

Digital Transformation of National Postal Operators

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Annotation: The digital transformation of national postal operators can serve the development of digital economies, e-commerce, businesses and citizens. This can be facilitated by the introduction of new digital services, the creation of a favorable ecosystem for e-commerce, the reduction of delivery times due to new sorting lines, the launch of drones, the use of virtual cashiers and consultants, the robotization of digital offices and other smart initiatives.

Key words: Digital transformation, digital economy, digital Uzbekistan, digital technologies, digital services, national postal operator, transformation of postal operators.

Introduction

The transition to a digital economy is a requirement of the times. The world's largest commodities and resources businesses are using digital technologies related to e-business and commerce. This makes them participants in the market for digital goods and services, where they act as consumers and customers, and sometimes even create and offer new technologies.

The importance of further digitalization of the economy of Uzbekistan was noted in the January Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis. The head of our state outlined an active transition to a digital economy as one of the main priorities for the next five years. Also, a Presidential Resolution "On measures for the widespread introduction of the digital economy and e-government" was adopted. According to the document, an integrated system dealing with the digital economy has been created at the Ministry for the Development of Information Technologies and Communications of the Republic of Uzbekistan. And now the tasks of the ministry will include the development of e-government, the digitalization of economic and agricultural sectors, the organization and management of IT parks.

The concept of development of the "Electronic government" system of the Republic of Uzbekistan by 2025 is planned to increase the share of ICT services in GDP to 5.0%, and by 2030 - up to 10%.

In accordance with the Decree of the President of January 8, 2019 "On additional measures to ensure further development of the economy and improve the efficiency of economic policy", in particular, the preparation of the Strategy for the Development of the National Digital Economy "Digital Uzbekistan-2030" by December 1, 2019, in which the main tasks will be formed to accelerate the development of the digital economy and the widespread introduction of digital technologies in the spheres of life of the country's population.

Main PART

The digital transformation of national postal operators can serve the development of the digital economy, e-commerce, businesses and citizens.

This is evidenced by the introduction of new digital services, the creation of a favorable ecosystem for e-commerce, the reduction of delivery times due to new sorting lines, the launch of drones, the use of virtual cashiers and consultants, the robotization of digital offices and other smart initiatives.

Digitalization is having a huge impact on the postal sector today. Therefore, operators are faced with the task of transforming, being modern, keeping up with the times and meeting the needs of the market.

We see how fast the world is changing and postal services should not be left behind. Now all business is online. E-commerce poses new challenges for us and our task is to answer them. In general, JSC

"Uzbekiston pochta" embarked on the path of digital transformation a long time ago. Last year, the state program "Digital Uzbekistan-2030" was adopted, within the framework of which we are also actively introducing and developing digital technologies."

The strategy consists of three main blocks: digital transformation, creation of an ecosystem for e-commerce and organizational transformation. As you noticed, the first two points are directly related to digitalization. Thus, digital transformation involves the introduction of a digital ID, the development of a hypermarket of services, as well as the formation of BIG DATA analytics and the subsequent introduction of DATA SCIENCE. For the development of e-commerce, JSC "Uzbekiston pochta" holds thematic events in which they teach not only the correct conduct of online commerce, but also digital literacy.

Advances in technology are causing companies around the world to rethink their role. Postal operators were among the first to face this problem, as paper letters are a thing of the past.

National post offices around the world are trying to find new niches. For example, Australia Post became the operator of the national electronic identification system - citizens use its solution instead of passports or driver's licenses. The subsidiary of Swiss Post, which was engaged in the digitalization of the operator, has become a full-fledged IT consultant providing solutions in the field of document management and data management. Russian Post does not lag behind its foreign counterparts and is transforming from a postal operator into a modern IT company that offers its partners from various business areas a ready-made logistics platform to solve their problems.

The key factor that influenced the transformation of postal operators in the world was the development of online commerce, including between countries.

Now post provides companies from the e-commerce market with a whole range of services - from fulfillment to delivery and payment for parcels. Using the personal account service, companies can arrange shipments and manage the flow of parcels online. This is how every second corporate client of Mail works. In addition, a digital document flow has been established between the national operator and the customs service. "Post" provided the work of remote workplaces of customs officers: they remotely view data on parcels from cameras and X-ray machines, which has significantly reduced the delivery time for parcels from abroad.

For the convenience of end customers, Russian Post has created a new website on the pochta.ru domain, and an application for iOS and Android has also been launched. Both of these tools allow you to view the tracking of a package, receive push notifications about changes in its status, search for the nearest post office, call a courier, and contact customer support.

The daily audience of the pochta.ru website is 1 million people, and 40 million people use the website and mobile application per month. For the two years of its existence, 27 million people have subscribed to the service of receiving parcels through a mobile application.

Another important area for Russian Post is e-government services. In particular, Post has developed and launched a service for electronic registered letters. Reading such an e-mail is equivalent to receiving it at the post office against signature. Thus, the service significantly speeds up the interaction between companies or between citizens and various government agencies, such as courts or the traffic police. "Post" receives letters from government agencies in electronic form, and delivers them electronically to those who subscribe to this service, and if this is not possible, sends a paper version. Now almost every tenth letter is delivered electronically.

One of the consequences of digital transformation is that IT is turning from a service function into a key business process that largely determines the development of the entire business. Under these conditions, it is necessary to create our own competence centers capable of developing products demanded by

customers. In 2018, Russian Post created a subsidiary, Postal Technologies. This is a multifunctional team of 600 people who solve various problems in the field of digital and technological development of Post.

A few years ago, the share of external developments of Russian Post could reach 95% - almost all work in the field of information technology was outsourced. Today, up to half of all tasks in this area are solved by the company's internal specialists. Among our own developments, one can note platforms for managing transport, storage facilities and address services. An important consequence of the creation of a powerful IT department within Post was the reduction in the development time for digital products. If earlier it was more than 15 months, now the product creation cycle does not exceed six months.

In the process of digital transformation, the company begins to collect more and more data about various aspects of its own business. At some point, this data becomes an important asset that can serve as an independent source of additional income or optimization of current businesses. For example, at the beginning of 2020, Modern Post Abroad launched a digital vehicle monitoring platform based on Big Data. It will allow tracking mileage, planning the timing of maintenance and repair, accumulating information for accurate prediction of fuel consumption and the transition to automated actual accounting of fuel consumption. The implementation of the project will allow in the future to reduce idle and production runs of vehicles by more than 8%, reduce the cost of maintaining the vehicle in good condition, and link accounting data and IT systems.

Online, the company will receive information about the movement of transport, its stops, refueling, fuel consumption, the facts of opening and closing car doors.

An important trend in the global economy is the automation of some of the functions previously performed by people using artificial intelligence technologies, computer vision, speech recognition, and so on.

Today, Kazpost is one of the leading operators in the Commonwealth countries.

The activities of the domestic postal operator were highly appreciated by international experts during the regional seminar "Transition to digital technologies and diversification of postal services in Europe and Central Asia".

This status is confirmed by introducing new digital services, reducing delivery times due to new sorting lines, creating a favorable ecosystem for e-commerce, using virtual cashiers and consultants, launching drones, robotizing digital offices and other smart initiatives.

Digitalization is having a huge impact on the postal sector today. Therefore, operators are faced with the task of transforming, being modern, keeping pace with the times and meeting the needs of the market, for example, Kazakhstan considers digitalization as the main direction of development.

We see how fast the world is changing, and I am sure that postal services should not be left behind. Now all business is online. E-Commerce poses new challenges for us and our task is to answer them. In general, Kazpost embarked on the path of digital transformation a long time ago, thus the state program "Digital Kazakhstan" was adopted, within which we are actively introducing and developing digital technologies."

To develop e-commerce, Kazpost holds thematic events in e-Commerce centers, where Kazakhstanis are taught not only the correct conduct of online commerce, but also digital literacy.

Conclusion

In Central Asia, the wave of the digital economy has swept through all industries. The introduction of digital technologies increases the efficiency of government and helps enterprises achieve automation and flexibility in work, accelerates the development of commercial applications based on mobile Internet. The digital economy is becoming a new driver of economic transformation and growth for all countries.

In order to promote digital transformation in the countries of Central Asia and go beyond traditional borders, bring digital life into every family in the region, and prepare for the advent of the information society era.

An advanced ICT infrastructure is an impetus for economic growth and the creation of an intelligent world. Huawei's GCI report shows that a 20% increase in investment in ICT infrastructure can lead to a 1% increase in GDP and a 20% increase in productivity.

Building ICT infrastructure plays a critical role in realizing social transformation, narrowing the digital divide, promoting innovation and enhancing national competitiveness. Currently, 170 countries have released their national ICT infrastructure development plan.

Following the principles of openness, win-win cooperation, in 2018 we would like to work closely with the government and partners to make an even greater contribution to the digital and economic transformation of all countries in the Central Asian region.

The country is consistently working on the development of modern information technologies and communications, the creation of an integrated system for the provision of electronic public services, the introduction of new mechanisms for the dialogue of state bodies with the population.

At the same time, a number of systemic problems and shortcomings in the field of management and implementation of information technologies and communications hinder the accelerated development of this area and the provision of high-quality information services.

The foregoing explains the role of digital technologies in the introduction of information technologies in the development of the information and communication technologies industry, including in the postal service

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