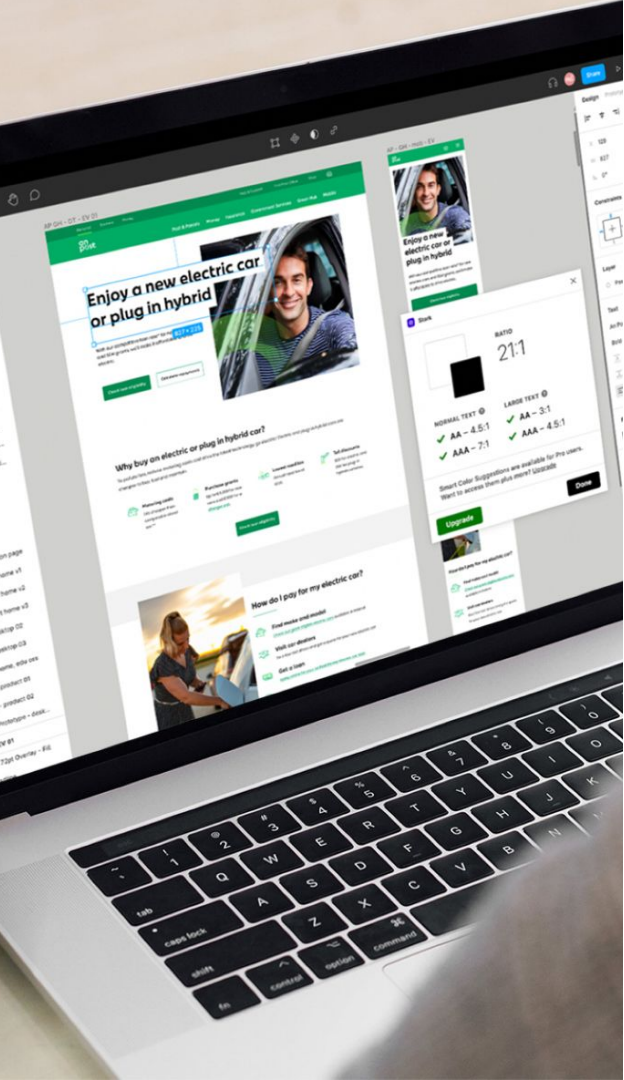


Ah

Case Study

From eCommerce to digital stamps, how All human is helping to shape An Post's digital transformation





"Thanks to our ongoing partnership, we've successfully completed over 30 projects to continuously evolve and enhance the digital experience for An Post's customers. This accomplishment and the ongoing nature of our relationship reflects our principles of collaboration and support and is a testament to our shared vision of creating customer experiences that people love." **John Mitchell, CEO, All human**

Business Challenge

An Post, Ireland's national postal service, had a very disparate set of digital assets. It had over 70 different websites and 5 different apps. The result was high overheads, a difficult to manage digital ecosystem and a very confusing customer experience.

As part of its digital transformation roadmap, An Post needed to amalgamate and centralise all these assets into a single new digital experience. A digital offering that will cement An Post's commitment to delivering a connected customer experience and meeting the evolving needs of both its commercial and personal customers.





Ah solution

Digital leadership

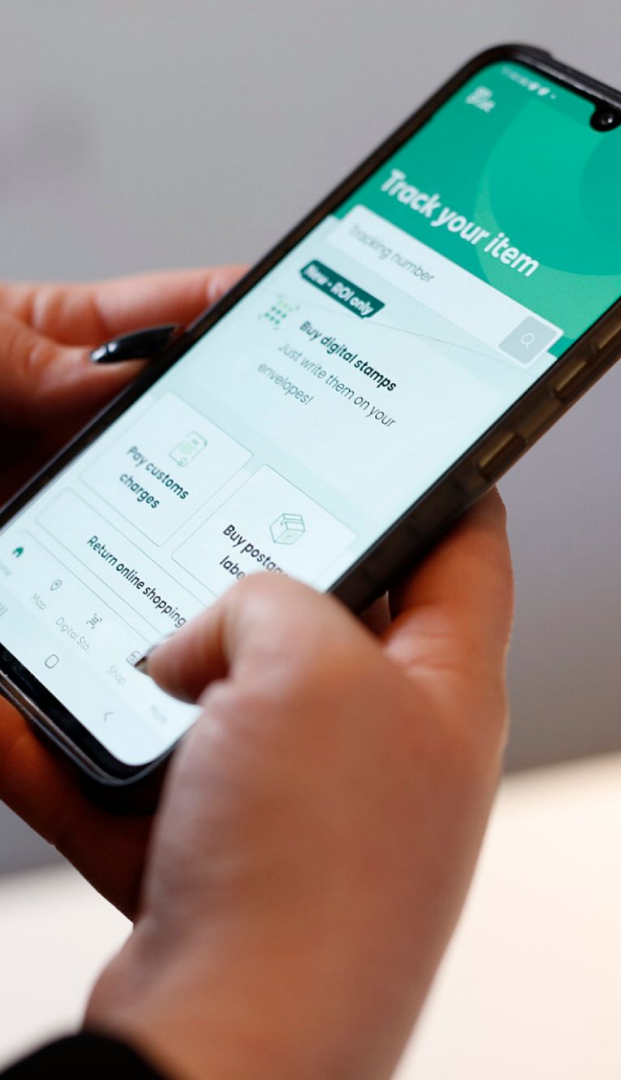
We developed an initial digital operating model and set up a Digital Leadership Group that involved all the key business stakeholders, including the An Post CEO, to track roadmap progress and explore new initiatives and opportunities. We also ran digital masterclasses that introduced An Post staff to an agile way of working.

Strategy

We completed a comprehensive review and analysis of the An Post digital landscape. We engaged in extensive stakeholder and user research and incorporated all insights gleaned into the creation and development of the An Post digital roadmap.

All human redesigned the An Post website, which took place in three phases:

- Phase 1: **Introducing anpost.com**
- Phase 2: **Enhance and grow**
- Phase 3: **Drive new business**



Phase 1: **Introducing anpost.com**

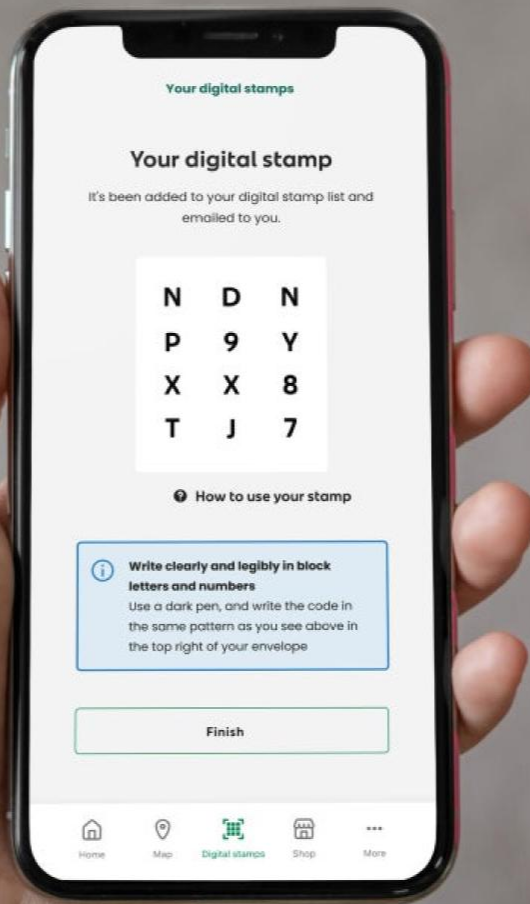
Taking a data-led, user-focused and mobile-first approach, we built a new user experience focussing on the following customer areas:

- An Post Personal - meeting the needs of personal and commercial customers
- An Post Commerce- serving its business customers
- An Post Money- promoting its new financial services division.

We also introduced a more centralised analytics strategy.

Phase 2: **Enhance and grow**

- All human's user experience (UX) and user interface (UI) designers worked with An Post to build a new look for the An Post brand ensuring all assets both digital and physical reflected An Post's vision.
- Created Parcel Delivery Manager to provide options for parcel management, including Parcel Lockers.
- Added Track and Trace to An Post online offerings and delivered improvements to the Track and Trace experience by reducing the requirement for post backs, and page loads.
- Built a new online application for Advantage Cards, which gives reduced rates when buying bulk stamps and parcel label packs.
- Built a cross-platform application for the FX Currency Card (Post FX) that ensures a single code repository that could serve iOS, Android, and traditional web users.



Phase 3: **Drive new business**

- Designed and developed Click & Post which allows for multiple label purchases on a fully responsive site (and App).
- Designed and developed My account, enabling customers to create personal and business accounts providing more visibility of transactions and simplifying journeys.
- Designed and developed My deliveries, providing centralised parcel tracking and payment functionality, including a preset 'safe place'.
- Enhanced State Savings allowing customers expanded online banking functionality including 24/7 access to their portfolio, request reinvestments, and repayments.
- Launched Green Loans, an innovative new product offering from An Post providing loans for home energy upgrades.
- Built a responsive for the FX Currency Card (Post FX) that serves mobile and traditional web users.
- Collaborated with An Post to design and develop the new An Post App.
- Designed and developed the world's first Digital Stamp with notification as a key native app innovation.
- All human CRO team conducted experiments to optimise growth potential and increase conversions.

Outcomes

With its award-winning An Post website, An Post is enabling its customers to move from merely transacting with An Post to a new level of connection and engagement throughout all its touchpoints.

An Post continues to innovate and look for new products and services that answer customer behaviour and needs in a mobile-optimised approach.

An Post continues to increase revenue from online products and services.

With All human, An Post manages and implements digital governance protocols across design, development and quality to protect the user experience and to the needs of all An Post customers.

An Post with All human is continually reassessing and reimaging digital design systems to and simplicity for each customer.



Introduced the world's first digital stamp with notification.



Continued emphasis on mobile users



Expansion into new markets

