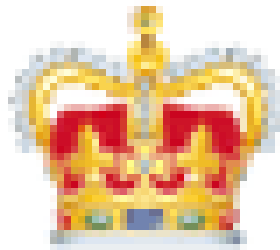


Digital skills and research methods



- **Presentation by:**
 - Elena Chita (2010916)**
 - Diana Elena Boncu (2011100)**
 - Angelica Elena Dobriu (2011624)**
 - Eugen Costin Draghici (2013425)**
 - Flaviu Morar (2011319)**

Background of the organisation

- Royal Mail was funded in 1516
- Services : Letter post , Parcel service Delivery , Third –party logistic
- Area served : United Kingdom , Worldwide
- Headquarters : London
- Post offices : 14.000
- Delivery offices : 1.400





- Operates in nearly 40 countries and states worldwide, with over 36 in US, Canada and England.
- The two-class postal system : Introduced in the year 1968, using second-class and first-class services.
- Universal service : Service of sending to any area of the United Kingdom at a fixed price.
- Special Delivery : This is an express mail service with a guaranteed delivery between 9am to 1pm.
- Business service : business mail post services and stamped mail services are provided.

The challenges before the modern technology introduce

□ Today, due to the technology it is very easy to deliver letters and packages. Back in the days before this technology it was difficult for people to drive or send their letters or other things. All of this because it was:

- a waste of time
- a waste of space



Challenges...

➤ waste of time:

- The postcodes does not exist before
- No modern vehicles

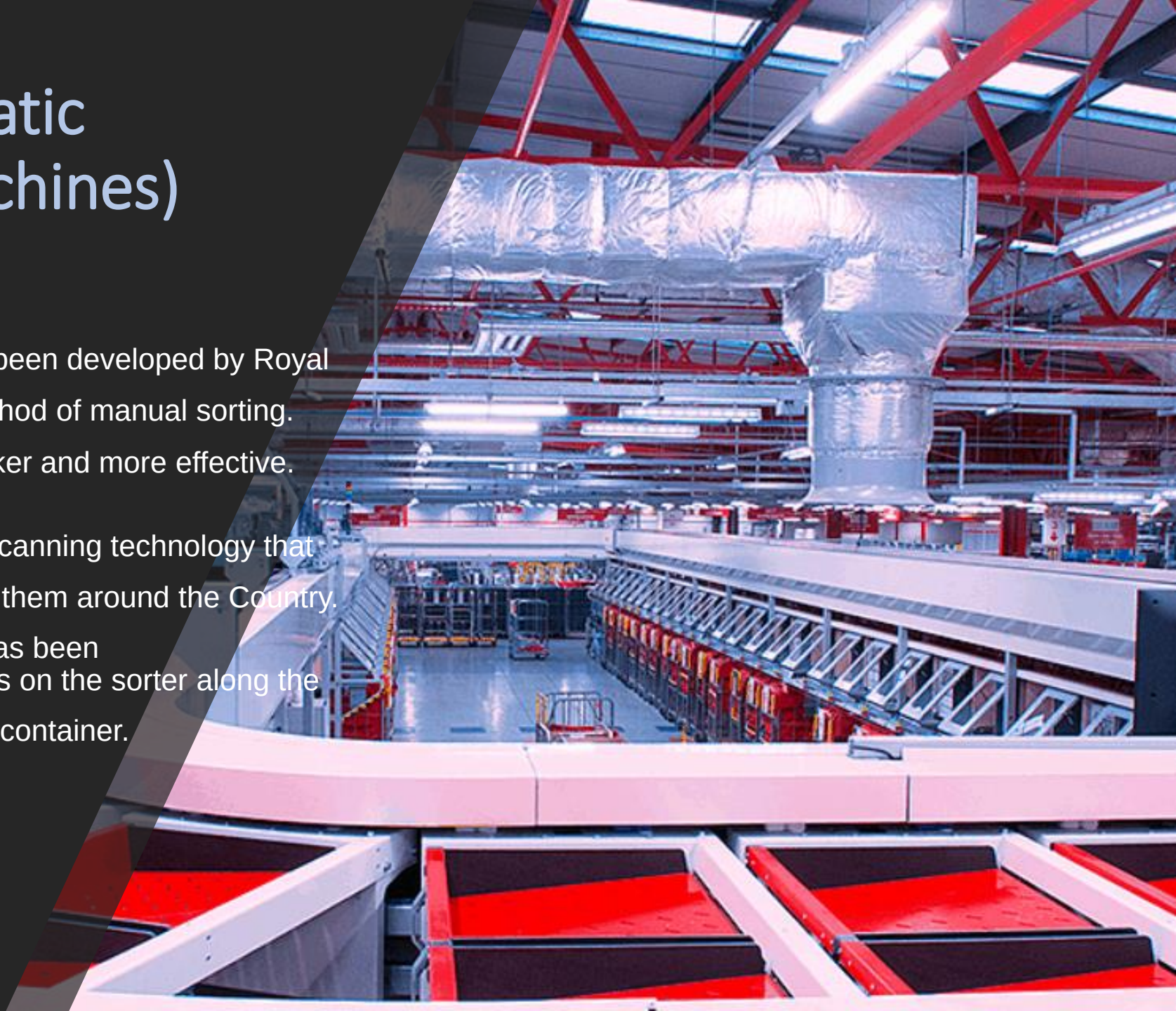
➤ waste of space:

- Storage problem



Royal mail(automatic parcel sorting machines)

- Automatic parcel sorting machines have been developed by Royal Mail. The machines take the place of the method of manual sorting.
- For distributors and staff, it is much quicker and more effective.
- They have a smart conveyor belt system and scanning technology that automatically sorts the items and then sends them around the Country.
- Once a package's destination address has been captured by the computer, the item travels on the sorter along the conveyor belt until it reaches the appropriate container.





Franking machine

- Franking is a pre-paid postal service that prints a franking mail directly onto the envelope or label(for parcel).
- It's a versatile way to pay for postage ,you can handle your spending and offer a professional image to your mail.

Royal Mail Special Delivery

- Royal Mail Special Delivery is a fast courier service that guarantees delivery in a timely manner.
- In the past they used bicycles and horses, now Royal Mail has hundreds of cars.
- The company offers collection and delivery services all over the world. Letters and parcels are stored in mailboxes.



Insights of the modern technology introduced



- Royal Mail launched the first digital stamp in the UK in January 2004 with a new online postage buying system called SmartStamp. In particular , this was geared at small business consumers , so they no longer had to think about postage or franking .
- Online Postage was launched by Royal Mail following the successful launch of SmartStamp. The general public can now pay for download and print their own stamps for letters and packets by accessing the official site.

Technology Introduced

- Royal Mail supplied their employees with integrated barcode readers, signature capture screens and mobile phones from 2007 to 2010.

These instruments have enabled more and better tracking services to be deployed.

- New Compact Sequence Sorters were introduced by Royal Mail in 2009 at mail centers and some delivery offices. These new machines replace outdated working methods and sort the mail according to postmen and women's walking routes.

LESSON CAN BE LEARNED

- The Royal Mail is made to cope with the market changes in a positive or negative manner
- Royal Mail Mention a business level strategy for each type of business.
- The new machinery and techniques We're introduced to help workers to hit the top standards in performance.

LESSON CAN BE LEARNED

- To conclude, we can see back in time Royal Mail has been struggling for almost 150 years with the slow process of delivering letters by people and slowly they introduce the carriage and mail coach.
- Due to the modern and digital technology the postal letters and parcels was delivered by bikes, trains, cars and planes.
- Royal Mail introduced letters sorting machines, Franking machine and first class special delivery, making the customer able to track their delivery.

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