

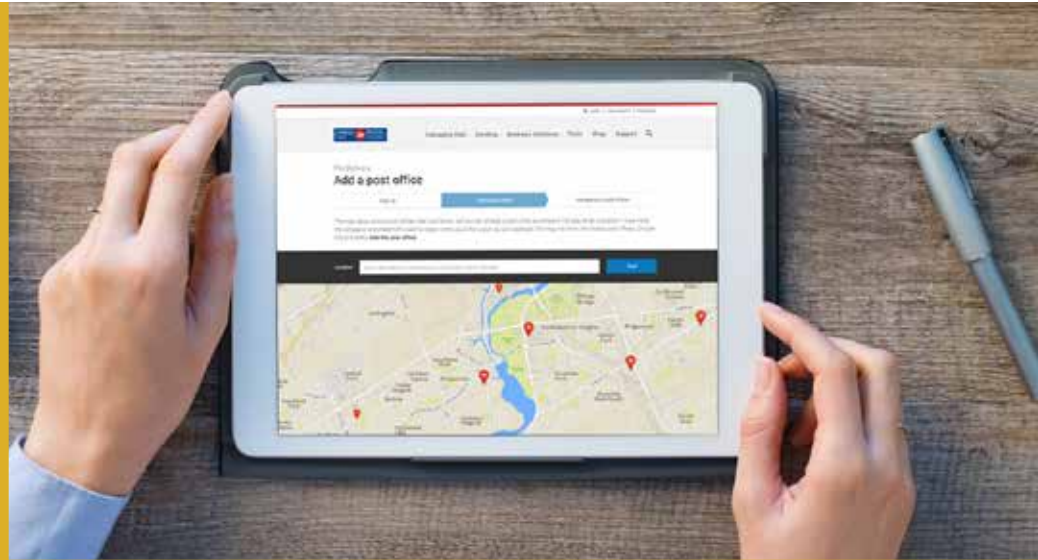


# **FLEXDELIVERY™**

**A NEW LEVEL OF CONTROL OVER MAIL**

# DELIVERING CONVENIENCE AND CONTROL TO ONLINE SHOPPERS THROUGH FLEXDELIVERY™

Innovapost helped Canada Post give Canadians a new level of control over their mail.



Today's consumers expect their online shopping experience to be quick and convenient. And the customer experience doesn't end once the product has been ordered—it's only complete once the package is in the recipient's hands.

To offer Canadians additional options for parcel deliveries, Canada Post set out to let customers choose the most convenient destination for their package—such as a post office near their home, office, or cottage—through a new service called FlexDelivery™.

"Consumers continue to demand more flexibility for the delivery of their online purchases," says Paul Bernard, Director, Product Development at Canada Post. "Our research showed that about half of Canada's frequent online shoppers would buy online more often—and would buy items of higher value—with an option like FlexDelivery."

To develop and implement this new service, Canada Post called on Innovapost,

the Information Technology Shared Services provider for the Canada Post Group of Companies.

"From the beginning, we faced a tight timeline, but were excited to drive a project that would reach Canadians from coast to coast," says John Weir, Senior Consultant, Application Delivery at Innovapost. "We developed a very good working relationship with the business and were invited to participate in a set of consumer trials and focus groups. Our teams were being counted on to offer significant input into the design and direction of the service."

## LISTENING TO THE USER

To help Canada Post respond to actual customer needs, Innovapost developed prototype solutions that were shown to customer focus groups. "Real users looked at our proposed applications and gave us feedback," explains Weir. "In many

cases, we made changes to the interface on the fly and watched first-hand as users navigated the system. If they encountered problems, we updated the design accordingly and it was amazing to see the product evolve in real time."

Innovapost worked closely with Canada Post throughout the initiative, responding to changes in scope and focus as the project evolved.

"There was an amazing degree of collaboration across a wide spectrum of job levels," notes Michael Belanger, Director, Application Development at Innovapost. "More than 130 employees played key roles on this project, including solution designers, developers, integration testers, architects, and database administrators. Moreover, everyone worked together as a team—from the executive levels on down—to understand the situation and develop a solution that made sense for the business."

**“With the software we developed, one scan of the packaging label directs the parcel to the customer’s FlexDelivery address.”**

John Weir, Senior Consultant,  
Application Delivery at  
Innovapost.

### LEVERAGING CUTTING EDGE TECHNOLOGIES

To ensure that the solution would scale and deliver an outstanding user experience, Innovapost leveraged the many leading-edge tools and systems at its disposal. “We worked to pull several large enterprise systems and smaller custom applications into one, robust, integrated solution that would support use across the country,” says Belanger.

“While this was an extremely complex project, the goal was to make the solution as simple as possible,” explains Weir. “With the software we developed, one scan of the packaging label directs the parcel to the customer’s FlexDelivery address. There’s no requirement for online merchants to modify their checkout process to support the service, and an automated e-mail alerts the customer that their shipment is ready to be picked up at the post office. The service integrates seamlessly with existing merchant checkout solutions to create the best possible consumer experience.”

Today, Canadians who sign up for FlexDelivery are given custom FlexDelivery addresses they can use when shopping online. By entering these addresses on merchant sites when placing orders, customers can direct parcels to the locations of their choice and receive e-mail notifications once the packages have arrived.

### ROLLING OUT ACROSS THE COUNTRY

FlexDelivery was launched in stages, beginning with a beta test and pilot project with Canada Post employees before the

national launch in 2015. “The program offered employees a first-hand look at the service and the opportunity to offer their feedback,” says Belanger. “Employees were extremely happy with the service, and provided valuable recommendations on training needs and ideas to make the service better for consumers. We were able to incorporate their recommendations and deliver an even better solution to Canadians.”

### GETTING NOTICED

Since launch, Canada Post has been busily promoting the program and enhancing the delivery experience. Through a mix of online, television, direct mail, and print marketing campaigns, Canada Post has built awareness of FlexDelivery and generated steady increases in registration and usage. It has also continued to work closely with Innovapost on all development, testing, and operational aspects of the service to further improve on-time delivery and performance.

Reflecting its outstanding success to date, FlexDelivery was awarded the highly coveted Delivery on Demand Award by the World Post & Parcel Awards in 2016. These prestigious awards recognize innovation, technology, and best practices in the global postal and express delivery industry.

“The outside recognition has been extremely rewarding, as has the ability for our employees to see the tools they created in use in the real world. When you can work on a project and have your friends and family take advantage of the end result, it adds something special,” notes Weir.

### WORKING TOGETHER

In addition to operating in a collaborative fashion, the IT and business teams relied on a “one team, one goal” philosophy in which Canada Post and Innovapost worked in tandem.

“We never had a situation where one team would go away, do its work in isolation, and then come back a few weeks later

with a finished application,” recalls Weir. “Everyone collaborated over the course of the initiative which helped us work as efficiently as possible and ensured that we were all on the same page.”

“We were able to build a lot of trust with the business,” adds Belanger. “Whenever there was a challenge on the operations side, the business was comfortable coming to us and asking for our input. I have no doubt that this team approach was key to the successful outcome.”

To learn more about FlexDelivery, or to sign up for the service, visit [www.canadapost.ca/flexdelivery](http://www.canadapost.ca/flexdelivery)



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