

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings October 2015

Communications Portfolio

Australia Post

Question No: 142

Australia Post

Hansard Ref: Written, 29/10/2015

Topic: Digital Mailbox

Senator Urquhart, Anne asked:

1. AP now has two million registered customers across the MyPost platform which consists of the MyPost concession, MyPost Deliveries and Digital Mailbox. How does Australia Post gain revenue from these items?
2. Can you tell me whether the incentive bonuses for Australia Post staff are reliant on them signing up for the Digital Mailbox?
3. How many complaints have been received about the digital mailbox? Can you give me a breakdown of the major issues?

Answer:

1. At present revenue for MyPost is primarily driven through parcel redirections and rescheduling through MyPost Deliveries, and through physical document delivery and payment processing fees to providers via MyPost Digital Mailbox. Work is underway on further opportunities to commercialise the MyPost capability that has been developed.

While MyPost is one example of how we are investing in building out our digital offering, its primary focus has been on creating personalised multichannel experiences, with an objective of providing more timely and relevant products to customers in the future. Over the past year, we have focused on creating seamless user experiences across our MyPost offers, expanding our core delivery experience, and building scale in use as we move towards monetising the platform.

We continue to exceed our target for MyPost registrations, with over 2.7 million combined registrations across MyPost Concession, Deliveries and Digital Mailbox services.

2. In recognition of the role of employees in delivering service performance, an additional employee reward of \$100, over and above existing incentive programs, was announced in May 2015 should Australia Post meet or exceed its service performance targets for 2014/15. To encourage employees to become more familiar with Australia Post's range of digital services, eligible employees were required to register via the MyPost Digital Mailbox to receive the reward. The reward was paid in the form of a Load&Go Employee Reloadable Visa Prepaid Card.

For those employees that were unable to register via the MyPost Digital Mailbox, an alternate, paper based registration process was offered via Managers to ensure that employees could register to receive the reward.

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3. Since launching in May 2013, MyPost Digital Mailbox has received complaints of less than 1 per cent of the MyPost Digital Mailbox customer base.

Two key complaint topics have been around resolving issues with:

- Multi Factor Authentication (40 per cent); and
- Account status and closures (13 per cent).