HR role in digitalization of Croatian post

04th May 2018
Croatian Post in numbers

- 150,000 customers visit our offices every day
- 500 million transactions and services yearly
- 39 million km driven every year
- 1,016 post offices
- 2,135 counters
- 2,189 mopeds, 210 bicycles, 180 electric bicycles
- 3,179 postmen
- 3,793 counter workers
- 9,888 employees
- 10,800 vehicles (light, semi-freight and freight vehicles)
Adapt or die – Disrupt or be disrupted

• Postal operators already transformed significantly in the previous decade:
  • Market liberalization
  • Restructuring

2008 ≠ 2018
• It’s not about transformation or development or growth of current business. It’s about NEW business models
Our digital journey

Croatian Post

Infrastructure

Services
How to keep and transform our role in society?
Our Mission, Vision and Values

CROATIAN POST – AT THE SERVICE OF CITIZENS

TRUST
PROACTIVITY
EXCELLENCE

WE ARE A RELIABLE COMPANY, WINNING NEW MARKETS THROUGH EXCELLENCE

DIGITALIZATION

QUALITY
- Improvement
  - Development of core business
  - Innovation

EXCELLENCE
- Corporate culture
  - Development of knowledge
  - Competencies

NEW MARKETS
- Logistics
  - Development
  - Regional expansion

CORPORATE SOCIAL RESPONSIBILITY
Main projects which will be the core of our development in the next five years
THE POST IS FULFILLING ITS POTENTIAL

The development strategy relies on two core philosophies: Digitalization and Corporate Social Responsibility. We are implementing the Post2022 Strategy by adhering to CSR principles because we are focused on people, i.e. our employees’ and customers’ present and future needs.
As a strategic initiative, logistics integrate short-term and long-term logistic projects having the common goal of providing a stable source of revenue.

Croatian Post Academy

Using our internal lecturers, the Academy aims to develop managerial and technological skills and knowledge in relation to all processes in the company.

2021

2022
It’s about people
It’s about people (The role of HR)

- Croatian Post Academy
  - Ensuring the transfer of knowledge

- e-learning for front office
  - Increase knowledge of new services

- Education for postmen
  - Learning in small groups – how to use new technology

- Scholarships for students
  - Logistic students – knew knowledge and fresh minds
It’s about people (The role of HR)

- adaptation of company culture
- an increase in those behaviors that enable the achievement of strategic goals

Corporate culture wins in any digital transformation

- behavior top down
- workshops
- posters
- short films
- walk the talk
Over 1 million deliveries daily 1PO/56 km² 1PO/4200 persons
Thank You!