

Delivering a better future... for our customers

Our customers are at the core of what we do and, as technology transforms their lives, our ability to respond to this disruption will determine the future of our business.



How customers feel about us

As an enterprise we measure consumer advocacy using our Net Promoter Score (NPS), a widely used measurement that tracks customer sentiment towards an organisation (refer to page 127 for more information).

Each month, a survey is sent to a cross-section of the Australian community asking them to rate their overall experience with Australia Post.

Over the past two years, we have seen significant growth in customer advocacy. This year we achieved a net score of 15.0, up from 13.6 in 2014 and 10.8 in 2013.

This can be attributed to Australia Post's focus on customer centricity, resulting in improved customer experiences – particularly in our parcels business and post offices.

Our customers' experiences will drive our future success and we need to make sure that every delivery – whether online or in person – gets it right.

To build a better future for our customers, we must listen to them, anticipate their needs and respond innovatively.

The internet, mobile communications and social media have all conspired to undermine our letters service. However, for an eCommerce business, these changes also bring opportunities to create a new level of personalised experience that will enable us to forge deeper relationships with our customers.

Achieving this requires us to continue fostering a culture of innovation while also working to build a deep understanding of our customer

segments – it's how we create the tailored solutions our customers need to succeed in a digitally connected, global economy.

Doing so will enable businesses to get online and grow, while also enabling consumers to shop, transact and communicate in a secure online environment.

By leveraging the advantages of our physical and digital services,

infrastructure, capability and technology, we have opened up new and exciting opportunities for all Australians to access markets both here and abroad.

We have a unique ability to provide identity and financial services and securely connect government agencies, consumers and businesses via in-store and digital services.

Consumer perspective

This year's AMR Corporate Reputation Index shows that our business remains one of Australia's most trusted brands. We maintained our position in the top 10, ranking sixth but dropping four places from second spot in 2014. Given the challenges our business has faced due to mounting pressures on our letters business and the transformation we are undergoing, it's pleasing to see that many Australians appreciate the value of securing a sustainable letters service and working to build a parcels business that can meet the future demands of the community.

As part of our NPS survey, Australian consumers were asked to identify what services were driving their advocacy of our business. The 2014/15 results showed that consumers are increasingly seeing Australia Post as a parcels business, with sending and receiving parcels accounting for 63 per cent of advocacy in our Q4 results (up from 54 per cent in Q1). At the same time, sending and receiving letters accounted for 21 per cent (down from 27 per cent in Q1).

We know that the first step in creating a truly customer-centric business is improving our ability to listen and respond to feedback. Over the coming year we will continue to refine and improve the ways in which we collect and evaluate consumer insights to ensure we are delivering experiences that will engage and delight our customers.



Making life easier for consumers

Increasingly, we are being led by our customers' decisions on how they want to interact with us. Whether they are visiting one of our post offices, accessing our website or making a purchase through a third party's online store, our priority is to ensure they enjoy the experience.

Our post office network continues to be an important touch point for services, particularly in rural and regional areas where we are often the last remaining service provider.

However, we know that consumers also want safe, inclusive access to the digital world. That's why we built an online post office.

Available 24/7, MyPost lets customers receive mail, pay bills and store important documents. They can change their address and use MyPost Deliveries to track parcels – while in transit – or open their parcel locker. Concession card holders can even use MyPost to buy discount postage. Today, more than two million customers use the MyPost platform.

Our nationwide, last-mile delivery capabilities mean consumers enjoy unmatched convenience in how they receive their deliveries. Customers can receive deliveries at home or take advantage of our 24/7 Parcel Lockers, extended trading hours and Saturday deliveries for Express Parcel Post.

Helping small business go and grow online

The small business sector is highly reliant on eCommerce and the post office is increasingly becoming a critical part of the team, providing expertise and connections that help it get online and grow.

We equip our small business customers with the expertise and market access they need to reach customers in Australia and overseas, so they can scale a successful eCommerce enterprise.

We've built 57 Business Hubs with supply chain and freight experts on hand to provide local service and sales support to small businesses that are selling online.

We have also acquired web-based payment and identity services, like SecurePay, POLi and KeyPass, so that we can provide end-to-end Trusted Services support for businesses and consumers, across the eCommerce value chain.



The MyPost Digital Mailbox continues to grow and we are working to add more providers in the coming year. We are also focused on developing services that will transform the way consumers connect with government and business providers.

We have always been a part of regional and rural Australia and this will not change, with our post offices playing a vital role in connecting communities and providing essential services.

We are often the last remaining service provider in many rural and regional locations, so we understand the importance of providing all Australians, regardless of their location, with seamless access to essential services – both online and in person.

Backed by our well-established credentials in identity verification, our suite of Trusted Services allows customers to fulfil a range of services, such as paying a bill or applying for a driver's licence, passport or tax file number.

By unlocking the full potential of our national retail network to put essential services in reach of every Australian, we are not only helping them to shop and transact, we are also contributing to greater social and financial inclusion in many communities.

Go online and grow in Bendigo

We are committed to helping small business prosper in rural Australia and, in April this year, Australia Post hosted a "Go and Grow Online" event in Bendigo.

These events help small business owners in local communities address the challenges of declining populations, economic uncertainty and increased competition from online retailers.

Google representative, Tim Gentle, presented to 40 small business owners about how Google can assist in driving traffic and sales to their website.

Australia Post will continue to run these events in our rural and regional communities, to help customers learn how to create an online business and grow it successfully once it's established.



Our international partnerships are opening new markets for small business to reach Asian consumers through Tmall and JD.com. We will continue to pursue new opportunities to support Australian merchants to access new markets – locally and internationally.

The combination of our business hubs and the MyPost Business portal is providing the integration of physical interaction and digital experience that local small-to-medium businesses need to grow in the digital economy.

As an important part of their supply chain and overall customer experience, we have developed a range of innovative eCommerce solutions to help small business manage their local and international logistics needs and build better relationships with their customers.

For instance, we offer payment solutions such as SecurePay that now enable us to provide customers with a complete shopping, fulfilment and delivery capability, seamlessly linked to their digital environment – making it simpler, faster and safer for businesses to start selling online.

In this era of online, mobile, and borderless commerce, Australia Post has a vital role to play in encouraging, enabling and supporting the growth of Australian small businesses. After all, we have the physical networks that small businesses can leverage to grow – both domestically and beyond our shores.

Next year, we will launch a number of business accelerators – or incubators – across major cities and some regional centres. Within these accelerators, we'll work collaboratively with entrepreneurial Australians focused on building services related to a specific aspect of the eCommerce value chain. Those small businesses can leverage our infrastructure, our scale, and our deep knowledge of eCommerce to bring their innovation to life.

Initiatives such as this will be vital to us maintaining our role in communities, everywhere.

Transforming government and corporate services

From the payment of taxes and bills to applying for government benefits, passports and licences – Australians undertake more than 800 million transactions with government agencies each year, with around 40 per cent still completed via traditional (non-digital) channels.

We recognise that government agencies and large businesses are increasingly looking for opportunities to reduce their reliance on physical mail and improve their levels of customer service.

As one of the country's most trusted brands, we have more than 30 years' experience in identity verification, handling in excess of five million identity transactions each year.

That leaves us in a strong position to transform the way government and large business engage with consumers, particularly in rural and regional communities.

We already represent business and government by facilitating millions of online transactions and mail deliveries each week. Through the MyPost Digital Mailbox, consumers can now securely receive important communications from business and government – as well as pay bills.

They can also complete passport and tax file number applications online before completing the process in-store, as well as accessing a range of identity services remotely.

In the future we will continue to build our capability around these services to create transformational digital partnerships that offer greater efficiency to business and government and increased convenience for consumers and citizens.

Powering eCommerce

Australia Post and StarTrack offer a suite of eCommerce solutions that empower online retailers to streamline their operations to create large-scale, efficient supply chain solutions.

We help Australian businesses to create a competitive advantage by providing payment and delivery solutions that offer their customers greater certainty, security and convenience at the checkout.

Our MyPost Deliveries service empowers consumers to reschedule, redirect, or return parcels – and manage it all in one secure place. It also gives them the ability to direct their parcels to any one of more than 3,600 parcel collect locations – offering the convenience of collecting from the nation's largest "Click & Collect" network.

Another innovation we've introduced is our "Delivery Choices" service. eTailers can embed this service in their online ordering system and offer their customers choice around

delivery location or collection point, as well as delivery time and date. They can even specify a two-hour delivery window.

It's an example of how our innovation initiatives are being led by the shifting expectations of our customers.

Through our strategic international partnerships we enable businesses to source supplies from the most cost-effective locations and deliver anywhere in the world, with ease and efficiency.

We are also working to provide Australian retailers with greater access to overseas markets through our agreements with international postal organisations, eCommerce marketplaces and global businesses.

We will continue to develop our online presence and logistics capability in Asia to ensure that Australian eTailers are well placed to leverage the largely untapped value of Asia's growing consumer market.

