

IMPORTANCE TO MAKE CORREOS DIGITAL

HUMAN RESOURCES DEPARTMENT



ATHENS, MAY 2018

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1

Key figures about Correos









Key figures about Correos

Daily delivers of 11 million postal items to 18 million homes and 3,2 million businesses and institutions...



... covering 638.000 kilometers per day, that is, almost 16 times around the world.

Key figures about Correos

| | | | | | | | |
|---|---|---|--|---|---|---|---|
|  |  |  |  |  |  |  |  |
| POST OFFICES | SERVICE POINTS | AUTOMATED POSTAL AND PARCEL PROCESSING CENTRES | RURAL SERVICES | PARCEL AUTOMATIC LOCKERS HomePaq AND CityPaq | VEHICLES | SMART MOBILE DEVICES PDA'S | EMPLOYEES 50% MAN 50% WOMAN |
| 2.396 | 8.669 | 18 | 6.273 | 3.110 | 13.991 | 30.000 aprox. | 51.205 |

2

Why is important digital development in Correos?

Why is important digital development in Correos?

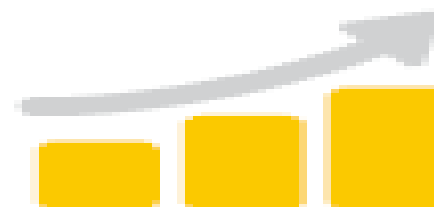
E-commerce and new digital business in Spain



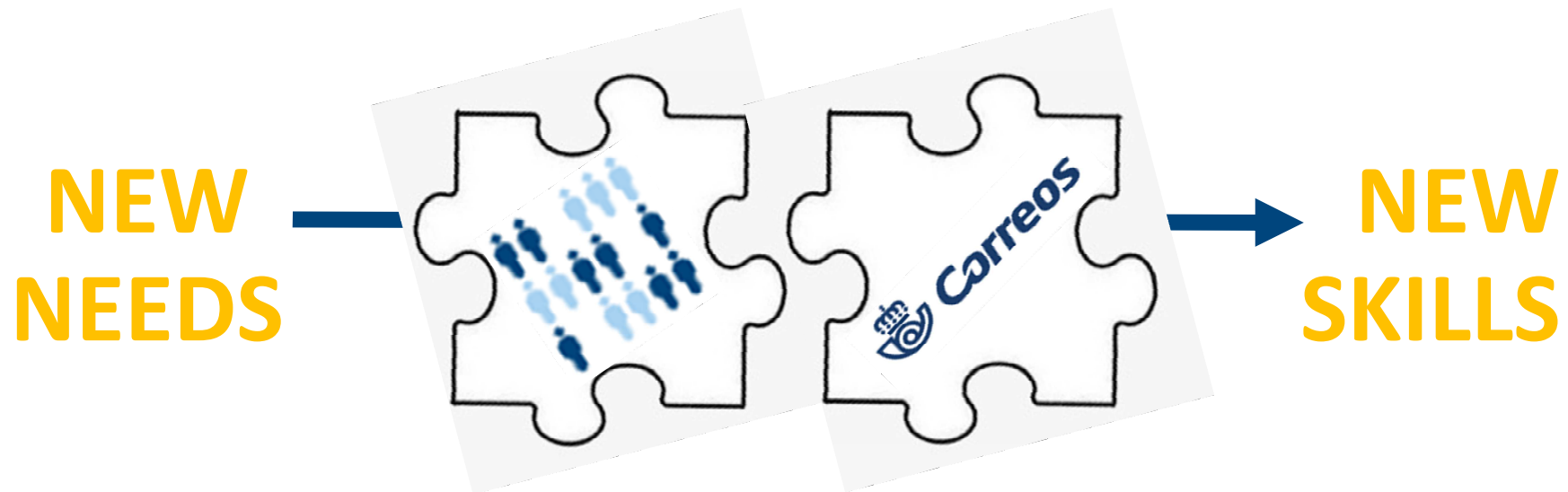
PRESS RELEASE

**E-commerce exceeds 5.9 billion euros in Spain in the second quarter of 2016
- up 20.3% from last year**

Madrid, 4 January 2017. – E-commerce turnover in Spain has increased in the second quarter of 2016 with a year-on-year growth of 20.3% to total 5.948 billion euros, according to the latest e-commerce data available on the [CNMCData website](#).



Why is important digital development in Correos?



- New processes and services
- Transformation business model
- Increase e-commerce
- New habits of costumers
- Digital infrastructure

- Generational diversity. Cultural transformation
- New competences and IT skills.
- Agile mindset and learning ability
- Innovation. Identify new business opportunities
- Change management

Why is important the digital development in Correos?



Our purpose focuses on...



Developing knowledge and digital skills throughout the organization. Defining and implementing different lines of work aimed at digital transformation. Offering specific routes and solutions oriented to the distinct target groups. Checking their impact.

3

HOW do we apply digital strategy at Correos?

How do we apply digital strategy at Correos?

Digital training

Our own training model

Trade unions
collaboration

Correos labs



Digital training

Our own training model



Digital training

Our own training model

PROGRAM “SOY DIGITAL”

* PURPOSES

- Awareness about **DIGITAL ECOSYSTEM**
- Development **digital skills**
- Activities about **digital services and products**

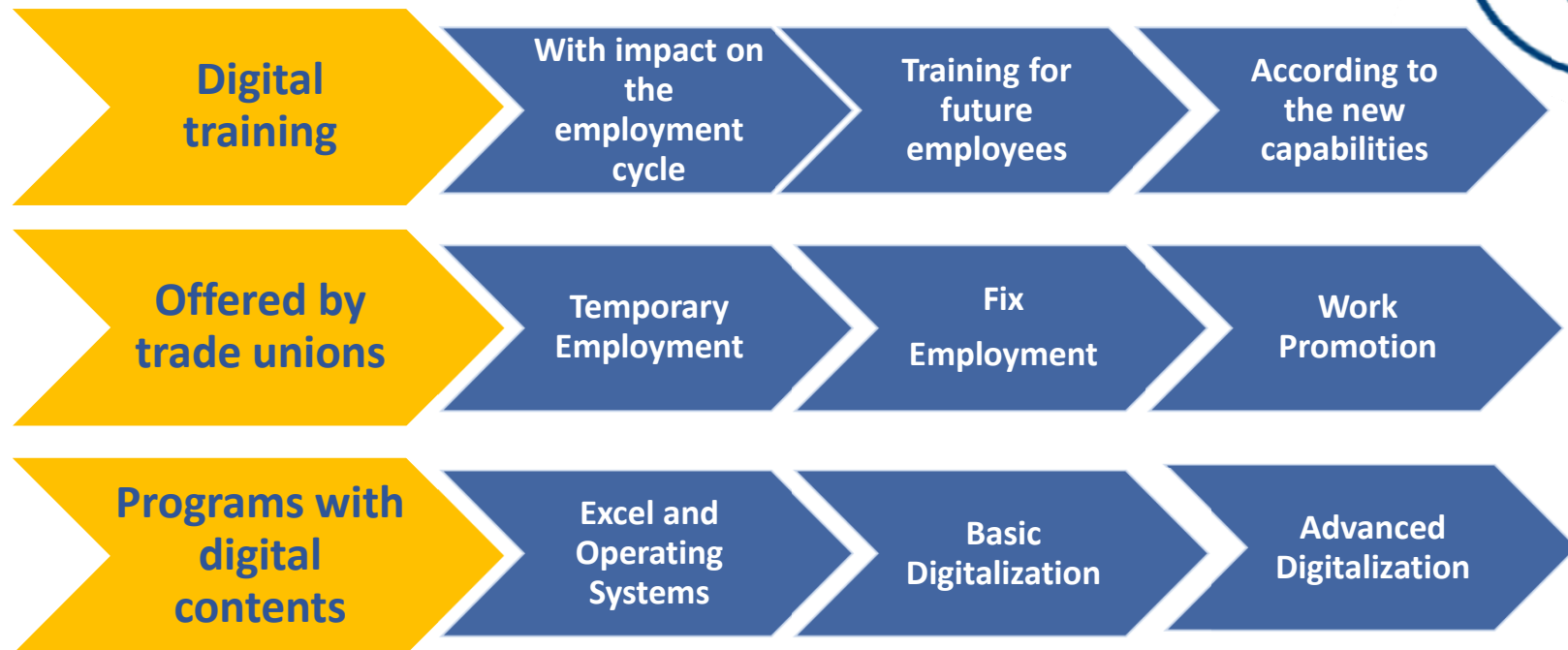
* TRAINING PATHWAY “DIGITAL CERTIFICATIONS”

* ANNUAL AWARD “SOY DIGITAL”



Digital training

Trade unions collaboration with digital training



Digital training

Trade unions collaboration with digital training



EXCEL

- Manage and organize windows, books and spreadsheets
- Plan work groups and work areas
- Printing and final visualization
- Use formulas and functions
- Graphics
- Formats or data design



DIGITALIZATION I & DIGITALIZATION II

- Present concepts and tools for basic/advanced digitalization
- Identify technologies, web pages and programs that help in the development of daily performance.

Key figures about digital training

+50.000

- "SOY DIGITAL" Program
- Plannings about specified developments
- Open applications
- Correos Play

+500.000

Temporary
Employment

+1.000

SED

+500

CLIC

+400

"LIDERAZGO ACADEMY"

+2.000

"TRAINING PLAN 2018"



4

Correos labs

Correos Labs

The image shows a screenshot of the Correos Labs website. At the top left is the logo for Correos Labs, which consists of a stylized grid of squares in blue and yellow, followed by the text "Correos labs". To the right of the logo is a navigation menu with the following items: "El espacio", "Eventos", "Startups", "Actualidad", and "Quiénes somos". The main content area features a large blue oval containing the text "#correoslabs" in yellow, followed by "Tu punto de encuentro con la" in white, and "INNOVACIÓN" in large white letters. To the right of this oval is a yellow circle with the text "¿Tienes un proyecto?" in white, "No pierdas detalle" in black, and a right-pointing arrow icon. Below the main content area is a yellow banner with a blue oval containing the text "#retoLehnica" in black, followed by "EL CONCURSO DE EMPRENDIMIENTO DE CORREOS" in smaller black letters. To the right of the banner is a chalkboard graphic with the word "LEHNICA" in large green letters, a map of Spain, and text in Spanish: "Un pueblo a 2500 Kilómetros de distancia de MADRID", "ESTA HISTORIA COMIENZA HACE 393 AÑOS 1633", "ERA EL LUGAR DE PASO DE...", "LA RUTA DE UN CARTERO", and "LEIPZIG". Two blue arrows point from the text in the yellow banner to the chalkboard graphic.

Correos
labs

El espacio Eventos Startups Actualidad Quiénes somos

#correoslabs
Tu punto de encuentro con la
INNOVACIÓN

¿Tienes un proyecto?
No pierdas detalle

#retoLehnica
EL CONCURSO DE EMPRENDIMIENTO DE CORREOS

LEHNICA
Un pueblo a 2500 Kilómetros de distancia de MADRID
ESTA HISTORIA COMIENZA HACE 393 AÑOS 1633
ERA EL LUGAR DE PASO DE... LA RUTA DE UN CARTERO... LEIPZIG

THANK YOU



grupo *Correos*



