IMPORTANCE TO MAKE CORREOS DIGITAL

HUMAN RESOURCES DEPARTMENT

ATHENS, MAY 2018
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Key figures about Correos
Key figures about Correos

Daily delivers of 11 million postal items to 18 million homes and 3.2 million businesses and institutions...

... covering 638,000 kilometers per day, that is, almost 16 times around the world.
### Key figures about Correos

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<th>POST OFFICES</th>
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Why is important digital development in Correos?
Why is important digital development in Correos?
E-commerce and new digital business in Spain

PRESS RELEASE

E-commerce exceeds 5.9 billion euros in Spain in the second quarter of 2016 - up 20.3% from last year

Madrid, 4 January 2017. – E-commerce turnover in Spain has increased in the second quarter of 2016 with a year-on-year growth of 20.3% to total 5.948 billion euros, according to the latest e-commerce data available on the CNMCData website.
Why is important digital development in Correos?

NEW NEEDS

- New processes and services
- Transformation business model
- Increase e-commerce
- New habits of costumers
- Digital infrastructure

NEW SKILLS

- Generational diversity. Cultural transformation
- New competences and IT skills.
- Agile mindset and learning ability
- Innovation. Identify new business opportunities
- Change management
Why is important the digital development in Correos?

Our purpose focuses on...

Developing knowledge and digital skills throughout the organization. Defining and implementing different lines of work aimed at digital transformation. Offering specific routes and solutions oriented to the distinct target groups. Checking their impact.
3 How do we apply digital strategy at Correos?
How do we apply digital strategy at Correos?

Digital training

- Our own training model
- Trade unions collaboration

Correos labs
Digital training
Our own training model

SELFDEVELOPMENT
- “SOY DIGITAL” Program
- Plannings about specified developments
- Open applications
- Correos Play

ADAPTATION
- Training Plan 2018
- Programs for management and high potential

TALENT “CLIC”

LEADERSHIP “LIDERAZGO ACADEMY”

PERFORMANCE “SED”
**Digital training**

Our own training model

**PROGRAM “SOY DIGITAL”**

* **PURPOSES**
  - Awareness about DIGITAL ECOSYSTEM
  - Development digital skills
  - Activities about digital services and products

* **TRAINING PATHWAY “DIGITAL CERTIFICATIONS”**

* **ANNUAL AWARD “SOY DIGITAL”**
Digital training

Trade unions collaboration with digital training

Digital training
- With impact on the employment cycle
- Training for future employees
- According to the new capabilities

Offered by trade unions
- Temporary Employment
- Fix Employment
- Work Promotion

Programs with digital contents
- Excel and Operating Systems
- Basic Digitalization
- Advanced Digitalization
Digital training

Trade unions collaboration with digital training

**EXCEL**

- Manage and organize windows, books and spreadsheets
- Plan work groups and work areas
- Printing and final visualization
- Use formulas and functions
- Graphics
- Formats or data design

**DIGITALIZATION I & DIGITALIZATION II**

- Present concepts and tools for basic/advanced digitalization
- Identify technologies, web pages and programs that help in the development of daily performance.
Key figures about digital training

- “SOY DIGITAL” Program
- Plannings about specified developments
- Open applications
- Correos Play

- Temporary Employment
- +50,000

- SED
- +1,000

- CLIC
- +500

- “LIDERAZGO ACADEMY”
- +400

- “TRAINING PLAN 2018”
- +2,000

+500,000

IN PROCESS: FIX EMPLOYMENT AND WORK PROMOTION
Correos Labs

#correoslabs
Tu punto de encuentro con la INNOVACIÓN

#retoLehnica
EL CONCURSO DE EMPRENDIMIENTO DE CORREOS
THANK YOU