



University of Wales
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Royal Mail

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DIGITAL SKILLS AND RESEARCH METHODS

STUDENT NAME	STUDENT NUMBER	TOPIC
• ALEXANDRA CERNAT	1909063	INTRODUCTION & BACKGROUND
• LUIZA VASILIEV	1908745	CHALLENGES BEFORE INTRODUCING NEW TECHNOLOGY
• ADINA BIDIR	1908325	INSIGHTS OF THE MODERN TECHNOLOGY
• MIHAELA HARABAGIU	1908755	IMPACT OF MODERN TECHNOLOGY
• DENIS ISMAIL	1909121	LESSONS DRAWN FROM THE CASE STUDY

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INTRODUCTION

- ROYAL MAIL PLC IS A POSTAL SERVICE AND COURIER ORGANIZATION IN THE UK FROM 1516
- THE ORGANIZATION BACKUP ROYAL MAIL GROUP CONSTRAINED WORKS THE BRANDS ROYAL MAIL(LETTERS)AND PARCEL POWER WORLDWIDE(PARCELS)
- ROYAL MAIL WAS A PUBLIC SERVICE ACTIVATING AS AN ADMINISTRATION OFFICE OR OPEN COMPANY



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BACKGROUND



HISTORY

- SET UP AN MASTER OF THE POST
- 1852 THE MAIN MAIL PILLAR BOX
- 1881 THE POSTAL ORDER WAS PRESENTED
- 1974 THE ARRANGEMENT OF POST CODES TURNED OUT CROSSWISE OVER BRITAIN

ACCORDING TO (MIKHAIL ET AL.,2019)2010 THE NEW CONSERVATIVE LIBERAL DEMOCRAT ALLIANCE REPORTED THE GOAL TO SELL OF REGAL MAIL CONVEYANCE BUSINESS

AIM

- ROYAL MAIL EXPECTS TO MAKE TOP OF THE LINE DELIVERY THE FOLLOWING BUSINESS DAY ALL THROUGH THE COUNTRY (GOV.UK,2019)

OBJECTIVES

CONVEY ECONOMIC AND SOCIAL BENEFIT TO THE COMMUNITIES

CONVEY OUR CHANGES RESPONSIBLY

WORK WITH INTEGRITY

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BACKGROUND



MISSION

- UNDERSTANDING OUR CUSTOMER WISHES
- BEING EASY TO COLLABORATE WITH
- KEEPING A HIGH STANDARD OF SERVICES

VISION

- GUARANTEEING LONG TERM SUCCESS

SERVICES

- DISCOUNTS FOR SMALL BUSINESS CUSTOMERS
- DOOR TO DOOR BOOKING TOOLKIT
- LOCAL COLLECT
- PRINTED POSTAGE IMPRESSION(PPIS)

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● CHALLENGES BEFORE NEW TECHNOLOGY

- SLOW PARCEL ARRANGING
- SLOW SERVICE CONVEYANCE
- RIVALRY FROM PARCEL ADVERSARIES' TRANSPORTERS: DPD , DHL , HERMES, AMAZON
- CLIENTS COMMENTS



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INSIGHT OF MODERN TECHNOLOGY

DEFINITION

- FRANKING MACHINE ALLOWS BUSINESSES TO ACCURATELY WEIGH THEIR OWN MAIL AND FRANK THE ITEM OF POSTAGE (TOTAL POST MAILING LTD, 2019)

CHARACTERISTICS

- FRANKED MAIL IS POSTED IN DIFFERENT MAILBOXES TO NORMAL MAIL AND IT IS HANDLED DIFFERENTLY BY ROYAL MAIL.
FRANKED MAIL HAS PRIORITY OVER STANDARD MAIL SO OFTEN ARRIVES FASTER

IMPORTANCE

- EFFICIENT
- SECURITY
- FINANCIALLY SAVVY



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INSIGHT OF MODERN TECHNOLOGY

FRANKING MACHINE TYPES

- NEOPOST FRANKING MACHINE
- PITNEY BOWES FRANKING MACHINE
- MAILCOMS FRANKING MACHINE
- FRAMA FRANKING MACHINE

ADVANTAGES	DISADVANTAGES
Cheaper	Wasting postage
Efficiently	Very expensive

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Impacts of modern technology



Positive impacts	Negative impacts
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Tracked parcels	People loosing jobs
Automatic sorting and conveyor belts	Qualification(professional certificate and degree)
Saving time and cost	
Speed up the process	

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LESSON DRAWN FROM THE CASE STUDY



THE MODERN TECHNOLOGY HELPED ROYAL MAIL TO IMPROVE THE CUSTOMERS SERVICE AND ALSO TO INCREASE THE SALES

THE BENEFITS FOR ROYAL MAIL ARE:

- **HELPED THE ORGANIZATION TO ACCELERATE PACKAGE SORTING**
- **SPARING TIME**
- **EXPANDED THE ABILITY TO PROCESS PARCELS AT TOP VOLUMES**
- **ADDING THE TRACKING NUMBER FOR THE CUSTOMERS(LETTERS AND BUNDLES)**

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LESSON DRAWN FROM THE CASE STUDY

Criteria	Traditional technology	Modern technology
Definition		An advancement of traditional technology.
Services		Internet, machines.
Advantages		Fast, safety.
Disadvantages	Slow parcel delivery.	

CONCLUSION

THIS REPORT CONSEQUENTLY INFERS THAT TECHNOLOGY PUTS A GENERAL POSITIVE MOVE FOR POSTAL ASSISTANCE AND GOES ABOUT AS AN EMPOWERING AGENT AND THE DRIVER FOR BETTER SERVICES FOR CUSTOMERS.

LOOKING FORWARD TECHNOLOGY WILL TURN OUT TO BE INCREASINGLY MORE SIGNIFICANT FOR POSTAL ADMINISTRATIONS AND FURTHER POSITIVE ADVANTAGES FOR SHOPPERS ARE EXPECTED.(2019)

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QUESTIONS AND ANSWERS?

