



To identify an Organization and to analyze how this Organization uses modern technology to improve efficiency

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➤ Module code : BMSW4003

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Background of the Organization

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Who are Royal Mail?

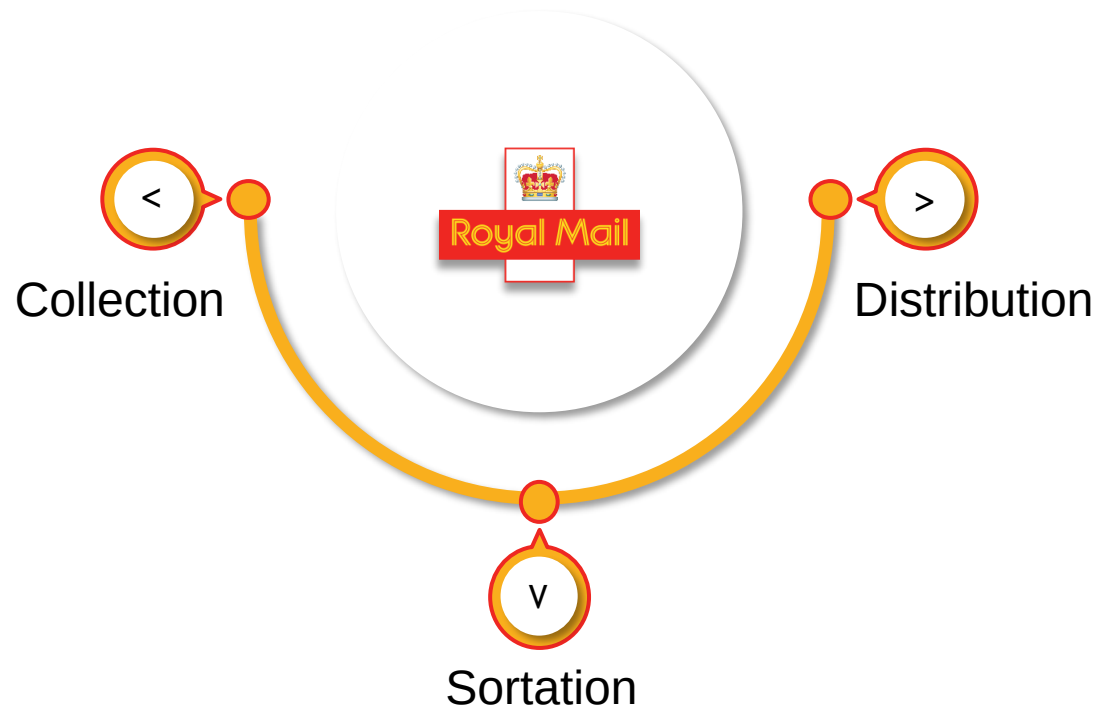
- The primary postal service in United Kingdom.
- The seventh largest contribution to the UK economy of all UK corporations.
(royalmailgroup.com, 2020)
- Royal Mail has a history of over 500 years.
- It was founded by Henry VIII in 1516 in London.



The Challenges before the introduction of modern Technology

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Operational key elements



Collection

- Collection of mail was initially done by the sender walking the letter in the post office.
- This raised a challenge for people living far away from any of the post offices.
- A solution was introduced in 1852 with the first pillar box, according to en.wikipedia.org, and extended across Britain.

Sortation

- Difficulties in sortation were significant as post office employees had only the recipient's address to use.
- A notable evolution was made between 1959 and 1974 when postcodes were introduced in all Britain. (The independent, A short history of the postcode, 2002)
- Postcodes were an ingenious idea that benefited both sortation and distribution.

Manual letter sorting

- Addresses were read by the employees and manually divided into the correct boxes.
- The risk of increased errors was high.
- Manually dividing letters method was not efficient or fast.



POST 118/18728 Mount Pleasant Sorting Office: Letter sorting (women) c.1914



Royal Mail

Distribution

- Limitations in means of transport raised difficulties in the moving and delivery of letters.
- First mail coaches were introduced in 1784 between London and Bristol; 1830 opened the way to the initial mail train in Britain. (Robertson, Great Britain, Post Towns, Post Roads and Postage rates 1635–1839)

Labels to go in Royal Mail



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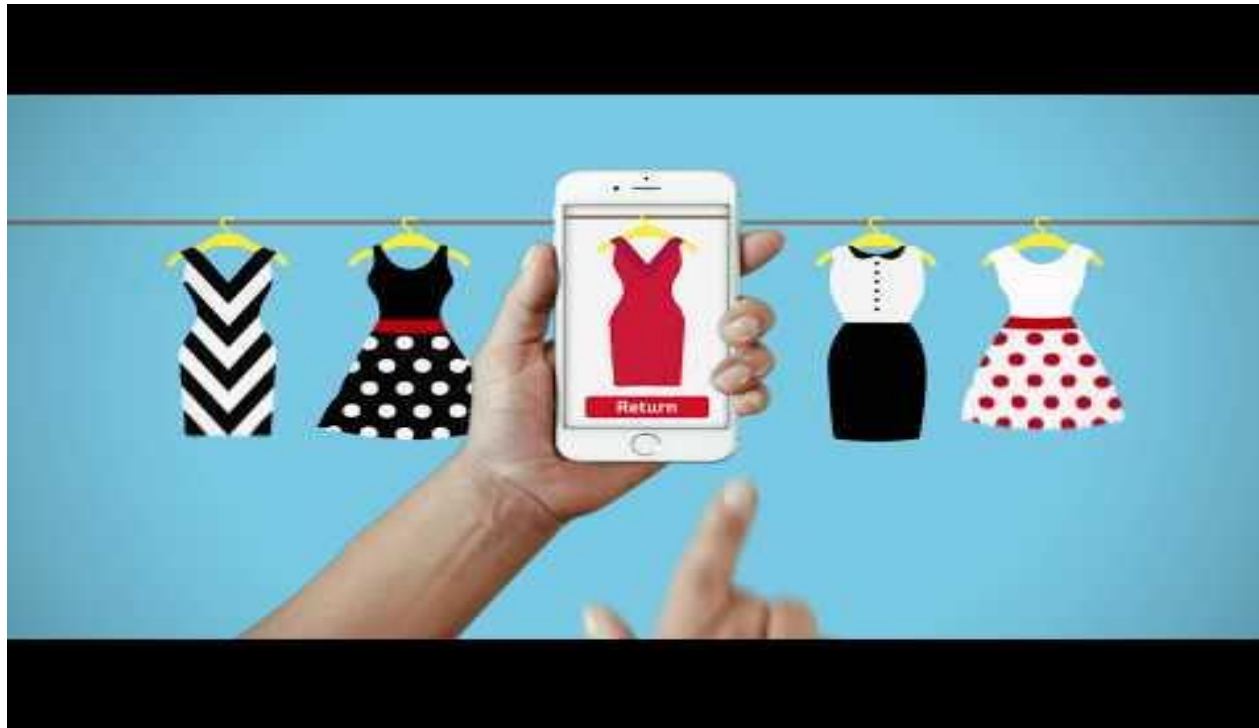
Introducing Labels to go in Royal Mail

- According to royail.com from April 2017, Royal Mail is presenting a new self-service mobile returns solution which is called : “Labels to go”.
- The customer will receive an email with unique QR code for returning an item or buying a postage.



Source: <https://www.thecreativeconsultancy.com/work/royal-mail-labels-to-go>

- When the code is scanned it produces a postage label that can be applied easily to the customer's parcel.
- According to parcelandpostaltechnologyinternational.com, the service is available at all 1200 Customer Service Points.



Video source: <https://www.youtube.com/watch?v=UALsBr5uX5Y>

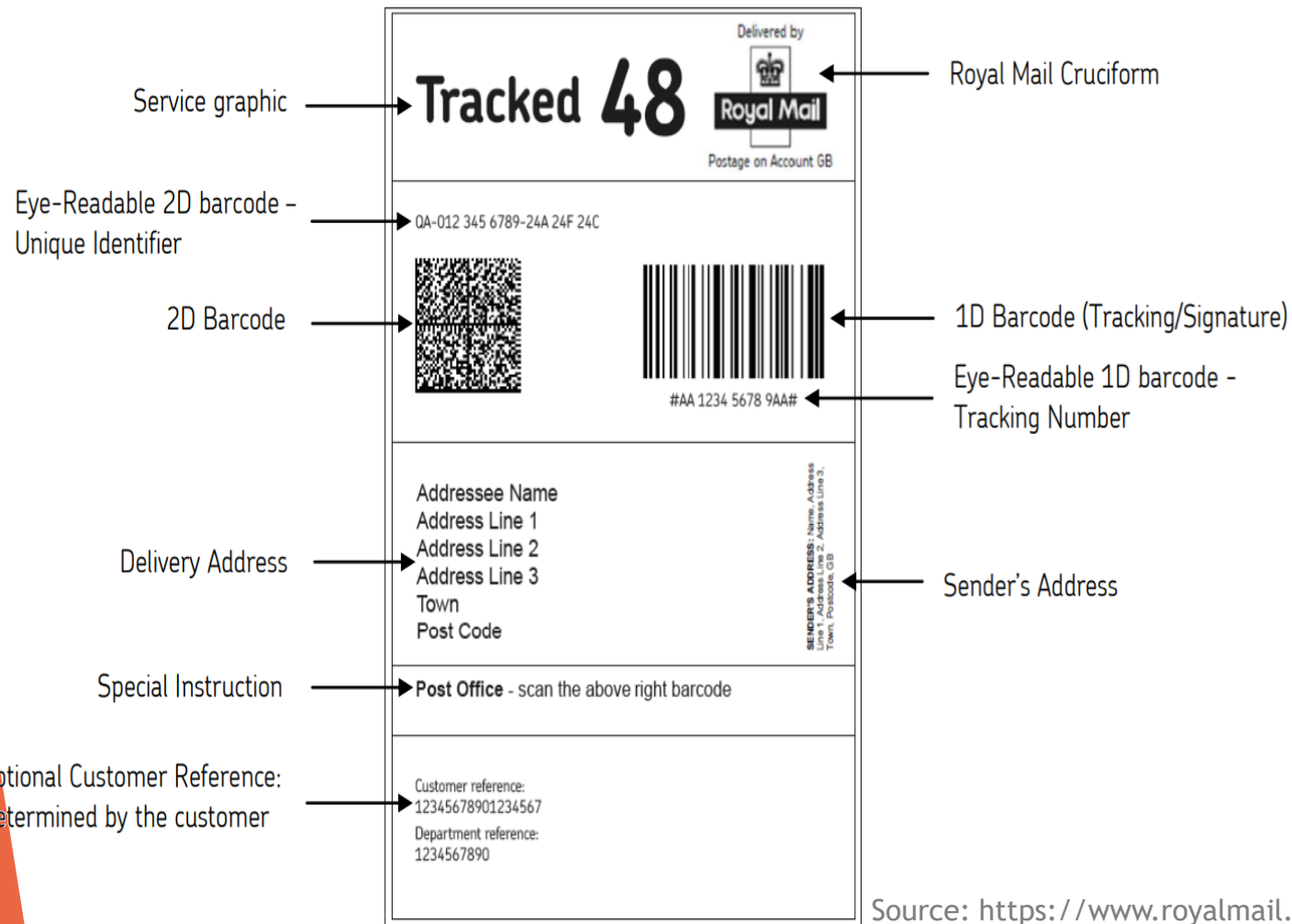
Label Designs

Tracked 24		Delivered by  Postage paid GB
QA-012 345 6789-24A 24F 24C		
	 ## 1234 5678 9AA#	
Addressee Name Address Line 1 Address Line 2 Address Line 3 Town Post Code		RETURN TO:
Customer reference: 12345678901234567 Department reference: 1234567890		

- All Royal Mail labels are 6" x 4" size.
- All Royal Mail Returns labels have a unique Tracked graphic.
- The return label could include senders address in vertical orientation.

Source: <https://www.jingcnn.top/products.aspx?cid=77&cname=royal+mail+test+label>

Label elements



- Service type
- Barcodes
- Addresses
- Special instructions
- References

Source: <https://www.royalmail.com/business/shipping/ways-pay/click-drop>

- 1D Barcodes are allowing greater transparency of items through network for tracking purposes
- Adding barcodes improves operational efficiency and Royal mail saving the costs of their customers.
- 1D barcodes can identify items that may be associated with other information that changes frequently.



Image source : <https://www.justshipit.co.uk/2d-barcodes-what-it-is-and-why-do-we-need-it-for/>



Royal Mail

- The new 2D barcode can hold an information up to 7089 characters.
- 2D barcodes use a combination of graphical images both horizontally and vertically and the label has a standard size as 6"x 4".
- It allows Royal mail to scan each parcel eliminating the fraud as much as possible.
- Provides individual customer tracking.

2D Barcode

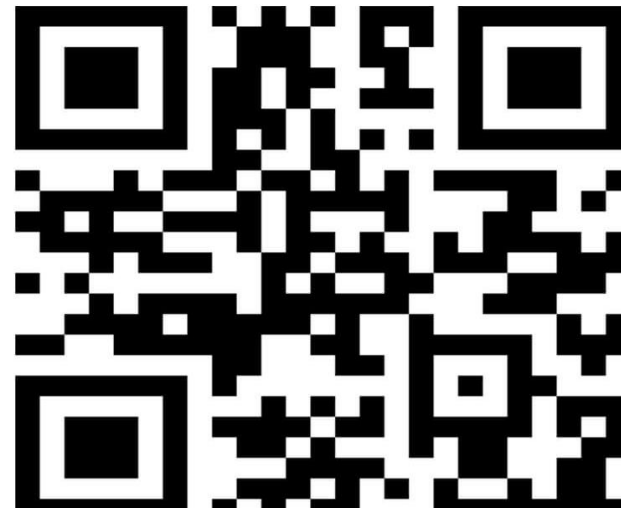


Image source : <https://www.justshipit.co.uk/2d-barcodes-what-it-is-and-why-do-we-need-it-for/>



Royal Mail

The impact of using Labels to go in Royal Mail



Adapted from: <https://www.parcelandpostaltechnologyinternational.com>

Positive impact :

- The customers are saving money using these labels.
- Customers can easily return an item.
- Customers can track their parcel.



- High print quality of returns labels
- Saving time to the customers
- It needs only internet connection
- Increases online visibility
- In order to use it, it needs only a smartphone or a computer.

Source: <https://www.royalmail.com/business/shipping/ways-pay/click-drop>

As a result of our research, we find that the impact of new technology is absolutely positive and will remain in the future.

- This new technology in Royal Mail will increase the number of Customer Service Points.
- Via tracking customers are better informed about the status of their delivery.
- The new technologies have changed the postal sector in an efficient way and contributed to provide a better service to the customers.
- Technology will become more and more important for postal services, and further positive benefits for consumers are expected.



Picture source:

<https://pmc.gov.au/news-centre/domestic-policy/digital-technology-taskforce-established>



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