



*“Where would you be without
the POST OFFICE?”*



Putting the Post Office first.

Allan Leighton
The POST OFFICE
Royal Mail House
148 Old Street
LONDON
EC1V 9HQ



Be proud of the P.O.U.S.P.

- What is the Post Office's U.S.P.? Trust.

This privileged place in the hearts and minds of your customers is at risk when instant gratification rules, and a fickle consumer's migrate to the next big thing.

But if the risks are recognised, and the U.S.P. maintained and if needs be restored, it can be built on.

- **Deliver, collect, serve and protect...**



Deliver, collect, serve and protect...

- The person who delivers the Royal Mail is the Post Man; he's not the Royal Mail Delivery Person...

... new brands, products and services would kill for such awareness in the public consciousness...

... look at Dyson. He reinvents the vacuum cleaner, but people still Hoover!
- **The postman can deliver more still.**



The Postman can deliver more still...

- These are times when it is deeply unfashionable to approve of anything, and putting people first is anachronistic; BUT 'better' service will satisfy the staff and customers alike. The people within the business at grass roots are a knowledge resource. In business this is a time to go 'Back to the future'. Is there still time to ask this internal resource, "What's up?" before people give up on the business?

Redundancy is only a consideration when a firm makes people *feel* redundant. The lethargy is palpable.

- **P.O.H.R. oil on troubled water.**



P.O.H.R. oil on troubled water.

- A lot of postal workers are in effect 'pikeys'. This is not an issue, it's an asset. They are the people of the people*.

True, sometimes the people in grey could be seen to be exercising the leetle grey cells, but look at who they serve. The P.O. customer demographic includes:

People who cash giros
People who buy postal orders

Your customers may not have bank accounts. They're not early adopters, but there are a lot of 'em.

- **Offend the great unwashed and you're in hot water.**

* The author would like it to be known at this point that *he* is a 'pikey'.



Offend the great unwashed and...

- Clearly you can't just pander to those who clamour to get the POST OFFICE 'back'. Once you have CONSIGNed some hi-profile inheritances to the bin, many complexities remain.

Whether they're flesh and blood, mechanical or solid state you have many estates. These need to be methodically audited in the context of their physical and financial contribution.

If you manage to throw the bath water out and keep the baby, sometimes the best you can expect is a smelly baby...

- **Legacy or liability?**



Legacy or liability?

- Those who reconcile a peculiar dichotomy in the mainstream consumer psyche i.e. an expectation of 'hi' quality products at 'lo' cost enjoy great success.

Hi-lo sounds like Puff Daddy's old girlfriend, but it's a service conundrum. For years the POST OFFICE has been delivering such a service, but told no-one.

The POST OFFICE has been taken for granted. You want to get a letter from LONDON to GLASGOW overnight. Catch a cab... how much is that?

- **What we have here, is a failure to communicate...**

“Autocar recently rubbished the railway by buying a clapped out Sierra etc. etc., imagine a scenario where someone has to deliver a letter overnight for 27p... you could hitchhike but when would you arrive?”



What we have here is...

- ... many opportunities.

Mainstream businesses succeed by “getting it on the terraces”. The POST OFFICE has consigned it’s real estate advantage to the bin of history (any other parallels to the rail industry come to mind?) but it can still offer a great deal of, and on, other extensions to the core services.

New forms of communication exist, and for many they are still an abstract. The POST OFFICE can introduce new strategies and new technologies, the key being accessibility. Letters are not telecoms. Telecoms. is the means of distribution. Other firms have bought into I.T..

- **Why can't I do I.T. at the POST OFFICE?**



Why can't I do I.T. at the P.O.?

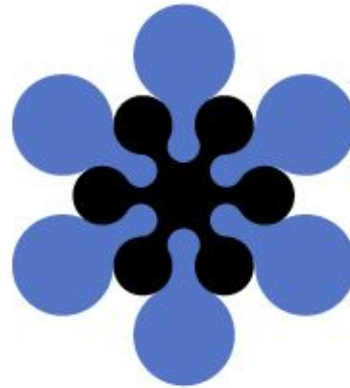
- After e-verything we're slowly coming back to our senses. Common sense will always prevail e-ventually (sorry!)... but the internet is now part of our lives. Written communication has been revolutionised.

What's I.T. all about?

In the future, the answer might actually be **A.L.F.I.E.!** [All Letters Forwarded Instantly Electronically]. 60% of all email is currently commercial traffic, but let's think seriously about the:

- **The post-e postie...**

The word
according to
jackade.com



Contact::

Glenn Platt

glenn@beckon call.co.uk

07984 858843

BECKON CALL
Rapid Response Marketing @ beckoncall.co.uk