



pakej
Pelan Accelerator Kurier Negara



Frequently Asked Questions

PELAN ACCELERATOR KURIER NEGARA (PAKEJ)

1. What is National Postal and Courier Industry Lab (NPCIL)?

The National Postal and Courier Industry Lab (NPCIL) is an eight-week lab that aims to strengthen the postal and courier industry to ensure its long-term viability and provide first class quality services to the Malaysian public through an action plan - formulated jointly with industry players and stakeholders - focusing on improving industry governance, regulatory approach, operational efficiency, service cooperation, and the overall customer experience.

2. How did the idea of NPCIL come about?

The growth of the postal and courier industry has long been stifled by evolving market demands, new and highly competitive players, as well as the declining service quality. The COVID-19 pandemic that started in early 2020 has heightened the need to re-assess the industry performance as a whole in embracing digital transformation and be better equipped to thrive alongside the e-commerce boom while sustaining industry growth in the Digital Economy.

As the Communications and Multimedia regulator, MCMC has taken a leading role to establish the NPCIL that ran from 12 October to 4 December 2020, involving 108 lab members including 35 ministries, government agencies and key industry players from the postal and courier sector.

3. What is Pelan Accelerator Kurier Negara or PAKEJ?

Pelan Accelerator Kurier Negara, or PAKEJ, is brand name of the NPCIL action plan that aims to provide wider coverage, access and greater flexibility to users;

enhance the Quality of Service (QoS) to provide seamless customer experience; and support the projected industry growth.

4. How long will it take to implement PAKEJ?

PAKEJ is a five-year plan (2021-2025) that will be implemented based on two key pillars: Achieving Industry Sustainability, and First-Class Quality of Service (QoS) and Coverage-backed Growth.

The initial rollout of PAKEJ will focus on establishing a comprehensive Parcel Point Network with more Pick-Up and Drop-Off point (PUDO) points through a working group involving the courier licensees, local councils and local authorities.

Under the First-Class Quality of Service (QoS) pillar, PAKEJ targets to mandate the publication of the general terms and conditions, as well as disclosure of insurance policy in the third quarter 2021.

5. What are the main approaches for PAKEJ?

PAKEJ aims to provide Malaysia with first class courier services through the 4Rs approach:

- i. Reliability – Quality of Service
- ii. Reach – Seamless Coverage
- iii. Relevance - Through Industry Growth
- iv. Resilience – Sustainability

6. What are the initiatives under PAKEJ?

PAKEJ aims to deliver Quality of Service to all Malaysians seamlessly to support the projected e-commerce industry growth from 14 parcels per capita to 30 parcels per capita by 2025.

Pillar 1 focuses on achieving industry sustainability with the following initiatives:

- i. Parcel Point Network (PPN)
- ii. Asset Sharing and Collaboration with *Posmen Komuniti*
- iii. Postal Commercial Vehicle Enhancement Proposal
- iv. Incentives to support industry sustainability

Pillar 2 focuses on providing First-Class Quality of Service (QoS) and Coverage-backed Growth with the following initiatives:

- i. QoS Standards Disclosure and Insurance Policy
- ii. Courier Infrastructure Network Map
- iii. Licensing Framework review
- iv. National Address System

7. How will PAKEJ accelerate Malaysia's Digital Economy development?

As nations around the world continue to combat the effects of the COVID-19 pandemic, one thing remains certain – the acceleration of digital adoption as a future fixture. In Malaysia, the Digital Economy is expected to grow threefold, generating a total gross merchandise value (GMV) of RM125 billion by 2025.

There is a huge increase in the number of Malaysian consumers turning to digital services, with more than one in three Malaysians using digital services for the first time ever in 2020, according to the e-Conomy SEA 2020 Report published by Google, Temasek, and Bain & Company. It is evident that digital adoption will continue to be fast-tracked in the near future and translated into a tremendous growth potential for the e-commerce sector, including the supply and demand chain.

PAKEJ strives to provide a first class service to Malaysians with an improved service quality and integration of last mile delivery, coupled with flawless customer experience through its identified action items. As a trickle-down effect, PAKEJ aims to drive other traditional industries in adopting technology and improving the overall operational efficiency as the nation progresses under the MyDigital Economic Blueprint.

Businesses can reach out to more consumers in areas that are remote or inaccessible when PAKEJ is implemented. Small and medium-sized entrepreneurs will have equal opportunities to expand their businesses with a wider and comprehensive postal infrastructure network. PAKEJ will be the game changer for the e-Commerce sector.

8. What is PUDO? As a customer, how will I benefit from it?

PAKEJ paves way for seamless customer experience and wider coverage of last mile delivery.

The Parcel Point Network is one of the key initiatives that provides greater flexibility and accessibility to consumers. It is a collaboration between e-commerce players or the marketplaces, couriers and parcel locker providers to provide an inter-operable platform available for use by all courier players to improve the adoption of Pick-up Drop-off (PUDO) points. A PUDO point is a location, often a local shop or retail outlet, that offers a parcel pick-up and drop-off service as part of a wider network of PUDO points. It allows parcels to be picked up or dropped off at locations where a trusted member of a PUDO network receives them.

The advantage of PUDO point is that customers do not need to wait for a delivery to arrive. PUDO points indirectly reduces the possibility of customers being exposed to parcel contamination and damage during the pandemic. Choosing PUDO point counters or location as one's address instead of a home address will keep touch points to a minimum.

PUDO also supports the improvement in Quality of Service (QoS) by ensuring the best quality of delivery services for customers i.e. packages delivered and received in good condition, and promote contactless delivery with a much safer option. Customers will also be able to track their packages using a dedicated online application or through the courier service provider's website to receive their packages on time.

All initiatives under PAKEJ are important in ensuring first class service and delivery experience to customers as well as streamlining a suitably integrated last mile delivery system.

9. What are the initiatives of PAKEJ that will benefit the SMEs in rural area?

PAKEJ initiatives are targeted to enhance the access to courier services, as well as overall coverage by optimising available assets and infrastructure. SMEs can broaden their customer base with wider reach through the asset sharing and collaboration with *Posmen Komuniti* initiative which covers a wide range of rural areas, particularly in East Malaysia. For example, SMEs in rural area can opt for their parcels to be collected and delivered by members of the *Posmen Komuniti*.

The Pusat Internet Komuniti (PIK) will also function as PUDO points for their respective local communities. PUDO@PIK enables SMEs to utilise their local PIKs as a collection point for their merchandise.

10. Why was the two-year moratorium imposed on the issuance of courier service license? What is the expected outcome of this initiative?

The moratorium was imposed to provide an opportunity for the postal and courier industry players and the regulator to formulate new actionable plans for the sector, which is facing tremendous challenges from evolving technological and market trends. The COVID-19 pandemic has intensified the need for a reform of the sector whereby the players continue juggling with increased parcel volume and lower profits. The moratorium provided an opportunity for regulator and the industry to re-strategise.

As a result, the NPCIL was held and the findings have served as crucial in the development core of e-commerce activities, and digital economic progress while dealing with challenges triggered by the technological boom resulting in the merger of the logistics sector, e-commerce platform, e-hailing and financial transaction systems.

-The End-

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