

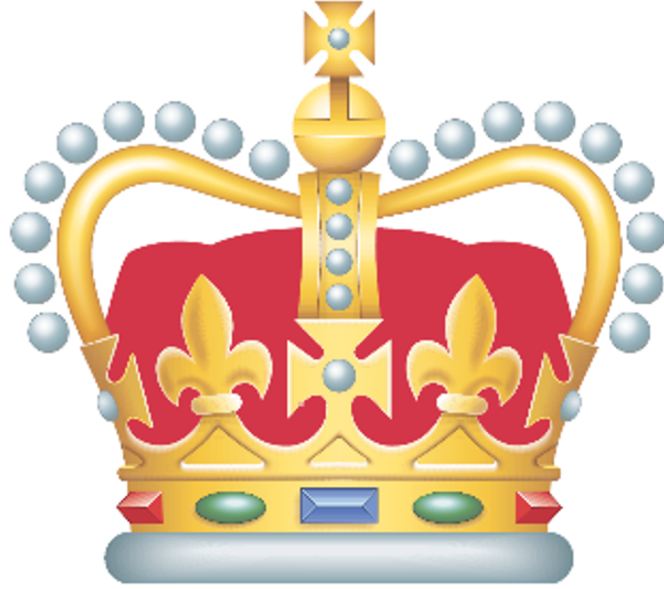
DIGITAL SKILLS AND RESEARCH METHODS

UNIVERSITY: UWTSO

MODULE: BMSW4003

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DATE: 11-11-2020



Royal Mail

MODERN TECHNOLOGY

used by Royal Mail

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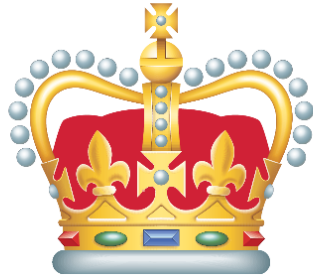
OVERVIEW

1. ROYAL MAIL BACKGROUND
2. INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED
3. CHALLENGES BEFORE MODERN TECHNOLOGY
4. IMPACT OF MODERN TECHNOLOGY
5. LESSONS FROM THE CASE STUDY



BACKGROUND

Royal mail is a British Postal Service and Courier Company



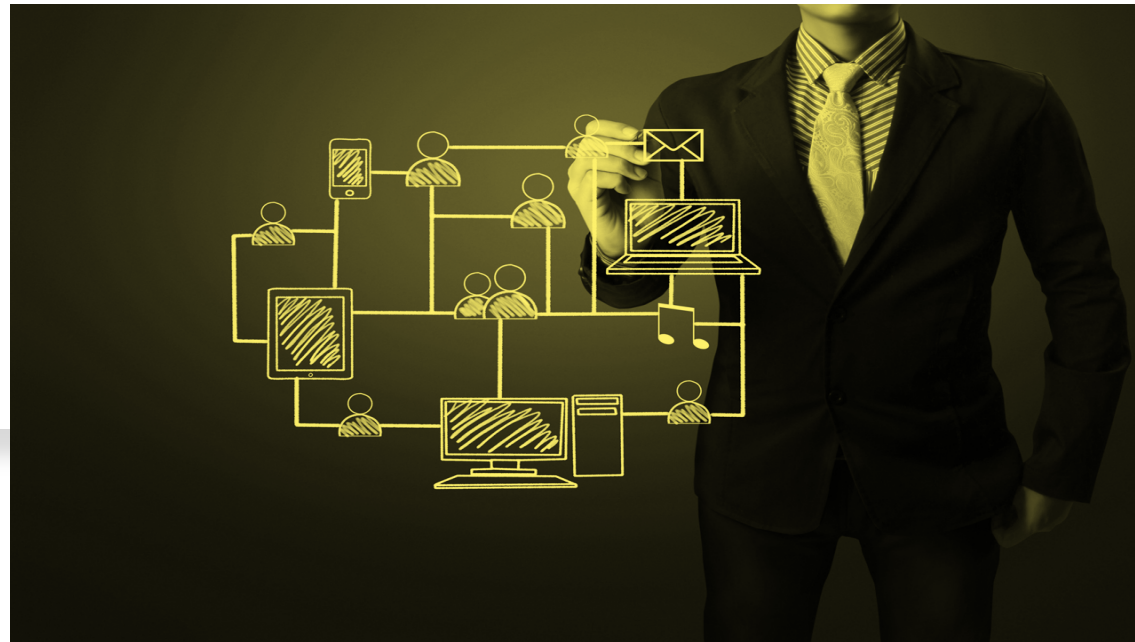
Royal Mail

- Established in 1516
- Public Limited Company
- Headquarter in London
- Brands: Royal Mail and Parcelforce Worldwide
- Service area: United Kingdom and worldwide
- Owner: General Logistic System (GLS)
- Customers: UK and WorldWide
- Service Area: nearly 31 address in UK and B2B and B2C services across Europe and North America.

AIMS AND OBJECTIVES

- Royal Mail is a digital innovative brand, aim to connect customers, companies and countries.
 - This company is transforming to leverage their strengths like brands, heritage, reach and people; and become the pre-eminent delivery company.
 - Being the best delivery company in UK and across Europe is their vision
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INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED



INSIGHTS (Jonathan, 2016)

- Insight is the output achieved by analyzing data and information
- Insights are the key to understand the context
- Insights are the key to understand the audience



MODERN TECHNOLOGY

The Advancement of old Technology and it is all about efficiency and speed.

(Eric,2019)

- Cloud Computing
- Robotic Technology
- Internet of Things (IoT)
- Artificial Intelligence
- Product Technology
- Communication Technology
- Sustainable Technology

Analog Signal

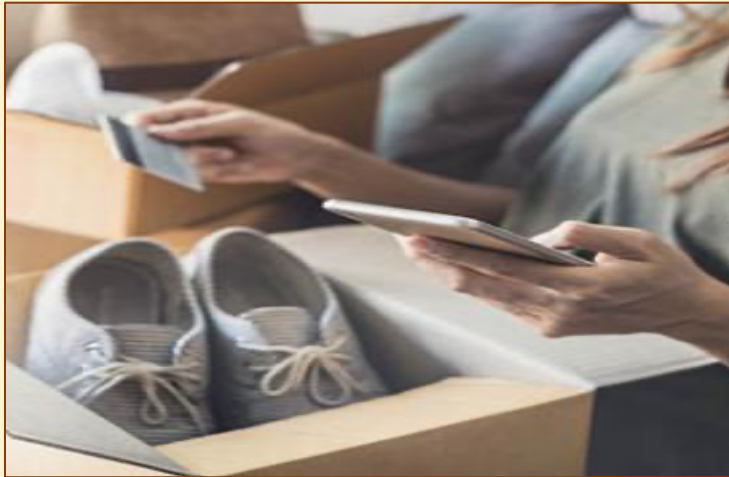
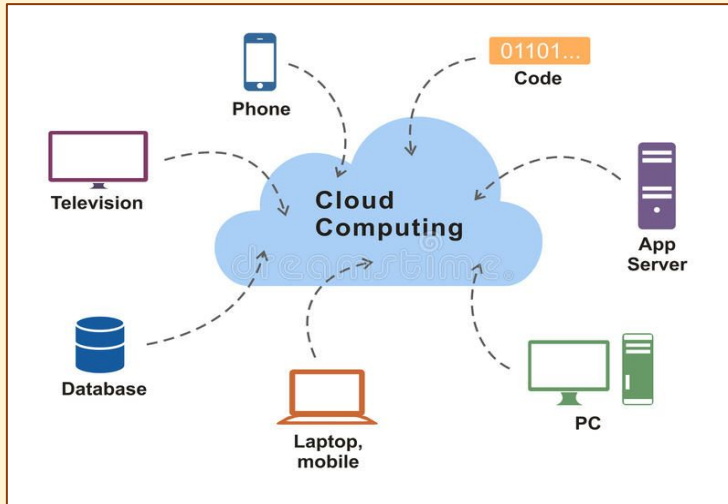


Digital Signal



MARKETING DEPARTMENT

are working through market research and analysis to have insights (Caroline,2018)



- Cloud computing and data management
- Website and Search Engine Optimization (SEO)
- Social Media like Facebook, Twitter and LinkedIn
- The Royal Mail HUB – Blog
- B2B and B2C Marketing Strategies
- Mobile APP Application
- Video Marketing on Instagram
- E- Commerce and Digital Business e Bay
- Digital service and fraud detection

SALES DEPARTMENT

- Online Client Services
- Business Development tools
- Account Manager Software
- Online Business Account (OBA)
- Online selling
- Online payment
- Digital GDPR
- Marketing Mail



Products and Services

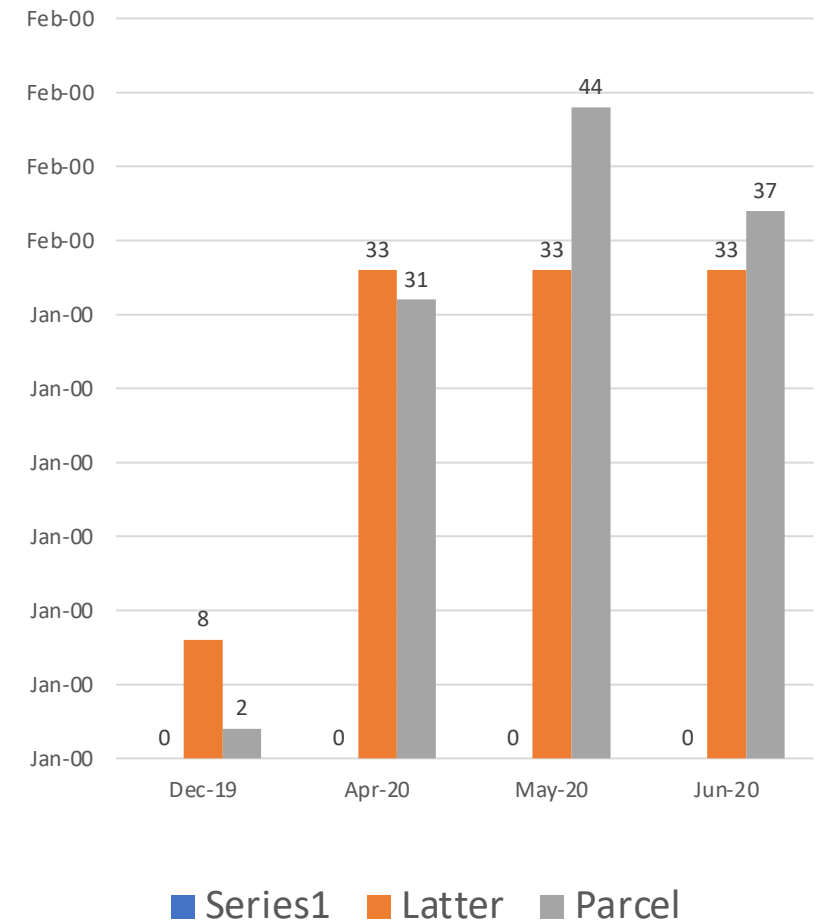
- Click and collect service
- Online Tracking
- Online Return Service
- Parcel locker service
- Postage from home
- Keep safe online goods
- Helping customer at home
- Thumps up and 2 meters

ONLINE SALES

A boom in online shopping during the pandemic

- For the first time Royal Mail gets bigger since privatization (Oliver, 2020)
- For the first time in Royal Mail's 500-year history sales of parcels overtook letters.
- Financial Report June 2020 (Williams, 2020)

Parcels Overtook Letters





PRODUCTION DEPARTMENT

- The Parcel Sorting Technology
Replace Manual Sorting Process
- The Robotic Process Automation
Speed up the process
- 2D Barcodes scan Technology
Make delivery more efficient
- Automated parcel hubs
Will process 600,000 parcels per day.

HUMAN RESOURCE DEPARTMENT

- **People APP** to get information about Pay Slips and annual leave
- **Internal Communication Software Tool** for employee communication and collaboration.
- **Pouch services** for internal office mail
- **Online Payroll Software** easy and fast way to pay employee
- **Attendance management Software**
- **Employee Monitoring Software** to have insight.
- **Royal Mail Hybrid Mail** for remote worker



ENVIRONMENT FRIENDLY TECHNOLOGY

Royal Mail are committed to reduce carbon emission and adopting digital solution to deliver parcels more environmentally friendly way.(Cecilia,2020)

- E- Trike zero emission vehicles
- Electric Vehicles
- Sustainable Softwear
- Environmental Module Software
- Green Parcel
- Sustainable Advertising Mail



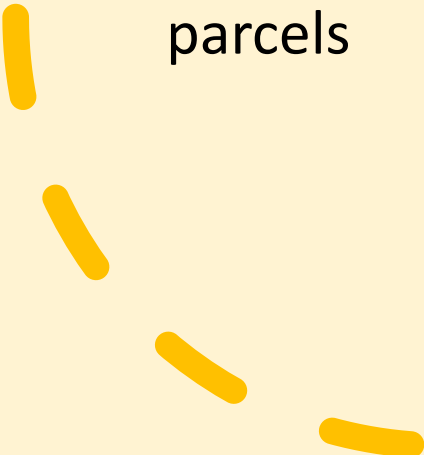
CHALLENGES BEFORE MODERN TECHNOLOGY



- Customers were not able to see the status of their order with tracking
- A complicated, confusing and expensive system of tariffs (People who received the letter had to pay for it, instead of the sender)
- People had to buy a stamp from the post office and manually put the address, that process involved much time and more money
- Old manually methods for sorting the letters and parcels



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- The company's costs were much more expensive and not so practical
 - Customers could not get their parcels on next day delivery when it's urgent
 - Customers could not know when their letters will arrive
 - Customers couldn't redirect the address of delivery after sending
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- The company evolved more costs and efforts because they had to repeat the delivery when the person was not home
 - Because of the inefficient transport , the duration of delivery was longer
 - Because of the calligraphy issues it was hard to manually sort the letters and parcels

IMPACT OF MODERN TECHNOLOGY

“INNOVATIVE TECHNOLOGIES ENABLE MORE EFFICIENT POSTAL OPERATIONS AND BETTER SERVICES FOR CONSUMERS”. (DORAN, 2015)



Royal Mail

- Customers
- Production Department
- Staff
- IT Department

CUSTOMER

Active participants in the postal services market

(Royal Mail Group 2020)

- Greater control and visibility over their items
TRACKING SERVICES (1D&2D BARCODE) (Royal Mail, 2015)
- More confidence and security
SPECIAL DELIVERY GUARANTEED (RoyalMailPLC, 2020)
- More information and updates about Royal Mail
SOCIAL NETWORK
- Organize fast and low cost shipping by phone
CLICK & DROP (RoyalMailPLC, 2020)
- Fast and efficient service desk
PROVIDED BY COMPUTACENTRE
(more than 12,00 calls per month) (Computacenter, 2015)

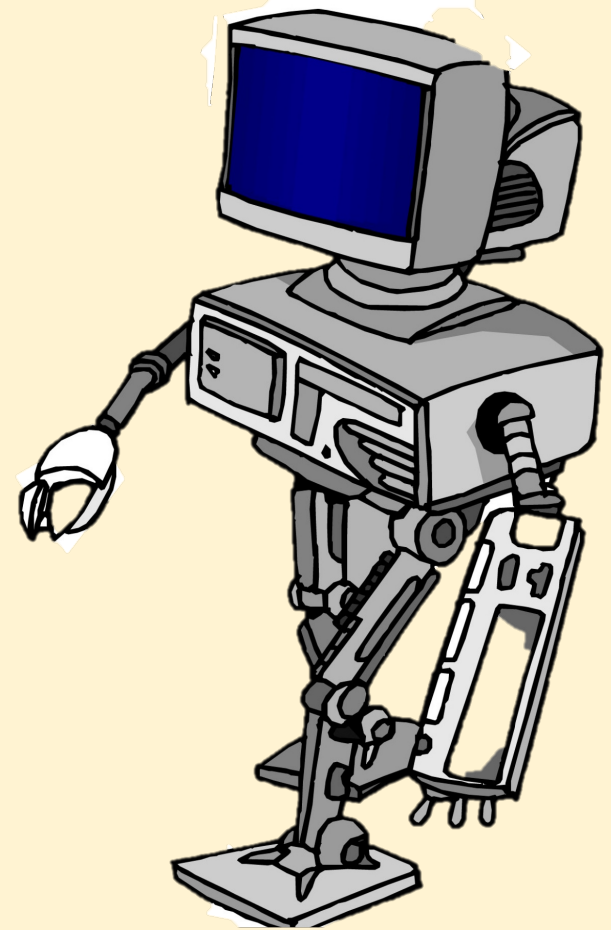


PRODUCTION DEPARTMENT

PARCEL SORTING MACHINE (PSM)

(IPC, 2019)

- Productivity improved (10,000 parcels per hour)
 - Speed up the sorting of parcels
 - Intelligent system reliable
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- 20 machines at 16 Mail Centres- 12% of the parcels are machine sorted. (IPC, 2019)



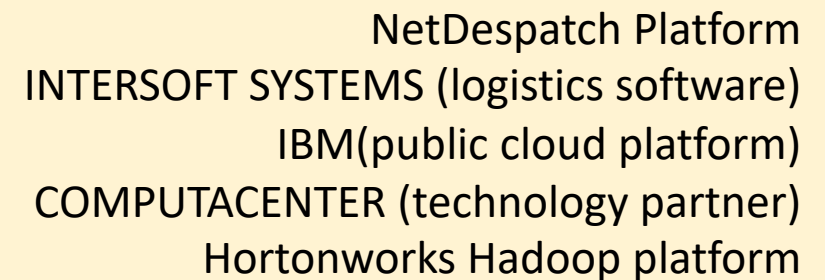
STAFF

- Route planning
FINAL MILE OPTIMISATION (FMO) (Ofcom, 2020)
- Access at 30 million address daily updated
POSTCODE ADDRESS FILE (PAF) (Ofcom, 2020)
- Save time for employees who have to train
VIRTUAL TRAINING (Jeffery, 2019)
- Workshop-feedback-improvement for managers role
PERFORMANCE MANAGEMNET PROGRAM
(Jeffery, 2019)



(Royal Mail, n.d)

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LESSONS FROM THE CASE STUDY

MOST RELEVANT CHANGES

Customers do not know where are their orders		Customer can track and know exactly when the order will be dispatch
Manual and slow process to send a letter/ parcel		Automatization of sending process, faster and accurate
Role of customer more marginal		Customer active participants. They can organize and keep up to date using their phone More attention to the customers

Customer Satisfaction



TECHNOLOGY IMPROVES BUSINESS FUNCTIONS



- Save money
- Speed up the process
- Communication with customers
- Advertising
- Accurate Marketing Research

CONSIDERATIONS



MODERN TECHNOLOGY
NECESSARY TO FACE THE
COMPETITION



INCREASE IN ONLINE
SHOPPING WILL INCREASE
DELIVERY OPERATIONS



MODERN TECHNOLOGIES WILL
ALWAYS HELP IMPROVING
THE USER EXPERIENCE AND
MAKE IT EASIER



TECHNOLOGY WILL BE
ESSENTIAL IN POSTAL SECTOR

THE TASK HELPED US TO IMPROVE OUR RESEARCH AND PRESENTATION SKILLS

RESEARCH METHODS

- LOOK FOR INFORMATION MAKING SURE IT IS RELIABLE
- ANALYZE AND COMPARE MORE DATA FROM SEVERAL ARTICLES
- CREATE GRAPHICS FROM COLLECTED DATA

PRESENTATION

- GROUP THE MOST IMPORTANT CONCEPTS IN BULLET POINT
- PREPARE SPEAKER NOTES
- PRACTICE



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CONCLUSIONS



- Royal Mail is a key part of UK's infrastructure who have been delivering in the UK for over 500 years.
- They are ensuring by adopting modern technology to continue to deliver efficiently, safely and environmentally friendly way.
- The vision of Royal Mail is to be a best sustainable delivery company in the UK and across Europe.

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QUESTIONS?



THANK YOU!