Revenue from mobile advertising consequently grew to 25% of total revenue by the end of 2012 and to 50% the following year. By 2015 it was 80%.

Facebook's Mobile Focus
Mark Zuckerberg urged a "mobile-first" focus and instructed product developers to propose mobile products.

DATA AVAILABILITY IN ANY FORMAT BY DIGITIZING, INDEXING AND STORING INCOMING DOCUMENT DATA

REAL-TIME ACCESS TO CUSTOMER DATA ACROSS MULTIPLE TOUCHPOINTS

IN-DEPTH AND PREDICTIVE INSIGHTS... HOLISTICALLY ABOUT THE INFORMATION FLOWING THROUGH THE ORGANIZATION... AGILE, WITH BPaaS APPROACHES THAT CAN IMPLEMENT NEW SOLUTIONS WITHOUT TEARING UP THE EXISTING INFRASTRUCTURE... AUTOMATION TO REMOVE MANUAL TOUCHPOINTS THAT CREATE BOTTLENECKS

Customer Choice
Omnichannel Communications
Profile Database Reporting Archive
Billing & Rating
OMS User Management
User and System Audit
Message Center
Query Management

Customer

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Forrest P Veter
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30%

85%

65%

90%

37%

52%

But only 27%

30%

85%

185%

65%

90%

37%

52%

30%

85%

185%

65%

90%

37%

52%

...but only 27% of businesses have a coherent digital strategy in place

1 – IDC; 2 – Bain & Company; 3 – WEG; 4 – Mercer via Forbes; 5 – DXC; 6 – Pentadoc; 7 – Forrester; 8 – United States Postal Service 2017; 9 – PostNL

THINKING OF THE DIGITAL ECO SYSTEM

Data & Analytics

Everywhere, predictive and prescriptive customer relationships

Process Transformation & Technology

Technology is throughout Operations & Partnerships

Ecosystem as an advantage

Talent & Culture

Retooling & cross functional

BUILDING A DIGITAL FOUNDATION WITH AN END-TO-END VIEW FOR A JOINT EXPERIENCE

I N ORDER T O

C R E AT E

65% of customers prefer to pay at least one bill in less than 15 min.

15.8 bn mailed items a year

15.8 bn

Customer

65% of households pay at least one bill a month by mail...

8 – United States Postal Service 2017

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