REINVENTING AN AUSTRALIAN ICON

Christine Corbett
Chief Customer Officer
OUR STORY
SO FAR

Helping our people, customers and community deliver a better future.
Everyone, Everywhere, Everyday.

1809

2016

...and always delivering
THE PACE OF CHANGE IS ACCELERATING
3.26 billion Internet users at end December 2015

Mobile phone penetration in Australia

1.32 mobiles for every Australian

7,295 tweets per second globally

735 Instagram photos uploaded per second globally

128,126 YouTube videos viewed per second globally

2.511 million Emails sent per second (including spam)

2220 Skype calls made per second globally

36,919 gb Internet traffic per second globally

55,545 Google searches per second globally

25 passwords per person at a minimum

207 accounts for each internet user by 2020

90% of user-generated passwords will be vulnerable to hacking

Digital interactions influenced retail sales to the tune of $2.2 trillion globally in 2015

Source: http://www.internetworldstats.com/stats.htm
Customers Are Still Looking for Choice

Over 50% of interactions now digital

Over 50% of this now via a mobile device

181m annual visits across AP digital assets

123m digital self-service visits (up 16% YoY)

1.8m+ App downloads

249m in-store visits

50% of total revenue now digitally enabled
CUSTOMERS TOLD US THEY WANT:

- More choice and convenience with their parcel deliveries.
- Certainty that we will deliver their product, quickly & reliably.
- Their information to be secure and well protected.
- Greater personalisation of experiences – know me.
- Services available via multiple channels.
BUSINESS AND GOVERNMENT TOLD US THEY WANT:

- To offer digital solutions without increasing their risk of fraud.
- Their customers to feel secure and confident when using their digital services.
- To increase enrolment and conversion rates.
- To service their customers via lower cost channels.
Creating experiences customers love is the new battleground.

Easy, frictionless, multi-channel experiences to build customer advocacy.
CUSTOMER PRIORITIES

CREATING SEAMLESS CUSTOMER EXPERIENCES

LISTENING TO CUSTOMERS AND TAKING ACTION

KNOWING OUR CUSTOMERS

EMPOWERING OUR PEOPLE
PUTTING THE CUSTOMER IN CONTROL OF THE DELIVERY EXPERIENCE
WHAT'S NEXT

- Parcel Delivery Experience
- Innovation Culture
- New Modes of Delivery
- Channel Enhancement
- Powering Digitisation Corp/Gov't
- Digital Identity
- International Opportunities
SUPPORTING INNOVATION

POST PEOPLE
Innovation accessible to all

POST CUSTOMERS
Co-creating with customers

ENTREPRENEURS
Start and scale businesses
20th CENTURY ORGANISATIONS

- Efficiency
- Hierarchies
- Controlling

- Extrinsic rewards
- Office & office hours
- Customers & partners
20th Century Organisations

- Efficiency
- Hierarchies
- Controlling

21st Century Organisations

- Extrinsic rewards
- Office & office hours
- Customers & partners

- Responsiveness
- Networks
- Empowering

- Intrinsic motivations
- Anywhere & Anytime
- Community
BUILDING CUSTOMER ADVOCACY starts with ENGAGED, EMPOWERED AND INSPIRED PEOPLE