MAIN RESULTS OF THE PSE PROJECT “MOBILISING SOCIAL PARTNERS IN A NEW CONTEXT”

Athens regional workshop 3-4 May 2018
Topic 2: E-commerce and new proximity services

• Objectives:
  – Provide social partners with a better understanding of these new markets
• A two-day training in Brussels on 17-18 November 2015
  – 58 participants from 21 countries
  – Attractive to SDC members: focus on growing activities for the postal sector
Main findings on new services in e-commerce

• A fast-growing but also highly-competitive market

• Besides delivery, NPOs can develop other services on the e-commerce value chain:
  – Sales with online market places, online payment solutions, fulfilment solutions with storage and pick & pack

• The development of these services relies on the postal operators’ know-how, their position as trusted companies and their customers’ knowledge
New services in e-commerce

• On the e-commerce value chain, key importance of the last kilometre
  – Better answer customers’ needs: flexibility, rapidity and delivery choice.
  – For this purpose, it appears that there is a development of flexible arrangements which impact work organisation.
    • An increased combination of mail and parcels delivery
    • Tendency to extend delivery time across the day and at the week-end.

• Competition on this activity occurs not only through cost-cutting but also via quality of service provision
New proximity services

- Last mile for non-mail services: ‘proximity services’:

<table>
<thead>
<tr>
<th>Types of services</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Extending the product range in delivery</td>
<td>• Groceries</td>
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<td>• Pharmaceutical products</td>
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<td>Targeted solutions for a specific sector</td>
<td>• Welfare</td>
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<td>Proximity to the public space</td>
<td>• Road quality</td>
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<td>In-house visits and services</td>
<td>• Towards elderly people</td>
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<td>• Collection of contracts</td>
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<td>• Reading meters</td>
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<td>• Collection of electric appliances/bottles for recycling</td>
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Project main output: the e-learning module: POST MY MOOC

• MOOC on e-commerce and proximity services
  – Follow-up to November 2015 training seminar

• Objectives
  – A wider dissemination of the seminar’s main findings to postal operators and trade unions
  – Have an innovative and dynamic tool to communicate on SDC activities
The MOOC

3 main sessions

1. Main challenges in the postal sector
2. The e-commerce value chain
3. Developing new proximity services

http://www.postsocialdialog.eu/MOOC
The MOOC: session 1

1. Main challenges in the postal sector
   - Botond Szebeny (PostEurop) on opportunities for the postal industry
     • https://www.youtube.com/embed/4h9BaI7hQ_8
   - Stephen de Matteo (UNI Global Union) on social challenges
     • https://www.youtube.com/embed/BRwNYpcrbIA
   - Camilla Olivius (DG Growth) on regulatory challenges
     • https://www.youtube.com/embed/rper2HYOiVQ

http://www.postsocialdialog.eu/MOOC
The MOOC: session 2

2. The e-commerce value chain

- Ralph Wiechers (DPDHL) on Developing new sales and payment solutions
  - [https://www.youtube.com/embed/H7sxYZcnqco](https://www.youtube.com/embed/H7sxYZcnqco)

- Wieslawa Mazarska (Polczta Polska) on an integrated solution for e-retailers
  - [https://www.youtube.com/embed/ZmoBOTUhGmU](https://www.youtube.com/embed/ZmoBOTUhGmU)

- Daniel Charon (La Poste) on Adapting the delivery organisation to parcels
  - [https://www.youtube.com/embed/CstpDfh6rBI](https://www.youtube.com/embed/CstpDfh6rBI)

[http://www.postsocialdialog.eu/MOOC](http://www.postsocialdialog.eu/MOOC)
3. Developing new proximity services

- Jeppe Trier (PostNord Denmark) on welfare services
  - https://www.youtube.com/embed/6yDHzyQ9lH0

- Hans Maris (bpost) on diverse proximity services
  - https://www.youtube.com/embed/R2i4u9MZwPc

http://www.postsocialdialog.eu/MOOC
Get inside e-commerce and new postal services with the POST MY MOOC online training...

The ONLINE TRAINING TOOL to know more about...

✓ THE POSTAL SECTOR CONTEXT
✓ E-COMMERCE OPPORTUNITIES
✓ NEW PROXIMITY SERVICES

3 HOURS, VIDEOS, INFOGRAPHICS...
WITH THE CONTRIBUTION OF THE EC, PostEurop, UNI, BPOST, DPDHL, La POSTE France, Poczta Polska, PostNord representatives

SHARE IT LARGELY WITHIN YOUR ORGANIZATION!
http://www.postsocialdialog.eu/MOOC

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