Irish Association of International Express Carriers (IAIEC)

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The Postcode Problem for the Multi-National Express Carrier In Ireland

IAIEC (Irish Association of International Express Carriers)

- **Members: DHL Express, UPS, FedEx and TNT**

- **Employing over 800,000 people worldwide excluding the relevant parent companies of DPWN for DHL and TPG for TNT. Within Ireland the industry employs 6,000 people.**

- **The members main areas of focus are:**
  - **International Air Express**
  - **International Ground Freight**
  - **Domestic Overnight Distribution**
  - **Logistics / Solutions**
  - **Business Mail**

IAIEC (Irish Association of International Express Carriers)

- As an example of the scale of Operations, in Ireland, DHL Express delivers and collects over 65,000 parcels a day.

Express Industry in Ireland

- **Role:**

  -**The Express industry's core business is to provide value added door to door transport and delivery of time sensitive shipments locally, nationally and worldwide.**
  We do that on a universal basis across the Island serving individuals, business and organisations.

- **Contribution:**

  - **The economic importance of express services stems not only from the fact that they are major generators of activity in their own right but also that they can act as catalysts for a wide range of economic activities.**

Customer Service

Shipping Applications

- Each service provider supplies to customers proprietary shipping applications

- These create a global harmonized approach to processing freight; an integral part of which is Post-Codes.

- The destination coding of shipments using this approach is globally accepted.

- Countries such as Ireland fall outside of these standardized processes and suffer the consequences.

Customer Service

Customer requests for information

- No matter where the customer is in the world it is a reasonable request for someone to ask- 'When will my shipment be delivered/collected'.

- Normal practice is for country postcodes to be linked to a service capability database which allows the customer service agent to provide a short but accurate time window for expected delivery / collection.

- It must be recognized that today the customer service centre is more often than not a centralized operation either on a European or Global level and therefore wholly dependant on the use of this service link to postcodes.

Customer Service

- **Scheduling for consistency**

  - A key requirement for customers is that of consistency of service to a point where they can build their own processes around the near certainty that their goods will be delivered / collected at the same time each day.

  - To assist in this process there is a need to map service levels down to postcode level in order to support the customers needs.

- **Accuracy of Sort**

      - In the absence of postcodes in Ireland the accuracy of coding shipments to particular distribution points is severely reduced which results in failed deliveries, and additional costs for service recovery.

Delays

Consumer Dis-satisfaction

An anomaly - Ireland – bottom of the postcode class

Missed delivery

Significant additional costs

Geo Code is not a Postcode!

- **A Geocode based on a co-ordinate system is used in precise positioning, navigation and geographic information systems for the location of points in space.**

- **The system requires a street name along with either a city and state or postcode.**

- **Based on these co-ordinates you will get an exact location in space**

- **Example: Mrs X, 14 Terenure Rd, Dublin XX may have a Geocode of 54° 60 min23 sec North and 10° 30min 10 sec Longitude west which in a planned co-ordination system the geocode might be: 5, 345667 (Y co-ordinate), 4, 745628 (X co-ordinate)**

- **This does little to meet the needs to the individual on the street to enhance the service being offered to them by all.**

Geo Code is not a Postcode!

- **What about OCR Technology?**

- **Our experience shows a success rate of approximately 95-98% for shipments with printed address labels but as low as 50% for hand written addresses.**

     -Is this level of performance acceptable?

- **How much is this technology and what are the costs for maintaining the database?**

- **Is this affordable for all service providers or just the elite few?**

Preferred scenario

- **An Irish Postcode**

- **Standard (Easy to develop, distribute, grasp & remember)**

- **Does not require any existing addresses to change**

- **Island Basis**

- **Free to users**

- **Meet needs now and into the future**

- **IAIEC is confident that this can be achieved.**

Next Steps ?

IAIEC will work with ComReg

An Post fully engaged & supporting?

All other interested parties row in behind?

Detailed planning and development in 2004?

1/1/2005 Launch of Irelands new postcode?

IAIEC members to energetically distribute promote and us

1/7/2005, 95% of the population to accurately use their postcode!