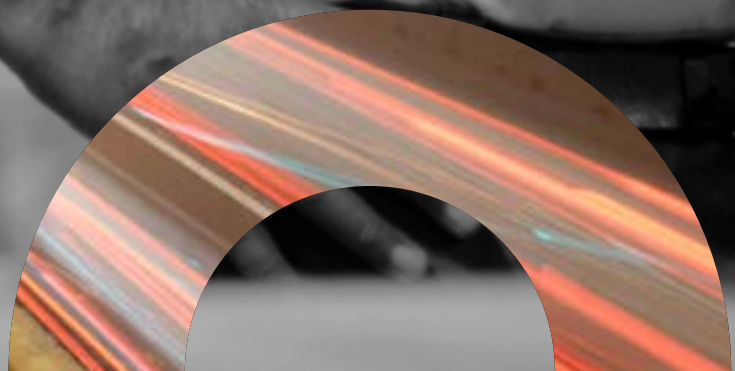




# TODAY, WE ENABLED \$15M IN E-SHIPPING

ONLINE CHANNEL CASE STUDY



# DELIVERING ELECTRONIC SHIPPING SUCCESS AT CANADA POST

Our Digital Teams are helping to deliver electronic shipping success at Canada Post.



## CUSTOMER

Canada Post

## CHALLENGE

Maintain integrity and security of electronic shipping tools

## DURATION

Ongoing

Each day, more than 30,000 Canadian businesses rely on Canada Post's electronic shipping tools to keep their businesses humming. When it comes to managing and maintaining these applications at Canada Post, failure is not an option. Downtime at any point of the e-shipping process would result in significant lost revenue and customer dissatisfaction.

"With \$10-15 million in e-shipping transactions taking place every day, even a minor disruption in service will have an impact," explains Scott Graham, Application Management Director at Innovapost. "That's why the goal of our Digital teams is to maintain 100% uptime for all electronic shipping applications at Canada Post."

Graham manages the Digital Shipping teams at Innovapost, the IT Shared Services provider for the Canada Post Group of Companies. As such, his group plays a critical role in

supporting the electronic shipping tools used by tens of thousands of Canada Post customers across the country. The team's developers, testers, environment specialists, technical analysts, service desk agents, and release managers work to maintain the integrity and security of Canada Post's electronic shipping tools.

"The people we hire are well-versed in technology, but they're also excellent problem solvers who are committed to providing good service to the client," says Graham. "Since we work with a variety of technologies, our employees have technical knowledge that's both deep and broad. Things move quickly here, so we look for people who enjoy working in a fast-paced environment with changing demands."

## ENSURING BUSINESS SUCCESS

The scope and reach of the Canada

Innovapost's Digital Shipping team is responsible for safeguarding the most critical of Canada Post's digital properties, including:

- **Electronic Shipping Tools (EST) 2.0.** A secure desktop shipping application for large commercial customers, EST 2.0 generated \$2.8 billion in revenue in 2016 and processed over 2 million orders.
- **Electronic Shipping Tools (EST) Online.** An online shipping application for small to mid-sized businesses, EST Online generated \$715 million in revenue in 2016 and processed over 4.5 million orders.
- **Precision Targeter.** This application allows businesses to create targeted, direct marketing campaigns to specific prospects. (\$30 million in revenue in 2016 and processed over 30,000 orders).
- **Canada Post Developer Program.** This popular program lets Canada Post customers integrate Canada Post web services directly into their e-commerce platform, website, or custom application to provide real-time shipping, tracking, estimates, pickups, and returns.

Providing round-the-clock monitoring and support, the team works to resolve issues as they arise and minimize their impact on customers.

« Our work affects businesses of all sizes and each one of them is important to us. While these tools are used by thousands of customers each day, we make sure that if a customer has a problem with an order, he or she will get the customized help needed to resolve it. »

Scott Graham, Director of Online Channel Development at Innovapost

The group also takes a proactive approach to support, and can quickly respond to customer needs.

"We offer third-level service desk support for questions that can't be addressed directly by the front line service desk staff," says Graham. "If a user or the service desk uncovers an issue, our service desk, testers, and developers have the opportunity to look more closely at it and provide a solution."

Customer feedback is a valuable part of the process for Graham's team. The group investigates issues, reviews customer feedback, and releases updates to improve the user experience.

"We work closely with Canada Post to determine a roadmap for future enhancements," Graham explains. "We release four to six software releases per year, all of which are focused on improving customer experience at Canada Post."

### ENABLING BUSINESSES' TRANSACTIONS

Canada Post fulfilled 8.7 million orders (parcels, neighbourhood mail, and transaction mail) in 2016 via electronic shipping tools. With a peak load of \$2 million worth of transactions processed per hour, providing quality support for this volume of business is no small task.

"We take great pride in the service level we're able to offer to the end customer," states Graham. "Our work affects businesses of all sizes and each one of them is important to us. While these tools are used by thousands of customers each day, we make sure that if a customer has a problem with an order, he or she will get the customized help needed to resolve it."

### DELIVERING TO CANADIANS

The broad product portfolio at

## ELECTRONIC SHIPPING TOOLS HIGHLIGHTS

In 2016, customers used Canada Post shipping systems to create **8.7 million** orders, including parcels and mail products.

In 2016, EST Online generated over **\$715 million** in revenue via 4.5 million orders.

EST 2.0 generated over **\$2.8 billion** in revenue with 2 million orders in 2016.

Canada Post and the complexity of its IT systems ensure that the team is always busy. Canada Post has multiple servers, load balancers, networks, and applications that need to perform in unison. With many potential failure points, there's little room for error.

"One day we could be troubleshooting a problem in production or fixing a bug," says Graham. "Then, we could be working on a multimillion-dollar project to deliver a completely new set of features to customers. We tackle complex problems day in and day out, and there's never a dull moment!"

Ultimately, the Innovapost team knows what's at stake. "Canada Post's e-shipping systems need to consistently be in top form," notes Graham. "Today's customers have many shipping options to choose from and will look to the competition if we can't develop and support the tools they need. It's a great feeling knowing that we're helping Canada Post deliver highly reliable, accurate shipping tools every day. And it's extremely rewarding to know that our work is used by Canadians across the country – from Victoria to the Arctic Circle to St. John's."

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