



# REINVENTING AN AUSTRALIAN ICON

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Chief Customer Officer





# OUR STORY SO FAR

Helping our people, customers and community deliver a better future.

Everyone, Everywhere, Everyday.

1809



2016

...and always delivering



THE PACE OF CHANGE  
is ACCELERATING



# WE LIVE IN A DIGITAL WORLD



**3.26 billion**

Internet users at end  
December 2015



Mobile phone  
penetration in  
Australia

**1.32 mobiles**

for every  
Australian



**55,545 google  
searches**

per second globally



**7,295 tweets**  
per second globally



**2220 skype**  
calls made per  
second globally



**36,919 gb**

Internet traffic per  
second globally



**735 instagram**

photos uploaded  
per second globally



Digital interactions  
influenced retail  
sales to the tune of  
**\$2.2 trillion**  
globally in 2015



**207 accounts**

for each internet  
user by 2020



**128,126  
youtube  
videos**

viewed per  
second globally



**2.511 million**

Emails sent  
per second  
(including spam)



**25 passwords**

per person at a  
minimum



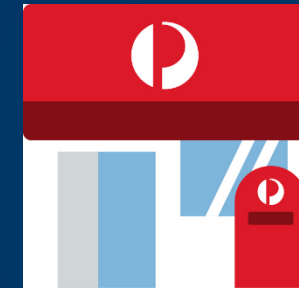
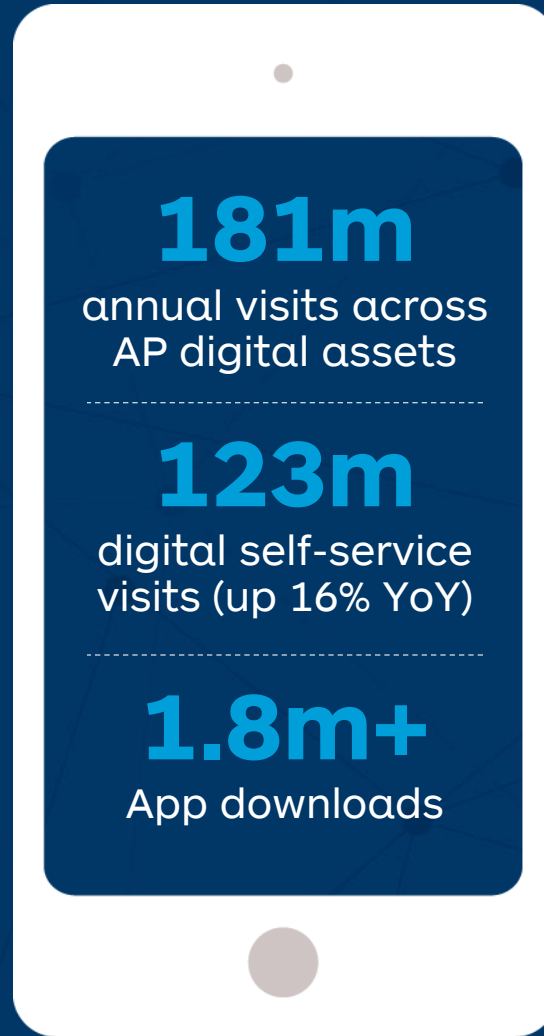
**90%** of  
user-generated  
passwords will be  
vulnerable to hacking

# CUSTOMERS ARE STILL LOOKING FOR CHOICE

Over 50% of interactions now digital



Over 50% of this now via a mobile device



**249m**  
In-store visits

**50%**   
of total revenue now digitally enabled

CUSTOMERS  
TOLD US  
THEY WANT:



**More choice and convenience with their parcel deliveries.**



**Certainty that we will deliver their product, quickly & reliably.**



**Their information to be secure and well protected.**



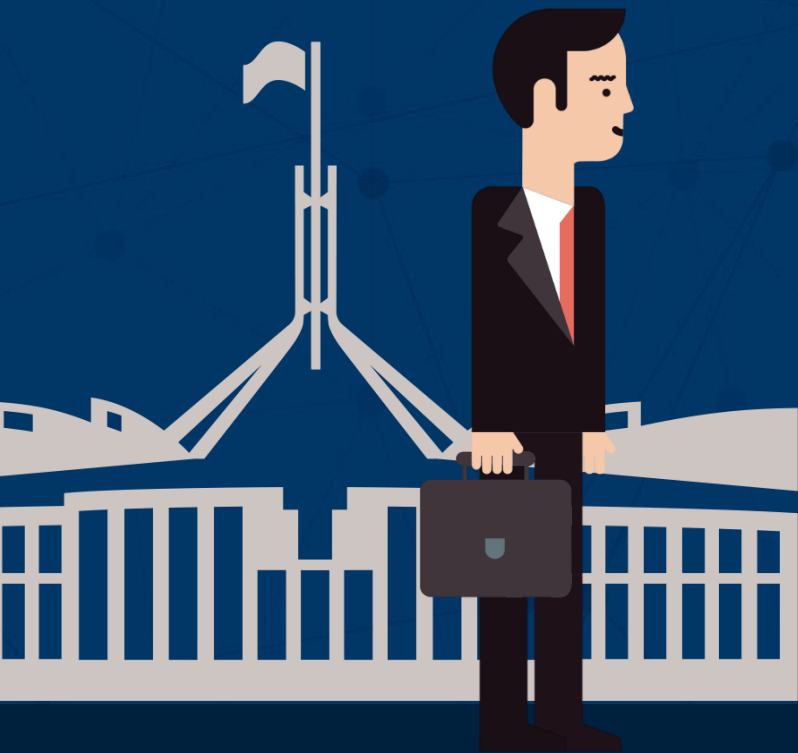
**Greater personalisation of experiences – know me.**



**Services available via multiple channels.**



BUSINESS AND  
GOVERNMENT  
TOLD US  
THEY WANT:



To offer digital solutions without increasing their risk of fraud.



To increase enrolment and conversion rates.



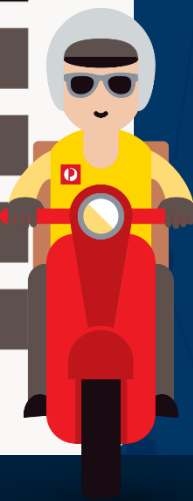
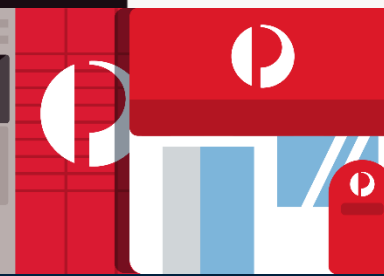
Their customers to feel secure and confident when using their digital services.



To service their customers via lower cost channels.

• CREATING •  
EXPERIENCES CUSTOMERS LOVE  
IS THE NEW BATTLEGROUND

EASY, FRICTIONLESS,  
MULTI-CHANNEL  
EXPERIENCES TO BUILD  
CUSTOMER ADVOCACY





# CUSTOMER PRIORITIES



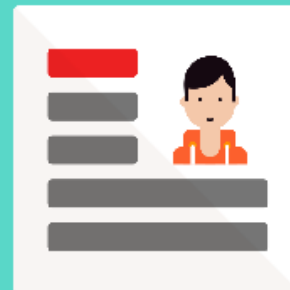
CREATING  
SEAMLESS CUSTOMER  
EXPERIENCES



LISTENING  
TO CUSTOMERS AND  
TAKING ACTION



KNOWING  
OUR CUSTOMERS



EMPOWERING  
OUR PEOPLE



# PUTTING THE CUSTOMER IN CONTROL OF THE DELIVERY EXPERIENCE



# WHAT'S NEXT

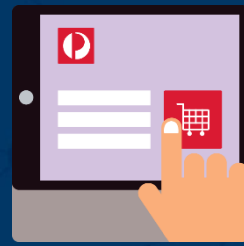
PARCEL DELIVERY EXPERIENCE



NEW MODES OF DELIVERY



CHANNEL ENHANCEMENT



INTERNATIONAL OPPORTUNITIES



DIGITAL IDENTITY



POWERING DIGITISATION CORP/GOV'T



INNOVATION CULTURE



# SUPPORTING INNOVATION



## POST PEOPLE

Innovation  
accessible to all



## POST CUSTOMERS

Co-creating with  
customers



## ENTREPRENEURS

Start and scale  
businesses





# 20<sup>TH</sup> CENTURY ORGANISATIONS

- Efficiency
- Hierarchies
- Controlling
- Extrinsic rewards
- Office & office hours
- Customers & partners



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- Efficiency
- Hierarchies
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- Extrinsic rewards
- Office & office hours
- Customers & partners



# 21<sup>ST</sup> CENTURY ORGANISATIONS

- Responsiveness
- Networks
- Empowering
- Intrinsic motivations
- Anywhere & Anytime
- Community



BUILDING CUSTOMER ADVOCACY

————— starts with —————

ENGAGED, EMPOWERED  
AND INSPIRED PEOPLE

