



CHAPTER 7: POSTAL AND COURIER

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This chapter addresses the statutory requirements under Postal Services Act 2012 and reports on the performance and growth of the postal and courier industry. It provides data on postal services traffic, revenue and total number of courier licences in 2019. Interestingly, this chapter also highlights the competitive market in the courier industry due to the rapid growth of e-commerce parcel market and the challenges in embracing digital technology to remain competitive.

KEY HIGHLIGHTS 2019

Postal and Courier Services



896
Post Offices
(2018: 914)



116
Courier Licences
(2018: 119)



63.7K
Employees
(2018: 53.9K)



2,102
Consumer Complaints
(2018: 1,235)

Postal Services Traffic



Domestic



International

596.53 million
Letter Post Items
(2018: 672.34 million)

43.22 million
Letter Post Items
(2018: 36.85 million)

16.73 million
Registered Items
(2018: 19.4 million)

3.90 million
Registered Items
(2018: 6.47 million)

945,581
Ordinary Parcels
(2018: 910,213)

330,596
Ordinary Parcels
(2018: 342,829)

Courier Services Traffic



Domestic



International

90.82 million
Documents
(2018: 86.78 million)

2.16 million
Documents
(2018: 2.65 million)

115 million
Parcels
(2018: 79.25 million)

8.1 million
Parcels
(2018: 11.13 million)

POSTAL SERVICES INDUSTRY PERFORMANCE 2019

The postal and courier industry continues to navigate the digital challenges – the inevitable decline of the traditional core business of mail delivery as communications move online and the rapidly growing e-commerce parcel market which has brought about intense competition in the industry.

The courier service providers improved their services and handling simultaneously with the growing popularity of online shopping and periodic massive e-market place discount-day spurred by

digitally connected consumers who constantly seek lower prices including product and delivery charges, greater convenience and a seamless experience.

To meet such demand and remain competitive in the challenging market, service providers are strengthening their positions and pursuing growth by investing in e-commerce logistics, such as on the application of advanced logistic technologies and revitalise the supply delivery system.

POSTAL SERVICES ACCESS

The key function of MCMC under the Postal Services Act 2012 (Act 741) is to ensure the implementation of the universal postal services provisions in Malaysia. Pos Malaysia Bhd is the sole appointed and licensed universal postal services provider to provide basic and competitive postal services in Malaysia.



896
Post Offices
(2018: 914)

Basic postal services as defined under the Postal Services (Universal Service) Regulations 2015 comprise:

- Provision of basic and registered domestic and international mail and parcel service;
- Provision of 5-day a week collection and delivery service with exception in rural areas; and
- Provision of a minimum 1,000 postal outlets nationwide.

POSTAL INFRASTRUCTURE 2019

Types	Total
Post Office	681
Mini Post Office	215
Postal Agent	98
Stamp Vendor	1,058
Mobile Post Office	32
Post Offices Accepting Financial Transactions	681
Sorting Office	21
International Office of Exchange	1

Source: Pos Malaysia

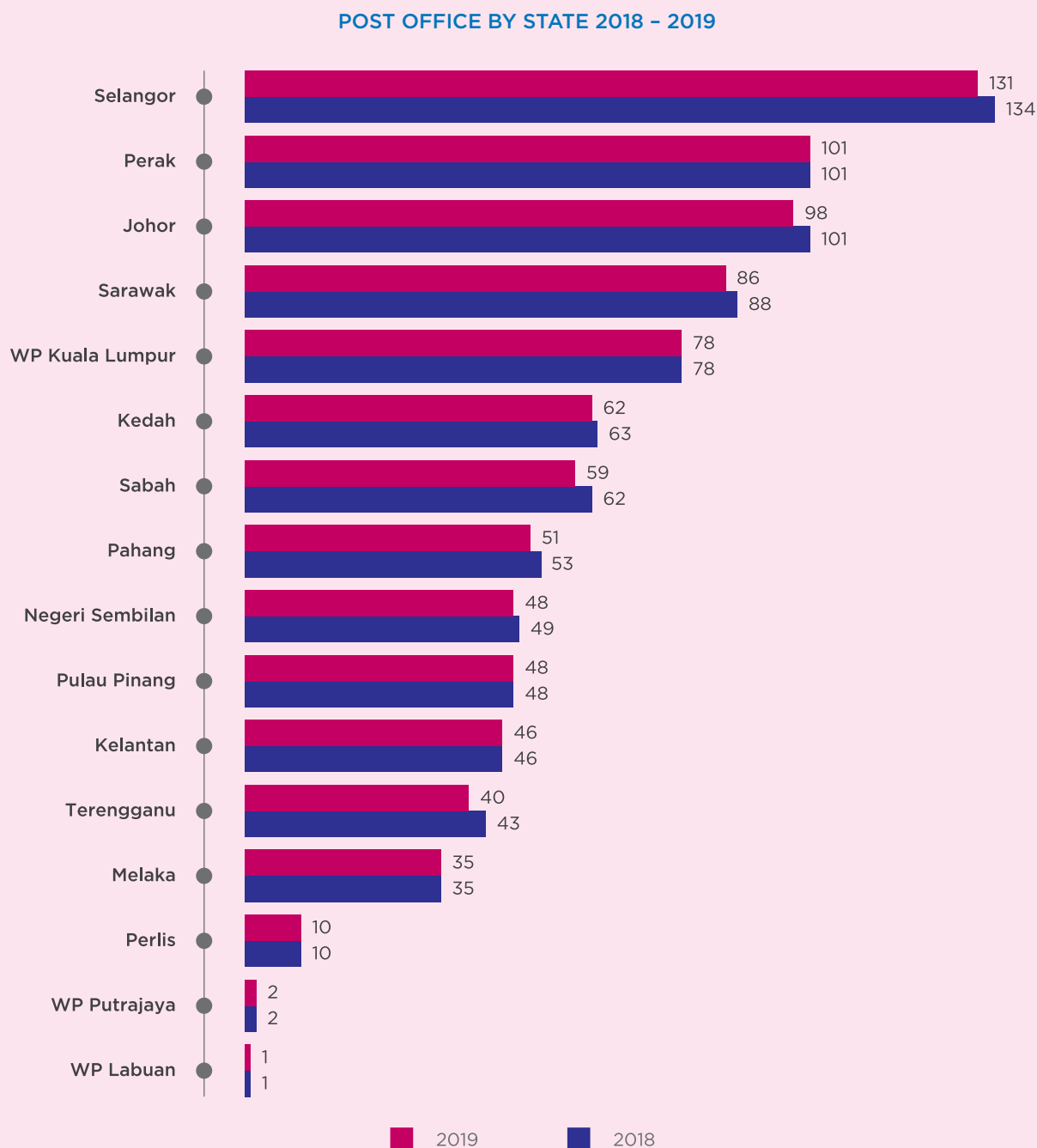
Figure 7.1 Postal Infrastructure 2019

Pos Malaysia also provides 826 express postal boxes and 2,660 postal boxes nationwide.

A summary of postal infrastructure as at December 2019 is shown in Figure 7.1.

As at end 2019, there are 896 post offices in Malaysia including mini post office, a reduction of 18 post offices compared with 914 in 2018.

Selangor has the highest number of post office establishments, with 131 offices followed by Perak (101) and Johor (98). Figure 7.2 shows the total number of post offices by state (including mini post office) between 2018 and 2019.



Source: Industry, MCMC
 Figure 7.2 Post Office by State 2018 - 2019

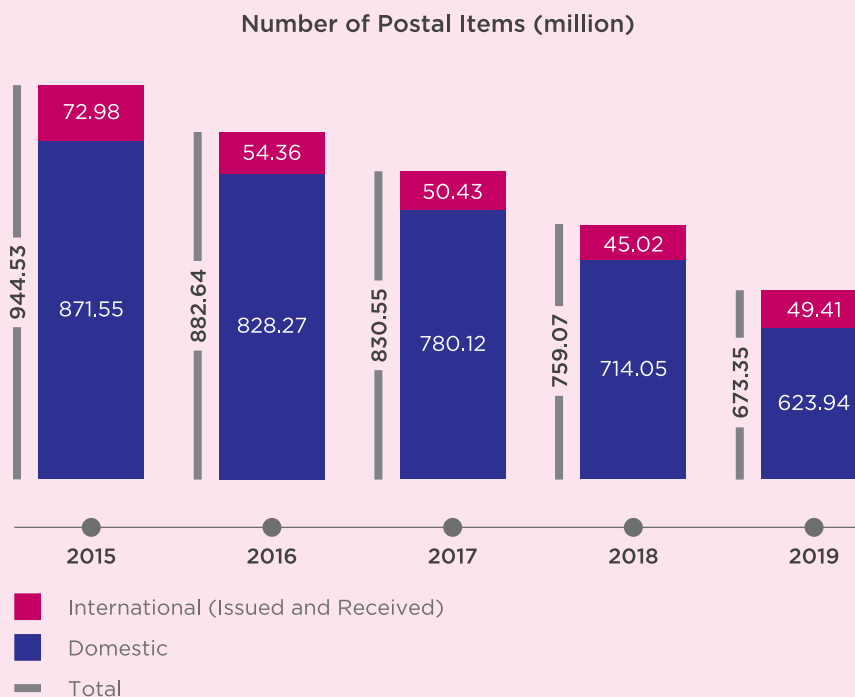
POSTAL SERVICES TRAFFIC

There were 673.35 million postal items delivered at as end 2019. The postal items consist of letter post, registered mail, ordinary parcel, express item, post free item and advertising item (Figure 7.3).

By letter post items for domestic services, a total of 596.53 million items were handled (2018: 672.34 million). There was a decline of 11.3% or 75.81 million in 2019 (Figure 7.4).

By letter post items for international services, 43.22 million items were handled with 36.51 million issued and 6.71 million items received respectively. Remarkably, total volume for international letter post items shows an increase of 17% between 2018 and 2019 period, particularly for letter post item issued (Figure 7.5).

POS MALAYSIA: POSTAL SERVICES TRAFFIC 2015 -2019 (OVERALL)



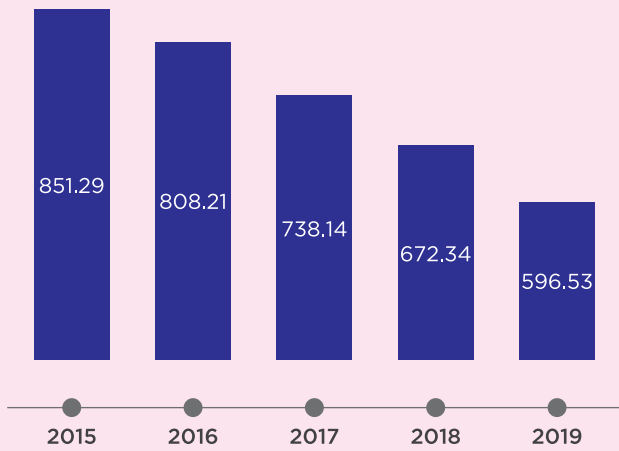
- Note: 1. Items handled by postal segment only. PosLaju items is classified as courier traffic*
 2. For 2018 and 2019, there were 2.1 million and 1.2 million post free item (domestic) respectively
 3. For 2018 and 2019, there were 1.6 million and 1.1 million express item (domestic) respectively; whilst there were 1.4 million and 2 million express item (international)
 4. For 2017, 2018 and 2019, there were 19 million, 17.7 million and 7.5 million advertising items (domestic) respectively

Source: Industry, MCMC

Figure 7.3 Pos Malaysia: Postal Services Traffic 2015 - 2019 (Overall)

**POS MALAYSIA: LETTER POST 2015 - 2019
(DOMESTIC SERVICES)**

Number of Letter Post Item (million)

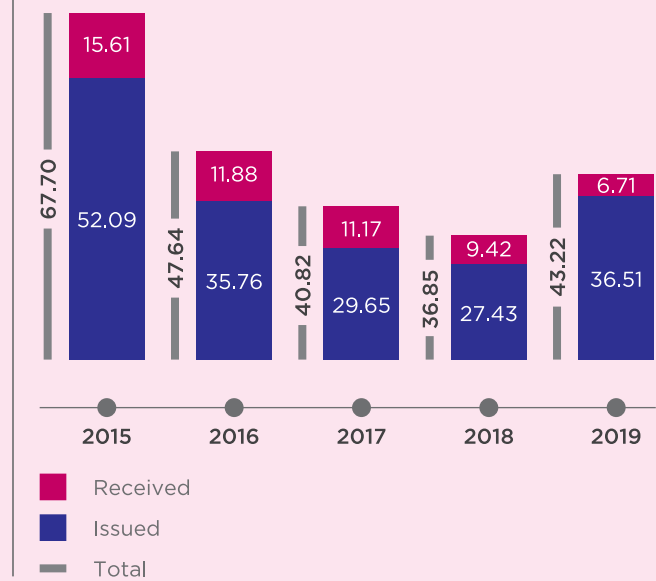


Source: Pos Malaysia

Figure 7.4 Pos Malaysia: Letter Post 2015 - 2019
(Domestic Services)

**POS MALAYSIA: LETTER POST 2015 - 2019
(INTERNATIONAL SERVICES)**

Number of Letter Post Item (million)



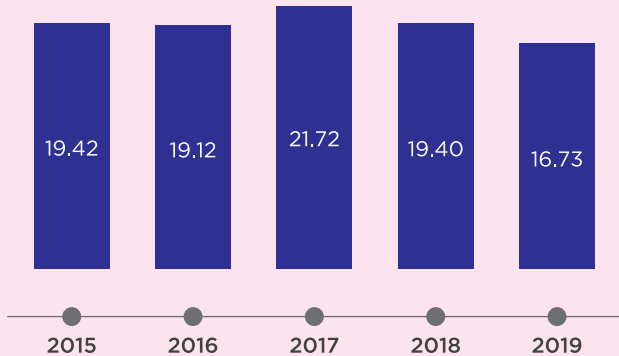
Source: Pos Malaysia

Figure 7.5 Pos Malaysia: Letter Post 2015 - 2019
(International Services)

By registered items, domestic services in 2019 was at 16.73 million (Figure 7.6). For international services, there were 3.9 million registered items with 3.32 million issued and 0.58 million items received respectively (Figure 7.7).

**POS MALAYSIA: REGISTERED ITEM 2015 - 2019
(DOMESTIC SERVICES)**

Number of Registered Item (million)

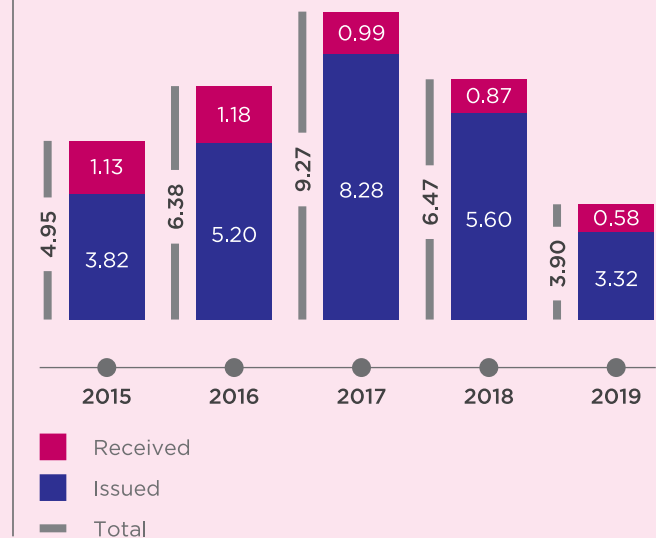


Source: Pos Malaysia

Figure 7.6 Pos Malaysia: Registered Item 2015 - 2019
(Domestic Services)

**POS MALAYSIA: REGISTERED ITEM 2015 - 2019
(INTERNATIONAL SERVICES)**

Number of Registered Item (million)

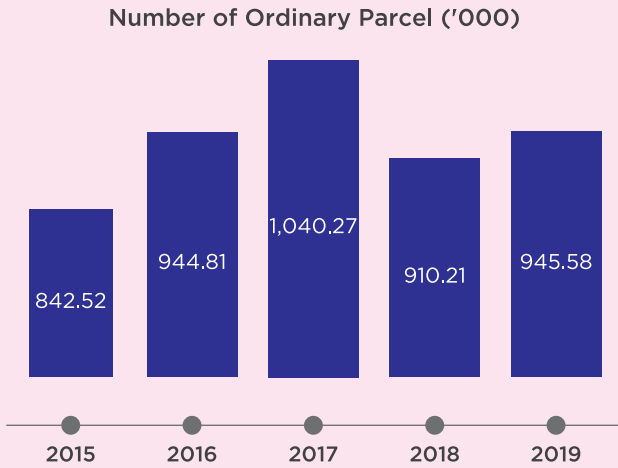


Source: Pos Malaysia

Figure 7.7 Pos Malaysia: Registered Item 2015 - 2019
(International Services)

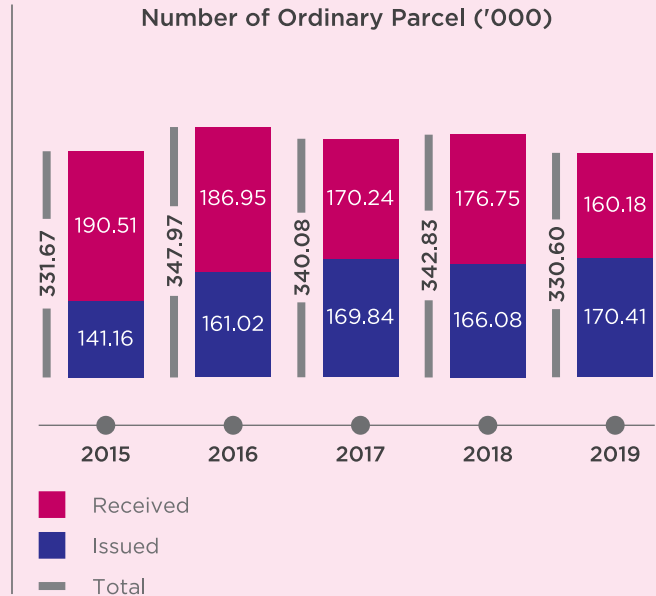
By ordinary parcels for domestic services, there were 945,581 parcels handled in 2019, an increase of 3.9% compared with 910,213 items in 2018. However, ordinary parcel for international services declined 3.6% to 330,596 items in 2019 compared with 342,829 items in 2018.

POS MALAYSIA: ORDINARY PARCEL 2015 - 2019 (DOMESTIC SERVICES)



Source: Pos Malaysia
Figure 7.8 Pos Malaysia: Ordinary Parcel 2015 - 2019 (Domestic Services)

POS MALAYSIA: ORDINARY PARCEL 2015 - 2019 (INTERNATIONAL SERVICES)



Source: Pos Malaysia
Figure 7.9 Pos Malaysia: Ordinary Parcel 2015 - 2019 (International Services)

Postal Services Traffic 2019

Domestic



596.53 million
Letter Post Items
(2018: 672.34 million)

16.73 million
Registered Items
(2018: 19.4 million)

945,581
Ordinary Parcels
(2018: 910,213)

International



43.22 million
Letter Post Items
(2018: 36.85 million)

3.90 million
Registered Items
(2018: 6.47 million)

330,596
Ordinary Parcels
(2018: 342,829)

INTERNATIONAL ROLE AND POLICY

UNIVERSAL POSTAL UNION CELEBRATES ITS 145TH ANNIVERSARY

Year 2019 marks a historic year for the Universal Postal Union (UPU) as it celebrates 145 years of service to the world. Established in 1894, UPU is one of the world's oldest international organisation and is the primary forum for cooperation between postal sector players. UPU is a UN specialised agency with its headquarters in Berne, the capital of Switzerland.

In 2019, Malaysia's postal service attained 33rd position from 172 countries for the Postal Development Integration Index (2IPD)³³ executed by the Universal Postal Union (UPU)³⁴. The position is based on an in-depth analysis of UPU member countries involved covering the assessment of the four dimensions of postal development namely Reliability, Reach, Relevance and Resilience;

Reliability reflects performance in terms of speed and predictability of delivery, across all the key segments of physical postal services (letter-post, parcel post and express)

Reach synthesises global connectivity by evaluating the breadth and depth of the postal operators' international network. The number of partner networks and the volumes of international exchanges measure these, respectively, across all the key segments of physical postal services

Relevance measures the intensity of demand for the full portfolio of postal services relative to the best performers in each category of postal activity, also taking into account elements such as the number of international transactions and the number of post offices

Resilience indicates the level of diversification of revenue streams and the capacity to innovate, deliver inclusive postal services, and integrate sustainable development targets into postal business operations

MALAYSIA'S ROLE IN INTERNATIONAL ARENA FOR POSTAL SECTOR DEVELOPMENT

Malaysia was elected to the UPU Council of Administration (CA) at the 26th UPU Congress in 2016 in Istanbul, Turkey for a 4-year tenure (2017-2020). As an elected member of CA, Malaysia will continue to play an active role in ensuring continued reform of the UPU and deliver strategy and programmes under the Istanbul Postal Strategy for the 2017-2020 period. Other international appointment that Malaysia currently holds is being Co-Chairman of CA Committee 1 on Finance, Human Resources and Governance together with Switzerland.

³³ http://www.upu.int/uploads/tx_sbdownloader/postalDevelopmentReport2019En.pdf

³⁴ Universal Postal Union (UPU) is a worldwide postal organisation under the United Nations established to address global administrative and postal management issues. The Council of Administration and the Postal Operation Council are two councils under the UPU that formulate the policy and direction of the UPU and its members elected among member countries during the Congress session held every four years

SUSTAINABLE DEVELOPMENT IN POSTAL AND COURIER SERVICES

E-COMMERCE DELIVERY AWARDS 2019

The prestigious and most anticipated annual event in the postal and courier services industry, the E-Commerce Delivery Awards 2019 (EDA 2019) aims to reward outstanding individuals and excellent industry players' performance in 2018. This event is organised for the third year by MCMC in partnership with the Malaysian Communications and Multimedia Ministry, the Association of Malaysian Express Carriers (AMEC) and several industry players.

E-COMMERCE DELIVERY AWARDS 2019



Source: MCMC

Figure 7.10 E-Commerce Delivery Awards 2019

Pos Malaysia bagged the new award category, the Best Improvement Award, which was introduced in EDA 2019 in recognition of service providers that have shown significant improvement in their delivery service performance from the previous years.

The recipients of the following list of awards are as follows:

- Best Improvement Award – Pos Malaysia
- Best Industry Role Model Award – Pos Malaysia
- Best Innovation Award – Contactus Sdn Bhd
- Best Delivery Performance Award – City-Link Express (M) Sdn Bhd
- Best Customer Service Award (Front Desk) – DHL Express (M) Sdn Bhd
- Best Customer Service Award (Call Centre) – United Parcel Service (M) Sdn Bhd
- Best Corporate Social Responsibility Award – City-Link Express (M) Sdn Bhd
- Road Safety Excellence Award – Nationwide Express Courier Services Bhd

WORLD POST DAY 2019

The World Post Day 2019 celebration was held at MCMC headquarters and all MCMC region, state and branch offices. The World Post Day is celebrated on 9 October every year to create awareness and recognise the important roles and contributions of postal to the nation, society, business, social and economic development.

Among the awards given during the celebration were Best Postman, Counter Clerk and PosLaju Courier Man for WP Kuala Lumpur and Selangor. The celebration also includes the handing over ceremony of the “Places of Worship Series II” stamps book to JAKIM, JAIS, JAWI, Perpustakaan Negara Malaysia and Persatuan Filateli Malaysia, followed by a talk from CEO of PTS Bookcafe Sdn Bhd and founder of Bookcafe.com.my. In addition, to light up the celebration, MCMC also held a World Post Day Mini Bazaar.

COURIER SERVICES

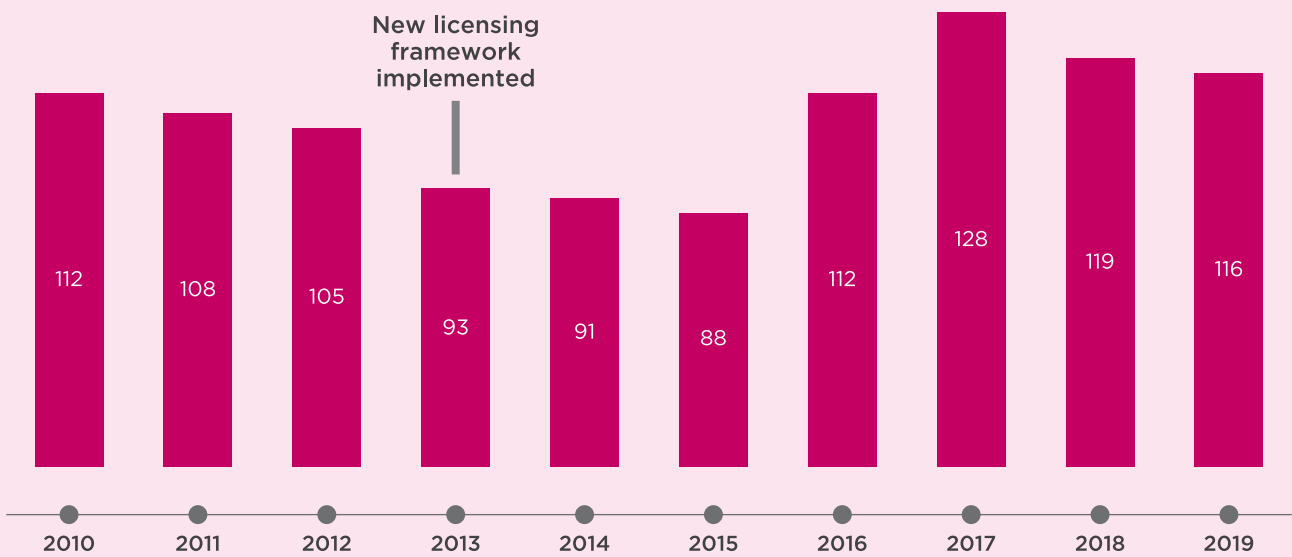
LICENSING PROFILE

The courier services industry in Malaysia is a highly competitive industry particularly in the rapidly growing e-commerce parcel market. As at end 2019, there were 116 courier licences.



116
Courier Licences
(2018: 119)

TOTAL NUMBER OF COURIER LICENCES 2010 - 2019



Source: Industry, MCMC

Figure 7.11 Total Number of Courier Licences 2010 - 2019



The licensing scheme classifies three types of licence in line with the scope of services the licensees wish to provide. In March 2013, all licensees were successfully migrated under the Postal Services Act 2012 and the new licensing scheme according to class A, B and C as shown in Figure 7.12.

COURIER SERVICE LICENCE: SPECIAL CONDITIONS

CLASS A

- Licensee may perform services as follows:
 - i) international courier services; and
 - ii) domestic courier services nationwide
- Provide track and trace system
- Provide at least five outlets locally
- Provide appropriate customer service

CLASS B

- Licensee may perform services as follows:
 - i) international inbound service only; and
 - ii) domestic courier services nationwide
- Provide track and trace system
- Provide at least five outlets locally
- Provide appropriate customer service

CLASS C

- Licensee may perform domestic intra-state services
- Due to the geographical reasons, these areas are considered as one:
 - i) Selangor, Kuala Lumpur and Putrajaya
 - ii) Sabah and Labuan

Source: MCMC

Figure 7.12 Courier Service Licence: Special Condition

In short, the services scope for Class A includes international and domestic courier services, Class B for international inbound and domestic, whilst Class C for domestic intra-state.

NEW COURIER LICENCES 2019

Type of Licence	Company
A	Allied-Link Express (Port Klang) Sdn Bhd Manjung Naluri Sdn Bhd May Express Logistics Sdn Bhd
B	Tuudi 3PL Sdn Bhd DGB Networks Sdn Bhd Xend Sdn Bhd World Asia Logistic (M) Sdn Bhd
C	Dropicks Sdn Bhd Sure-Reach Sdn Bhd Lambomove Sdn Bhd Shopee Express Malaysia Sdn Bhd Early Riser Sdn Bhd

Source: MCMC

Figure 7.13 New Courier Licences 2019

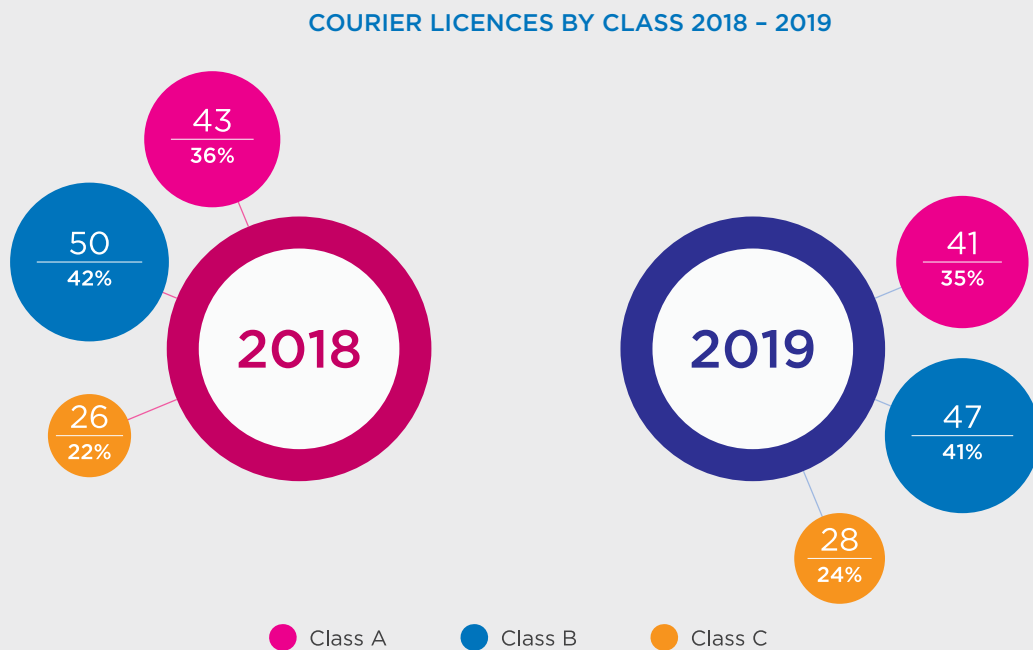


The courier services market in Malaysia continues to attract new investment from international and domestic investors including business communities.

In 2019, the industry was startled by J&T Express (M) Sdn Bhd (J&T) having more than 300 outlets nationwide and operating 365 days. Such accomplishment is astounding as J&T is relatively a new entrant to the Malaysian courier services industry in 2018. The industry players again confronted the challenge to replicate the business model to remain competitive and maintain their business edge since courier services epicentre is meeting the consumers' expectations and providing the speediest delivery.

There are 116 courier services licensees as at end 2019. By licence types, there are 41 Class A, 47 Class B and 28 Class C. Following Lazada's footsteps, Shopee Express Malaysia Sdn Bhd also embarked on a courier services delivery arm for their operations in 2019, with a Class C courier service licence.

The breakdown of courier licences is shown in Figure 7.14.



Source: MCMC

Figure 7.14 Courier Licences by Class 2018 - 2019

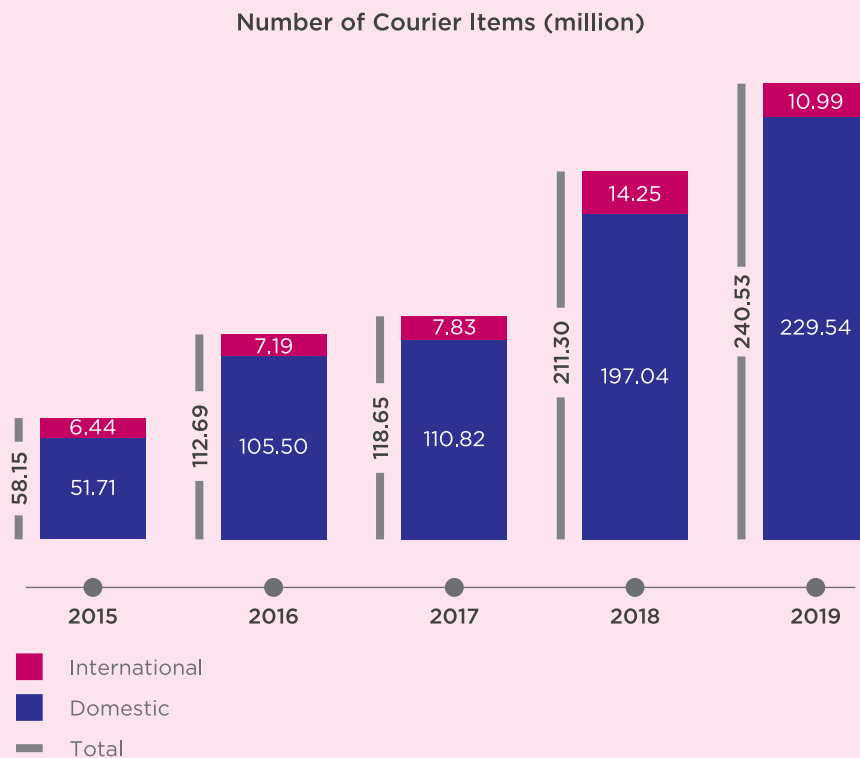
COURIER SERVICES TRAFFIC

As at end 2019, the courier service providers handled an impressive amount of 240.53 million courier items. This amounts to an increase of 13.8% from 211.3 million for the same period last year. These courier items consist of documents, parcels and others.

Figure 7.15 shows the increase in overall courier services traffic for the past five years. Courier items handled by courier service providers continue to record increment, courier items handled in 2019 is fourfold of that in 2015.

Further breakdown on types of courier items is available in the next sections.

COURIER SERVICES TRAFFIC 2015 - 2019 (OVERALL)



Note: For 2018 and 2019, courier traffic was collated from 81 and 85 courier companies respectively including PosLaju. Prior to that, it was based on top 10 courier companies.

Overall courier items includes documents, parcels and others (non-priority mail, walk-in courier, prepaid and post express)

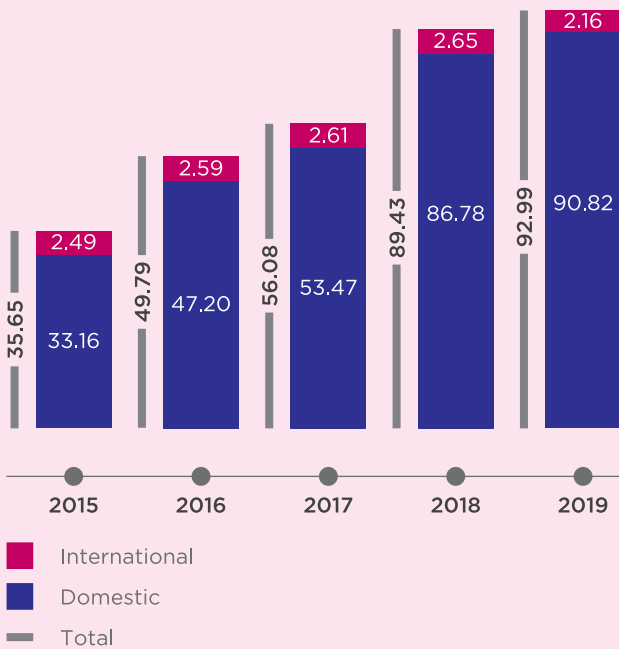
Source: Industry

Figure 7.15 Courier Services Traffic 2015 - 2019 (Overall)

In 2019, total volume for document in domestic services increased 4.7% to 90.82 million compared to 86.78 million in 2018. Total volume for document in international services experienced double digit decline of 18.5% to 2.16 million from 2.65 million.

COURIER SERVICES TRAFFIC 2015 - 2019 (DOCUMENT)

Number of Document (million)

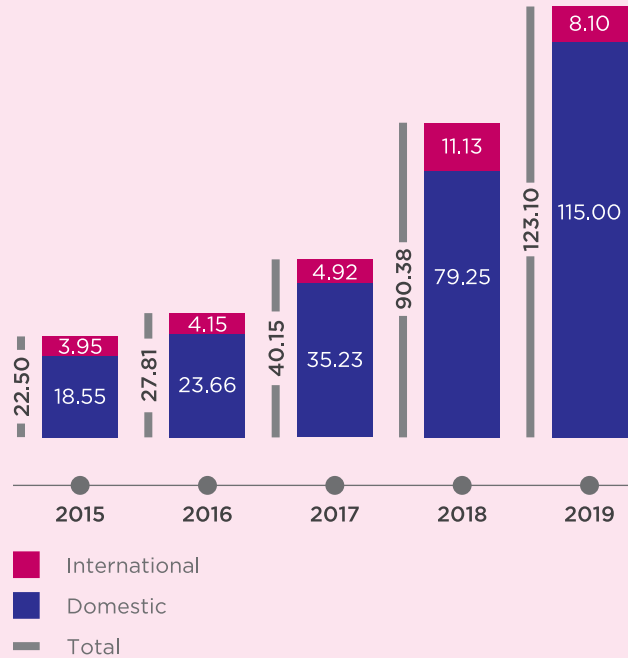


Note: For 2018 and 2019, courier traffic was collated from 81 and 85 courier companies respectively including PosLaju. Prior to that, it was based on top 10 courier companies

Source: Industry
Figure 7.16 Courier Services Traffic 2015 - 2019 (Document)

COURIER SERVICES TRAFFIC 2015 - 2019 (PARCEL)

Number of Parcel (million)



Note: For 2018 and 2019, courier traffic was collated from 81 and 85 courier companies respectively including PosLaju. Prior to that, it was based on top 10 courier companies

Source: Industry
Figure 7.17 Courier Services Traffic 2015 - 2019 (Parcel)

In 2019, the number of parcels handled increased by 36.2% to 123.1 million from 90.38 million in 2018, in which domestic and international parcels comprise 115 million and 8.1 million.

Courier Services Traffic 2019

Domestic



90.82 million Documents
(2018: 86.78 million)

115 million Parcels
(2018: 79.25 million)

International



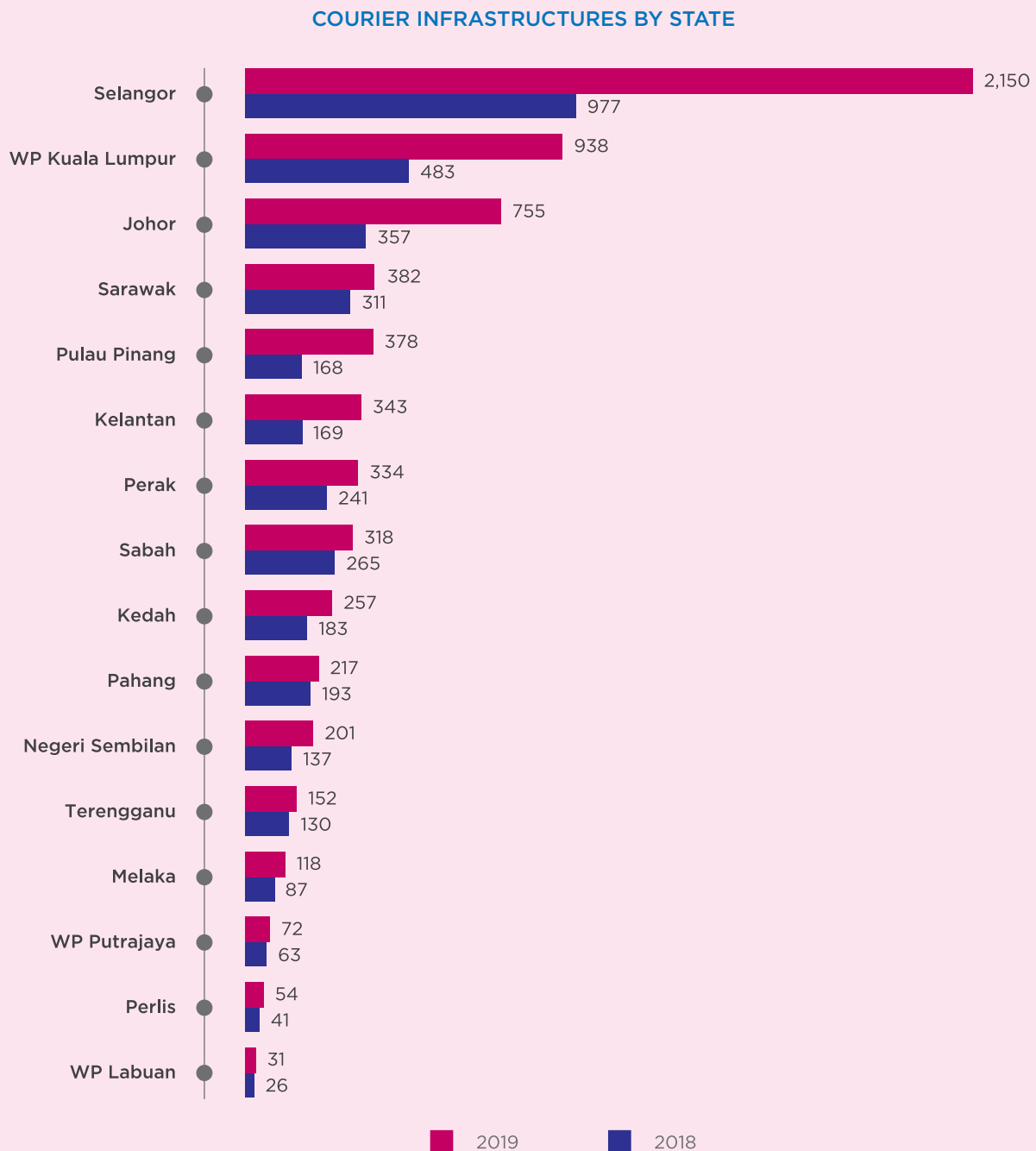
2.16 million Documents
(2018: 2.65 million)

8.1 million Parcels
(2018: 11.13 million)

COURIER INFRASTRUCTURES

As at end 2019, there are 6,700 courier infrastructures (2018: 3,831), consisting of hubs, branches, gateways, franchises, affiliates, agents, drop-in centre and others.

By state, Selangor has the highest number of courier infrastructures at 2,150 in 2019, more than double from 977 in 2018. The rapid increase in total number of courier infrastructures in Malaysia indicated that such services are gaining its tractions and in demand in conjunction with the popularity of online shopping as well as development of local economic activities.



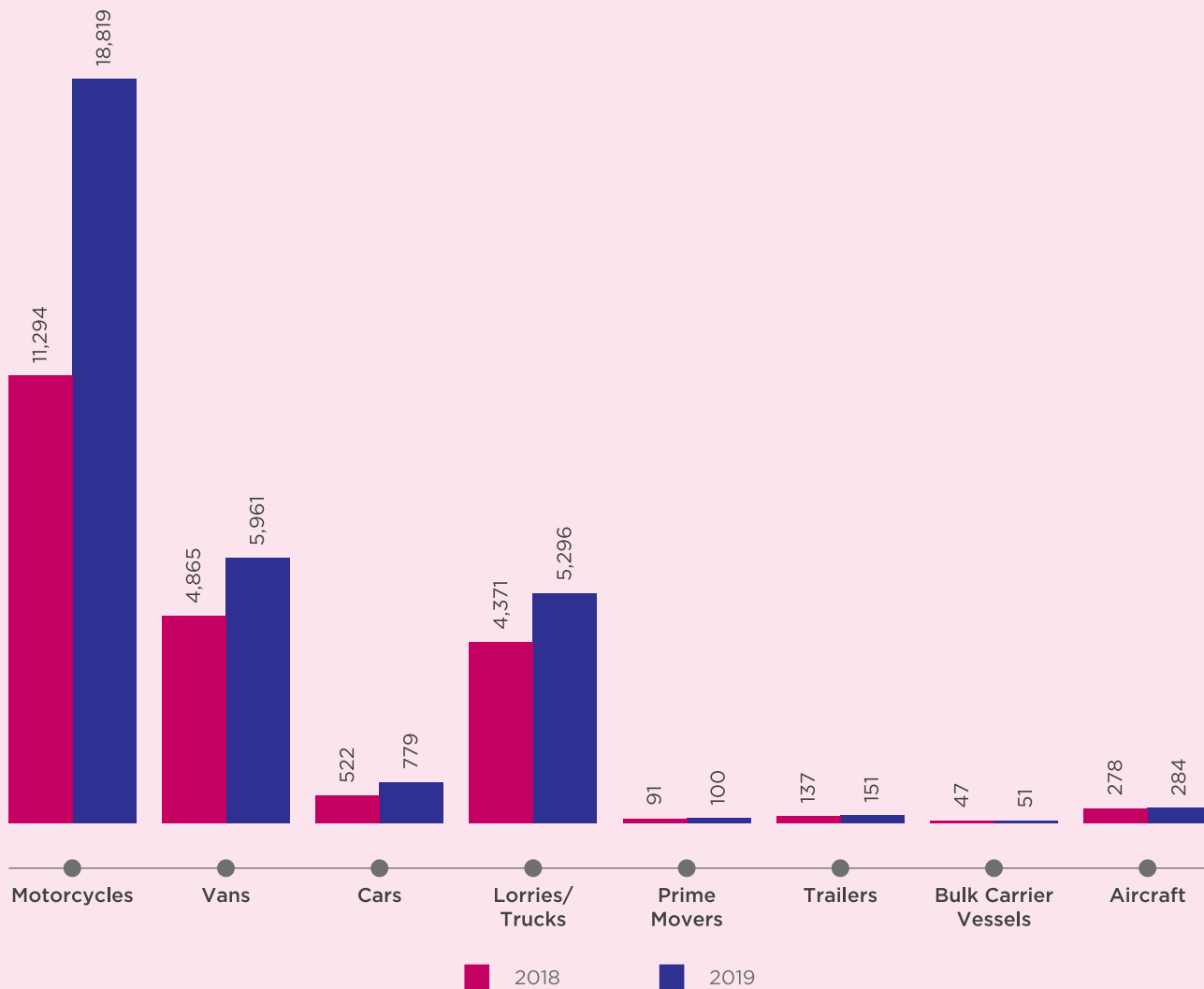
Note: For 2018 and 2019, courier infrastructures data was collated from 81 and 85 courier companies respectively including PosLaju.

Source: Industry

Figure 7.18 Courier Infrastructures by States

In 2019, the number of courier vehicles increased by 46% to 31,441 from 21,605 in 2018. Motorcycles are the most used vehicles for delivery, constituted 60% of total courier vehicles, followed by vans (5,961) and lorries/trucks (5,296).

COURIER VEHICLES 2018 - 2019



Note: For 2018 and 2019, courier vehicles data was collated from 81 and 85 courier companies respectively including PosLaju.

Source: Industry, MCMC
 Figure 7.19 Courier Vehicles 2018 - 2019

EMPLOYMENT IN POSTAL AND COURIER SERVICES



63.7K
Postal and Courier
Services Employees
 (2018: 53.9K)

As at end 2019, total number of employees (both full time³⁵ and part time³⁶) in postal and courier services industry increased by 18% to 63,700 from 53,900 in the previous year. Of which, Pos Malaysia employed 21,700 and 21,500 in 2018 and 2019 respectively to ensure universal service postal delivery are met.

Courier services is a labour-intensive industry, due to the physical delivery work and amount of labour time required in the 'last mile' of delivery. It is expected that the number of courier employees will continue to grow for years to come in line with increasing volume of courier items with the plethora of e-commerce activities. Quality delivery services are required by retailers, online stores, e-commerce sites to deliver goods to customers through parcel delivery services.

Based on industry feedback³⁷, 37% of respondents have indicated that they are planning to increase their workforce. As demand for courier services is increasing, service providers are planning for expansion of network and infrastructure to cater to their business expansion. Generally, the service providers indicated that they intend to increase 10% to 20% of their workforce, particularly in logistics (drivers), operations, sales and marketing department.

In contrast, more than half of the respondents indicated that they will maintain their current workforce level as they do not anticipate much changes in business trending and they view that the current workforce is sufficient to cater to company's day to day operations. Nonetheless, in achieving organisation optimisation, some respondents indicated that they will perform rightsizing and redeploy staff in areas that require more attention or improvement to cater to the e-commerce demands.



³⁵ Full time staff includes established or unestablished staff under contract to the designated operator, including persons employed by contractors, or temporary staff taken on during holiday periods or for occasional events. However, retired employees as well as workers in subsidiaries abroad (if applicable) should be excluded. All employees performing their functions during normal working hours. Normal working hours means the number of working hours per week set by the designated operator for full-time employment.

³⁶ Part time staff includes established or unestablished staff under contract to the designated operator, including persons employed by contractors, or temporary staff taken on during holiday periods or for occasional events. However, retired employees as well as workers in subsidiaries abroad (if applicable) should be excluded. This covers all employees working for less than the normal number of working hours each week.

³⁷ Responses received from IPR 2019 questionnaire.

QUALITY OF SERVICES

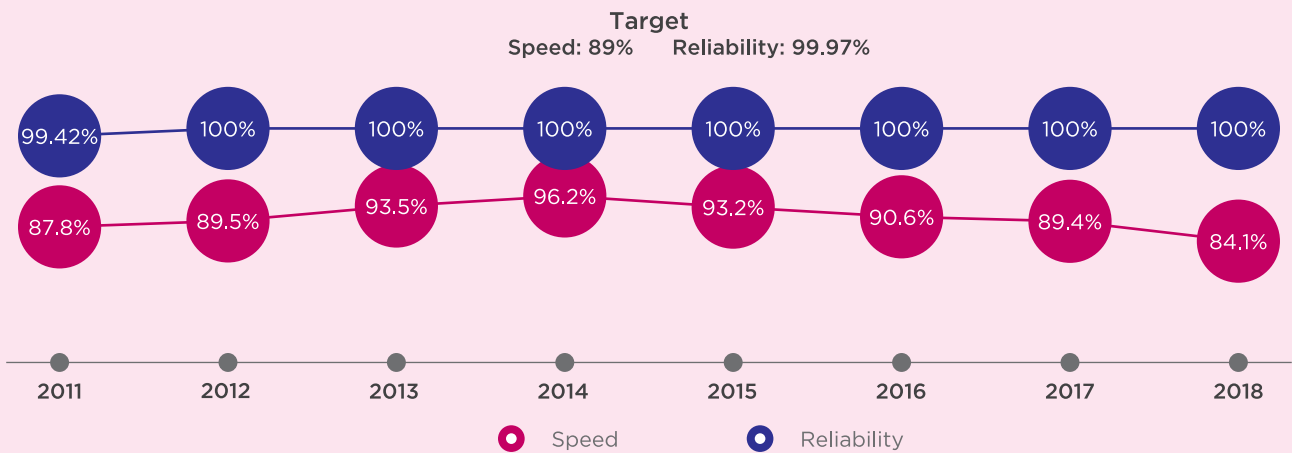
Under the Postal Services Act 2012, MCMC has a role to regulate the delivery services of licensees including the determination of performance standards and standard of services provided.

POSTAL SERVICES

Pos Malaysia reported achieving 100% reliability and 84.1% speed for the postal services domestic letter performance standard for 2018 with 5.3% lower for speed from 2017.

For postal services domestic parcel, Pos Malaysia also achieved 100% reliability and 83.9% speed performance standard in the same year with 2.3% lower for speed from 2017. Reliability for domestic letter and parcel remains good at 100% achievement.

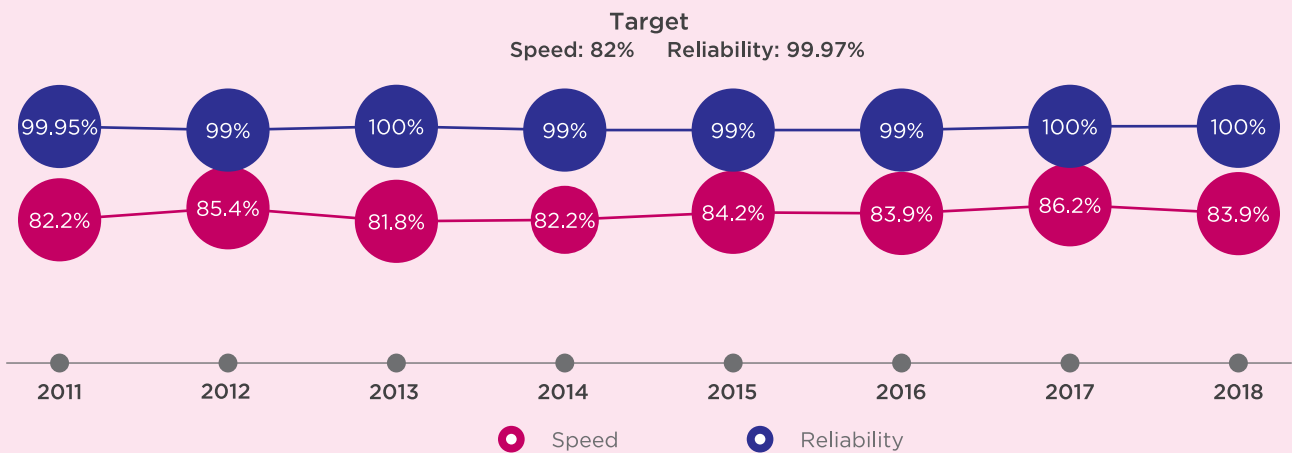
DOMESTIC LETTER SERVICE PERFORMANCE TREND 2011 - 2018



Source: Pos Malaysia

Figure 7.20 Domestic Letter Service Performance Trend 2011 - 2018

DOMESTIC PARCEL SERVICE PERFORMANCE TREND 2011 - 2018



Source: Pos Malaysia

Figure 7.21 Domestic Parcel Service Performance Trend 2011 - 2018



COURIER SERVICES

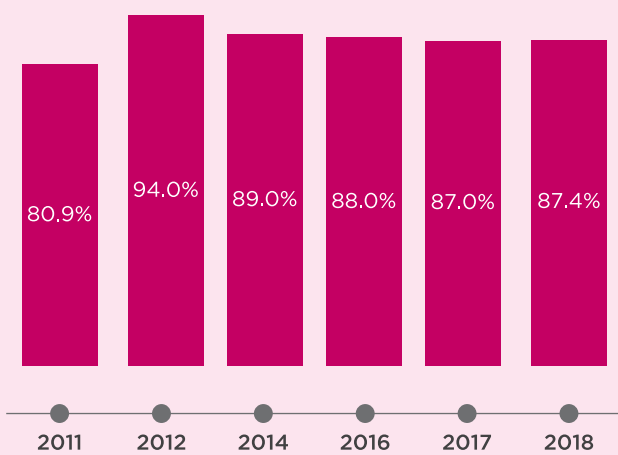
Since 2010, MCMC has undertaken a sampling survey to measure delivery services of 10 major courier services companies in Malaysia. A strategic initiative, which measures the service performance of major courier services players to guide the industry towards a higher level of achievements. The measurement comprised of delivery service (speed and reliability) and customer service (counter and call centre).

Based on the measurements carried out for 2018, 7 out of 10 test sample parcels were received according to the designated period of D+1 for delivery in major cities of Peninsular and D+2 for transmission to Sabah and Sarawak.

For reliability testing, 9 out of 10 test samples were received within three days of delivery (D+3).

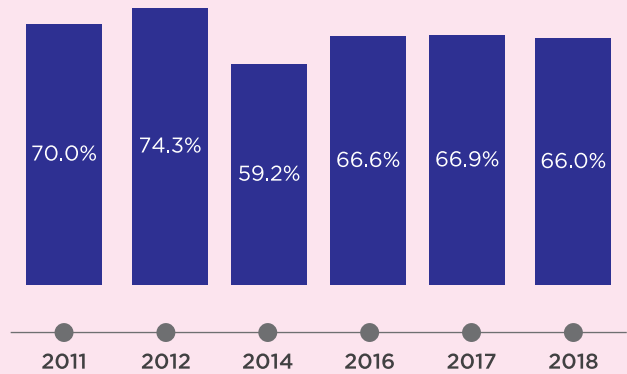
In terms of customer service, average wait time for services on the counter is 3 minutes and service period is between 5-10 minutes. For quality of customer service at the call centre, on average the industry's achievements are 'Good'.

**AVERAGE TREND OF COURIER SERVICES
INDUSTRY DELIVERY QUALITY - RELIABILITY**



Source: MCMC
Figure 7.22 Average Trend of Courier Services Industry Delivery Quality - Reliability

**AVERAGE TREND OF COURIER SERVICES
INDUSTRY DELIVERY QUALITY - SPEED**



Source: MCMC
Figure 7.23 Average Trend of Courier Services Industry Delivery Quality - Speed

CONSUMER COMPLAINTS

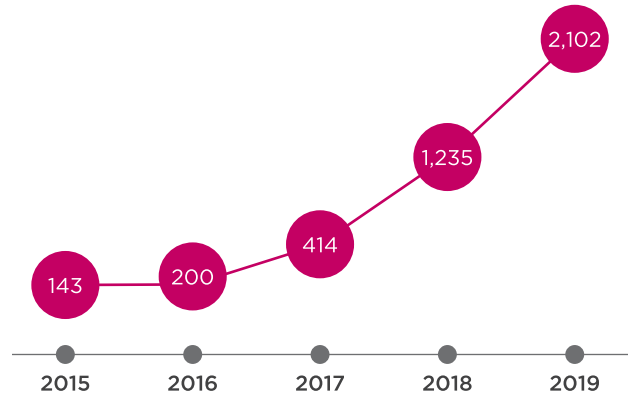
As at end 2019, 2,102 complaints were received by MCMC from postal and courier services users. This was an increase of 70% from 1,235 cases in 2018.

The rising number of complaints is due to higher e-commerce sales volume especially during the major online sales such as the 11.11 Online Sales.



2,102
Postal and Courier
Services Consumer
Complaints
(2018: 1,235)

POSTAL AND COURIER SERVICES COMPLAINTS



Source: MCMC

Figure 7.24 Postal and Courier Services Complaints

Breakdown of complaints received by categories in 2019 is as follows:

COMPLAINTS RECEIVED BY CATEGORY



Source: MCMC

Figure 7.25 Complaints Received by Category

Based on MCMC questionnaire survey, the service providers highlighted that late or delayed delivery is the most challenging complaints to handle. This issue is more prevalent during peak seasons due to increased volumes of e-commerce delivery.

Generally, service providers emphasised that they have improvised their systems for logistics that enables among others, volume forecasting to ensure adequate workforce during the peak season such as

the online festive sales or super shopping day sales. In addition, they have advanced tracking system that constantly gives accurate updates to customers on potential delivery timelines and track parcels movement, thus providing excellent customer service. There was also feedback on delayed delivery due to traffic congestions in towns or cities. In such cases, service providers will compensate customers with vouchers as good gesture.

SUSTAINABILITY THROUGH DIGITAL TRANSFORMATION

Globalisation has led to a rapid increase in courier business and the industry is expanding at its best. The demand for faster, efficient and trackable delivery is soaring and competition is severe when it comes to last-mile delivery. Such situations pose a few challenges to the courier industry.

The key lies in providing specialised services to customers such as personalised service choices. This is one way of expanding the potential for carving ones' niche for market penetration. The aim should be to be unique and differentiating the services from the rest of the competitors. Offering new features for tracking the order, custom packaging and blending in other innovations grab customers' attention. These require the adoption of the latest delivery solutions and committed to revolutionising and innovating operational processes.

Pos Malaysia has embarked on their Digital Transformation Plan in 2019. The company aims to be more efficient, cost-effective, and relevant in order to future-proof its business by adopting digital solutions and automating relevant processes, enabling it to expand its courier capabilities. Pos Malaysia has already started the move by launching its track-and-trace system to increase service quality. Amongst Pos Malaysia's future deployment in its Digital Transformation Plan are cashless payment capabilities via selected Pos Automated Machines which allows bills to be paid using several e-wallet services and online data analytics capabilities.

Clearly, embarking on a digital transformation is an instrumental step in securing and seizing new market opportunities.

