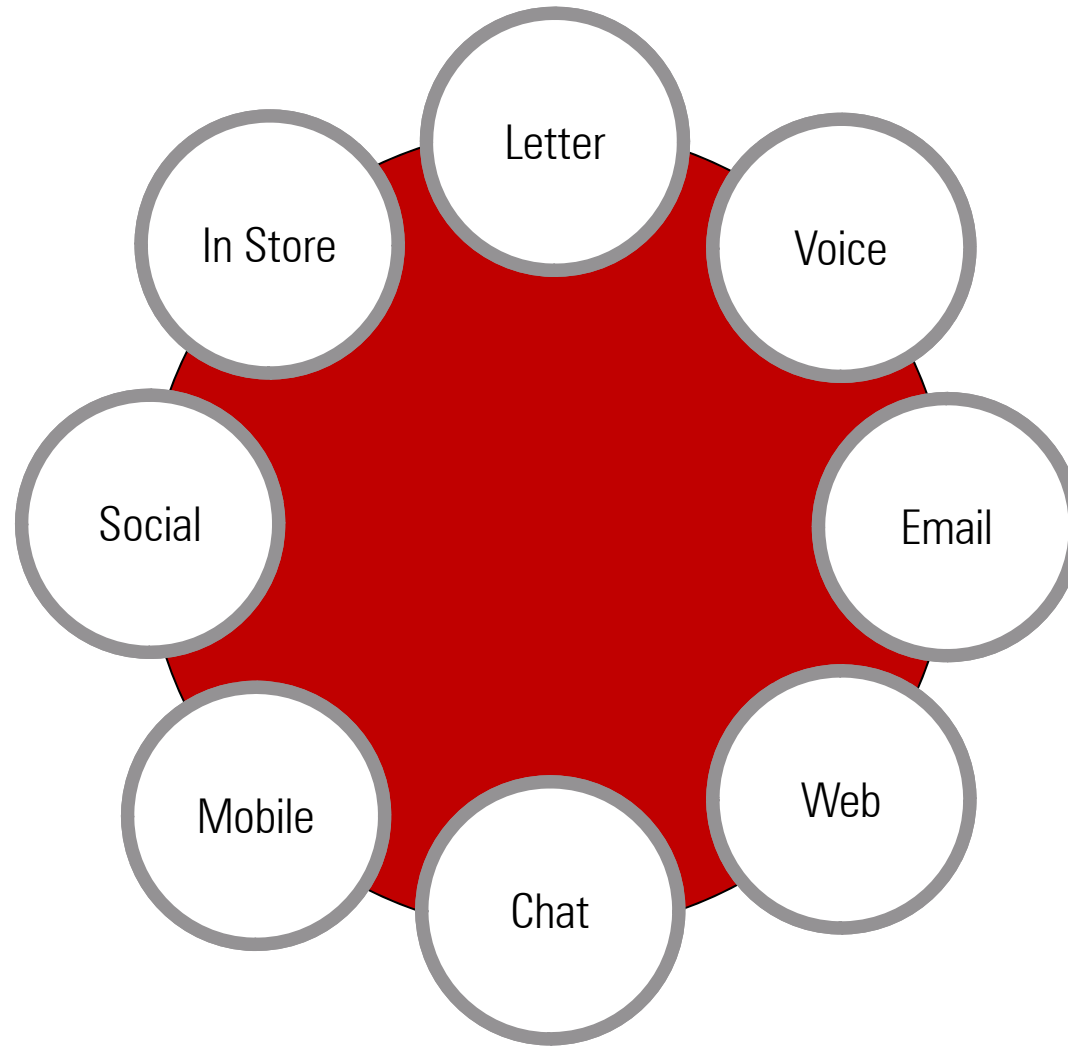
- Valentine's Day**
Create your own personalised

A better way to shop online

Screen Conversations

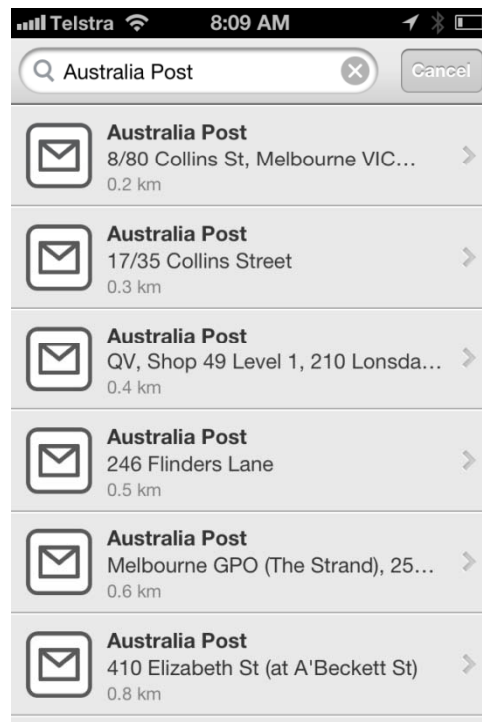


Service for Digital Citizens

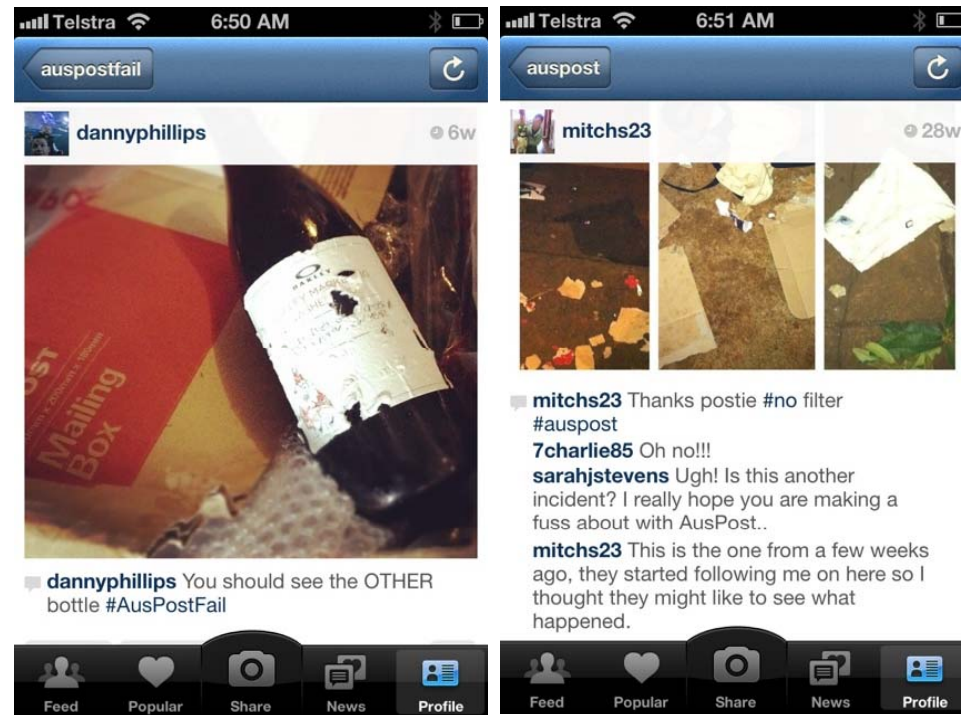


Geographic and Picture Conversations

FourSquare



Instagram



The "new" conversation



Australia Post – the results

- +2M unique visitors per month in audience – up 86%
- +3M self service transactions per month – up 88%
- +800K online subscribers in 14 months – from zero
- Average EDM open rates of 36% - from zero
- 60K “Likes” - from 300 in Dec 11
- 5.2K followers
- +205% growth in online revenue
- Demographic shift