



**pakej**

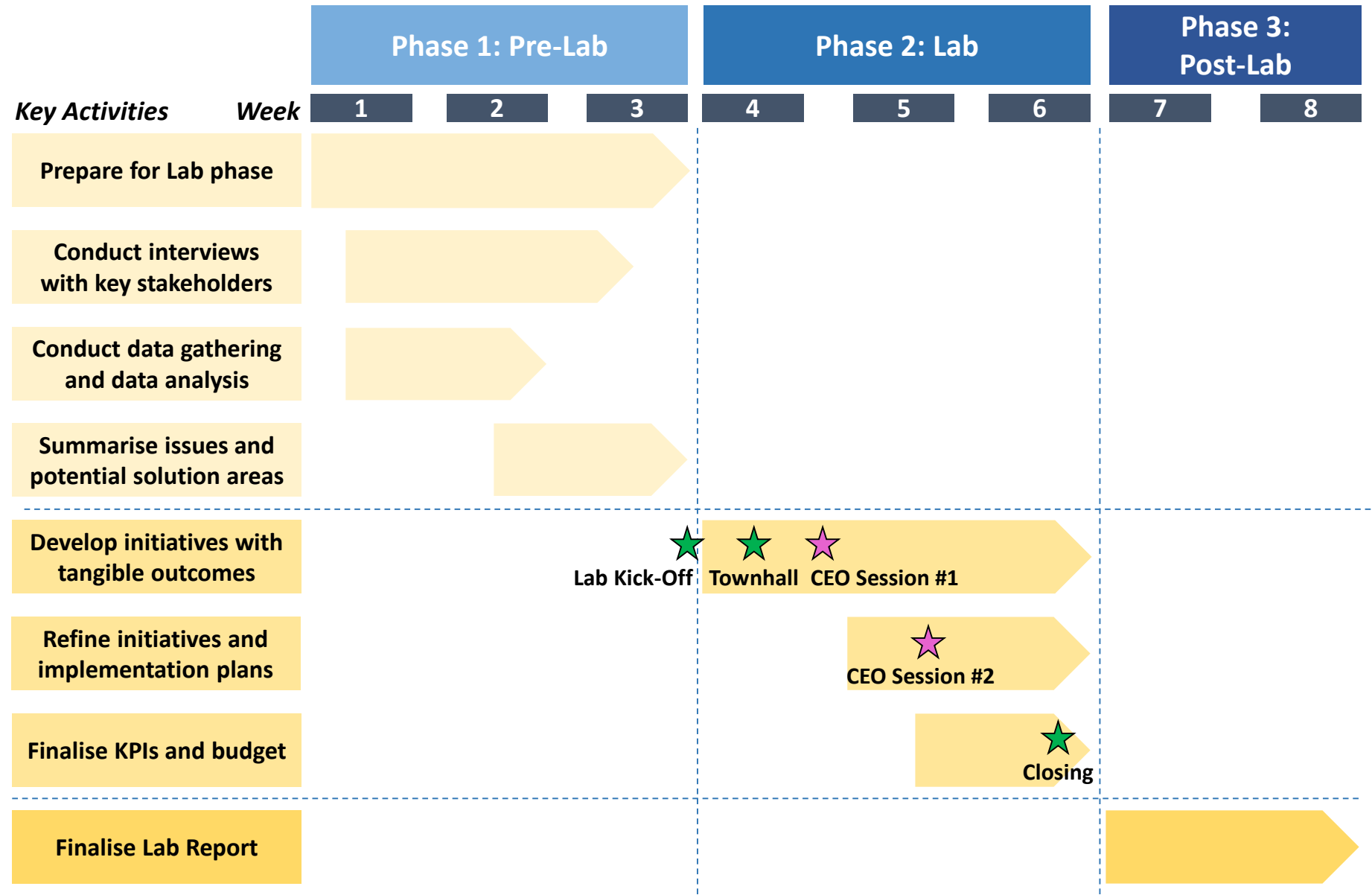
*Pelan Accelerator Kurier Negara*

## National Postal and Courier Industry Lab (NPCIL) Summary Report

5 June 2021

# The NPCIL was completed across a period of 8 weeks

☆ Key Sessions



Lab Kick-Off (Week 4)  
 Townhall (Week 4)  
 CEO Session #1 (Week 5)  
 CEO Session #2 (Week 6)  
 Closing (Week 6)

Prior to the Lab, the following stakeholders were interviewed to gain some preliminary insights into key pain points and possible solutions

## Interviews conducted

### Government



### Key Industry Players (across all licence classes A, B, C)



# There were 108 Lab members from 35 organisations that participated throughout the Lab phase

## Government Agencies



KEMENTERIAN KOMUNIKASI  
DAN MULTIMEDIA MALAYSIA



MINISTRY OF TRANSPORT MALAYSIA  
OFFICIAL PORTAL



## Key Industry Players

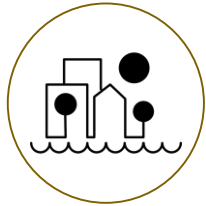


# NPCIL set ambitious aspirations on improving the courier industry for both the *Rakyat* and Industry Players through a 5-year strategic roadmap

## Outcomes



**Committed Quality of Service set by Industry & Government;**



**Industry-led digitalisation projects; and Courier Coverage Mapping;**



**Strengthening of licensing regulatory framework**



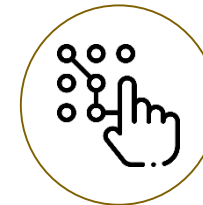
## National Aspirations



**First-class Quality of Service for the *Rakyat***



**Improved integration of last-mile delivery**



**Seamless customer experience**

**NPCIL focuses on the courier industry's growth and sustainability of its industry players, with the following True North; of which 8 initiatives were developed in this Lab**

**TRUE  
NORTH**

**Delivering Quality of Service and Seamless Coverage to all Malaysians sustainably to support the projected eCommerce Industry growth from 14 parcels\* per capita to 30 parcels per capita by 2025**

**Pillar 1**

**Achieving Industry Sustainability**

- 1 Parcel Point Network**
- 2 Asset Sharing and Collaboration with Posmen Komuniti**
- 3 Parcel Commercial Vehicle Enhancement Proposal**
- 4 Incentives to support Industry Sustainability**

**Pillar 2**

**First-Class Quality of Service (QoS) and Coverage-backed Growth**

- 5 QoS Standards Disclosure and Insurance Policy**
- 6 Licensing Framework Review**
- 7 Courier Infrastructure Network Map**
- 8 National Address System**

\*: parcel per capita calculation as of December 2020 (MCMC Analysis)

# The NPCIL outcomes is used for MCMC to craft the Pelan Accelerator Kurier Negara (PAKEJ) which will entail a 5-year strategic roadmap

## Rebranding and communication to *Rakyat*

- **Expected Quality of Service (QoS) on Courier Delivery with a more holistic view towards licensing regulations**
- **Full suite of last-mile pick-up/delivery options: Shifting to the *PUDO* concept**
- **Seamless customer experience of Courier Service Delivery through innovation/technology and digitalisation**

### NPCIL Outcomes

*Committed Quality of Service set by Industry & Government;*



*Industry-led projects that will achieve first-class QoS, and ensuring growth and sustainability*



*Strengthening of licensing regulatory framework*



*Courier Infrastructure Network Mapping*



# Pillar 1 focused on achieving industry sustainability, where the Lab developed 4 initiatives

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## Pillar 1

### Achieving Industry Sustainability

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## Pillar 2

### First-Class Quality of Service (QoS) and Coverage-backed Growth

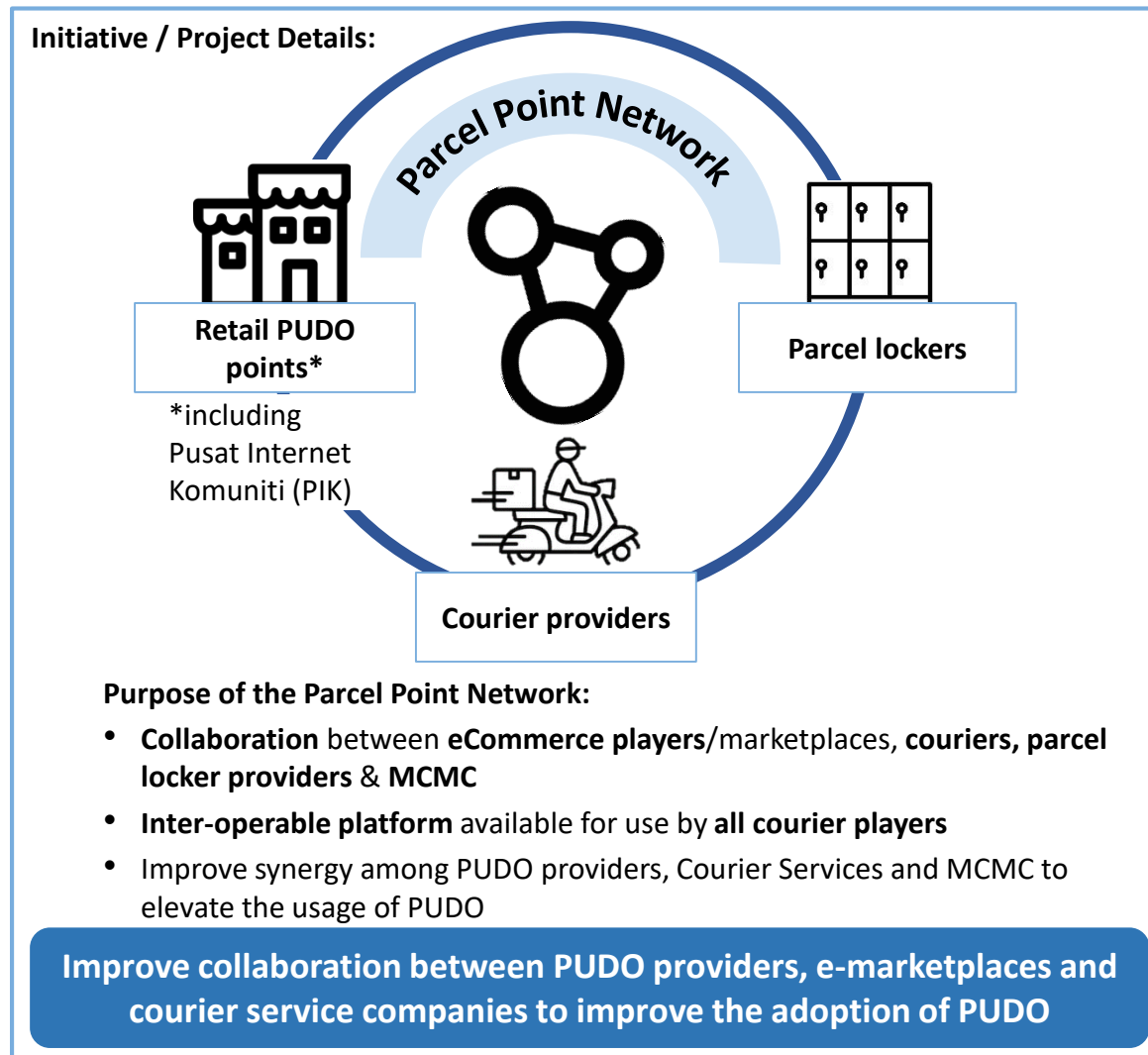
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# Initiative 1: Parcel Point Network

**Current issue(s): Missed deliveries occurs on first and second attempts as consumers may not be at home to receive their deliveries.**



# Initiative 2: Asset Sharing and Collaboration in Posmen Komuniti

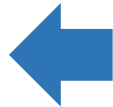
Current issue(s): Last-mile parcel delivery in underserved rural areas is not ubiquitous due to dispersed population density and challenging geographical terrains.

## Initiative / Project Details:

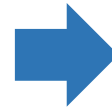
Three days a week



Delivery of **mails** under the USO



**Posmen Komuniti**



Remaining three days of the week



Delivery of **parcels** for courier companies on commission basis

## Benefits of the Posmen Komuniti Sharing and Collaboration Programme



- **Optimising cost of delivery** and **expansion of network coverage**
- **Improving the economic earnings** of Posmen Komuniti which have been faced with declining mail volumes
- **Enable** additional services such as mobile reload/bill payment to **improve livelihoods of Posmen Komuniti**

**Expansion of network coverage for courier industry players while improving the livelihood for the Posmen Komuniti**

**Current issue(s): Existing commercial vehicle regulation restricts alternative for the industry to optimize their fleet serving last-mile delivery**

## Initiative / Project Details:

### Electrical three-wheelers (3W) as an allowable commercial vehicle

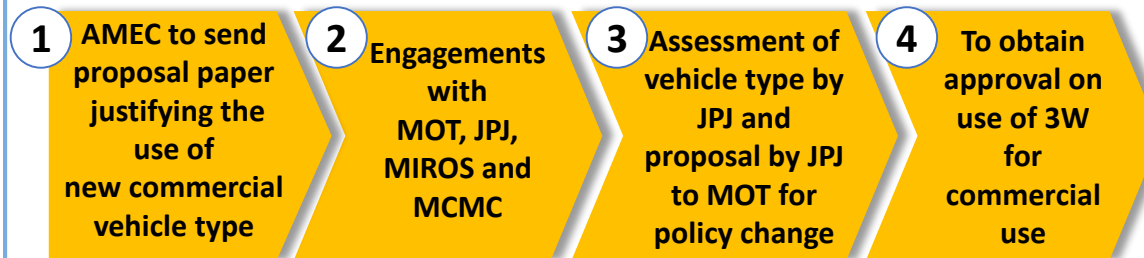


#### Benefits of three-wheelers

- **15 times capacity** of normal rider delivery box
- **Lower** acquisition and operating costs than van/truck
- **Improve productivity** and lower down cost
- Environmentally friendly
- Protects riders **from bad weather**

#### Next steps

- **Further discussions with** MOT to consider three-wheelers for commercial use with technical drawings of chosen three-wheelers

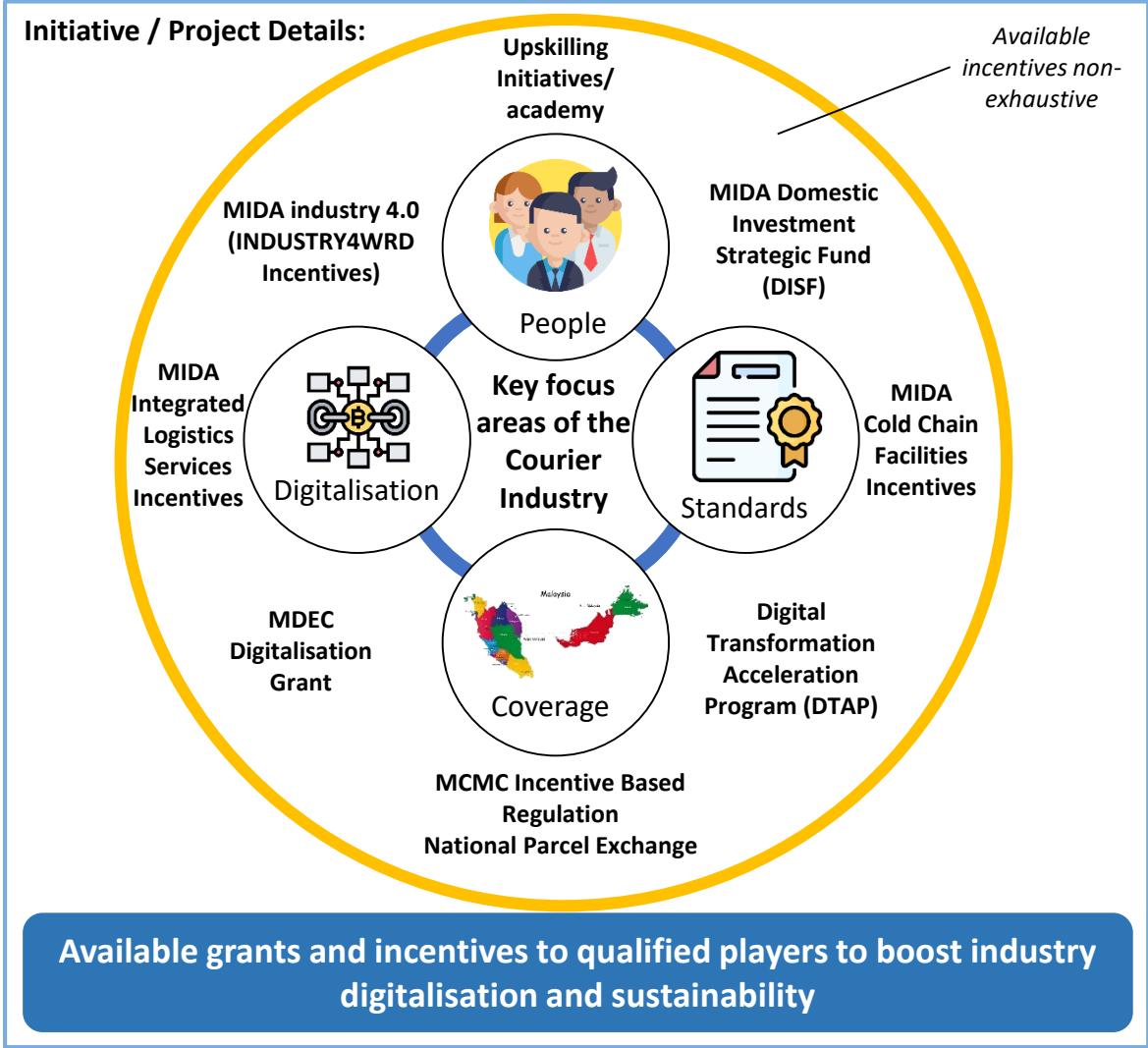


**Industry growth through the consideration of expanding further on the current commercial vehicle regulation**

# Initiative 4: Digital Transformation to support Industry Sustainability



**Current issue(s): Industry players yet to fully embrace digitalisation despite many incentives made available by the government.**



# Pillar 2 focused on achieving first-class quality of service and coverage-backed growth, where the Lab developed 4 initiatives

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# Initiative 5: QoS Standards Disclosure and Insurance Policy

**Current issue(s): Licensees' Quality of Service standards and offerings may not be easily accessible via the existing consumer touchpoints**

## Initiative / Project Details:

**Introduction of tiered services by industry players which specifies delivery timeframes to consumers and provides compensation for failing to meet them**

### Guaranteed Service

- **Service Level Agreement (SLA):** To be determined by the industry i.e. Same day or next-day delivery
- **Guarantees the delivery time frame** while **providing compensation for failure to meet** promised standards

### Basic Service

- **SLA:** to be determined by the industry
- Failure to meet the **SLA + 3 days** standard will result in **compensation for the consumer**



### Disclosure of Insurance Provision by Licensees

- All licensees to provide insurance and require consumers to declare the value of goods and items if it exceeds the liability limit.
- Consumers will have the option to opt out from insurance coverage.



### Impact:

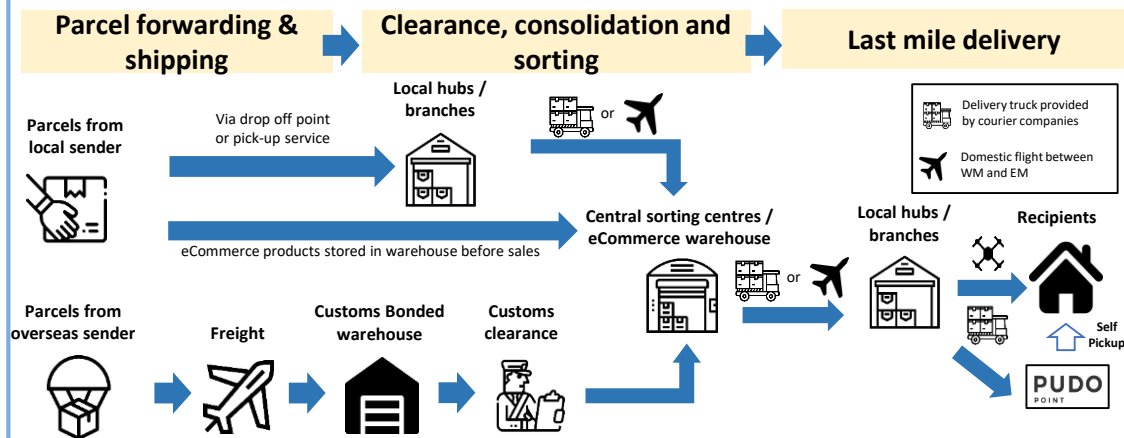
- Provides consumer with the option to decide on delivery timeframe
- Provides full transparency to the public in terms of QoS standards
- Consumers will be entitled for compensation of delivery charges for non-compliance of SLA

**Establishing self-regulated QoS standards to ensure the industry remains competitive and consumers receive high quality service**

# Initiative 6: Licensing Framework Review

**Current issue(s):** The current licensing framework needs to be updated to ensure all licensees meet the national aspirations (Reliability, Reach, Relevance, Resilience)

## Initiative / Project Details:



New players have emerged to service last-mile delivery .e.g. parcel lockers, PUDOs, p-hailing and other new technologies operated by 3rd parties.

**Revised Licensing Framework to ensure licensees fulfill the National aspirations including in the rural areas.**

# Initiatives 7 & 8: Courier Infrastructure Network Map & National Address System

**Current issue(s): The current courier industry digital infrastructure needs to be enhanced to further develop forward-looking policies and resource planning**

**Initiative / Project Details:**

**Big data mapping to include**



Parcel Traffic



Services



Financial



Infrastructure



Vehicles

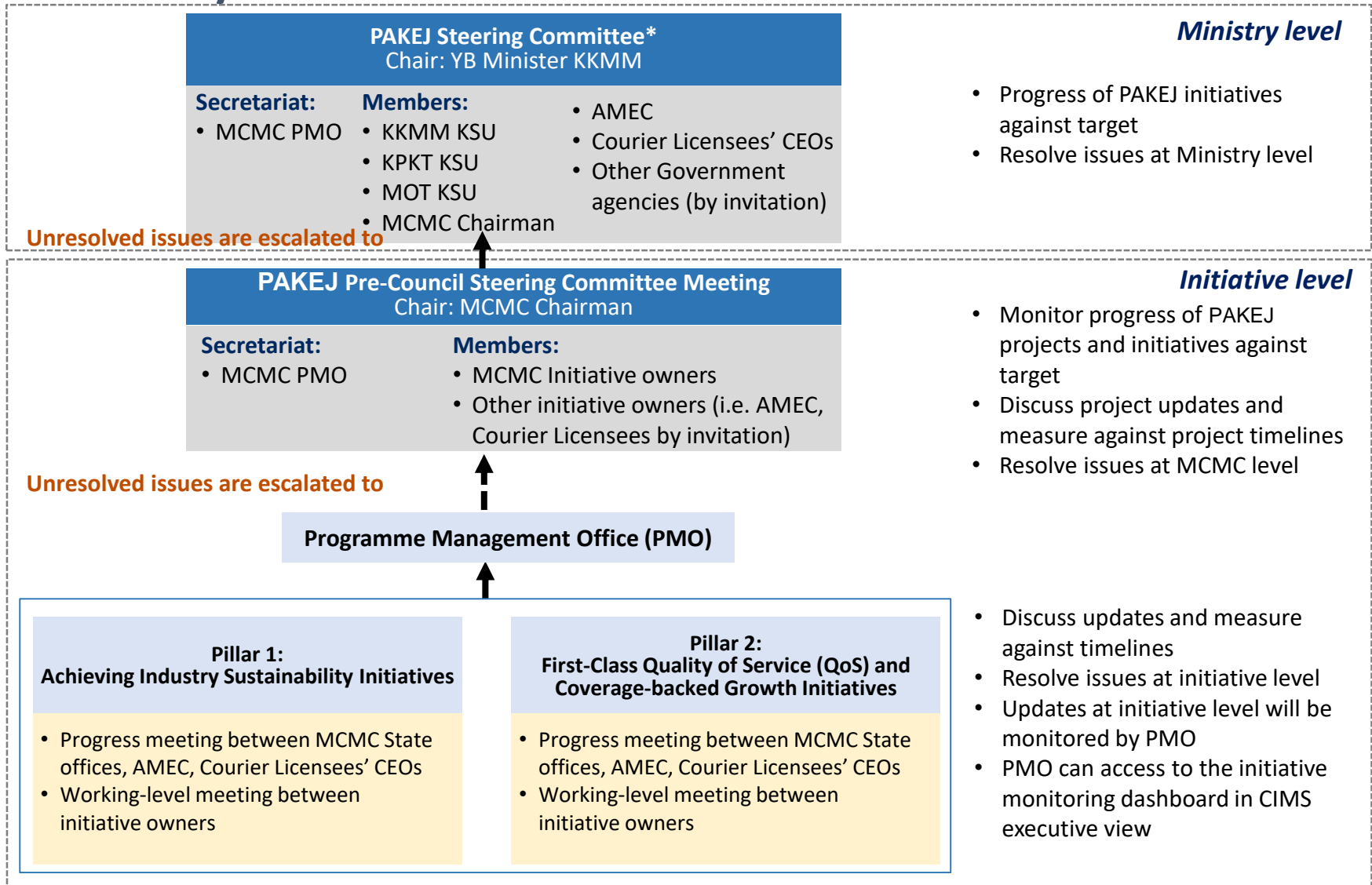


Employment

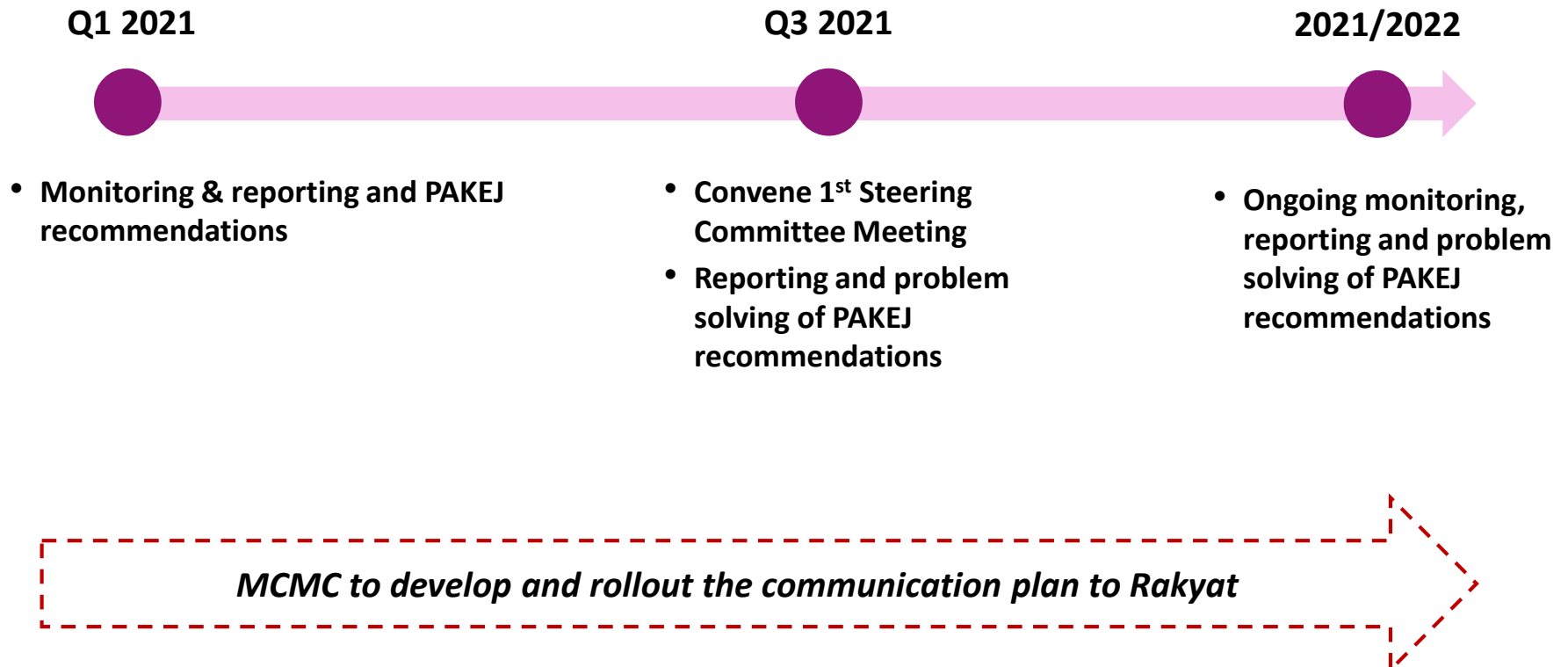
**A holistic digital infrastructure of courier coverage areas for future planning, including a National Address System for granular visibility**



# A Steering Committee is to be established to resolve issues and provide direction to Courier Licensees on plans moving forward, facilitated by MCMC's PMO



# Moving forward, PMO will commence monitoring and problem solving the PAKEJ recommendations





**Thank You**

