

Hrvatska pošta



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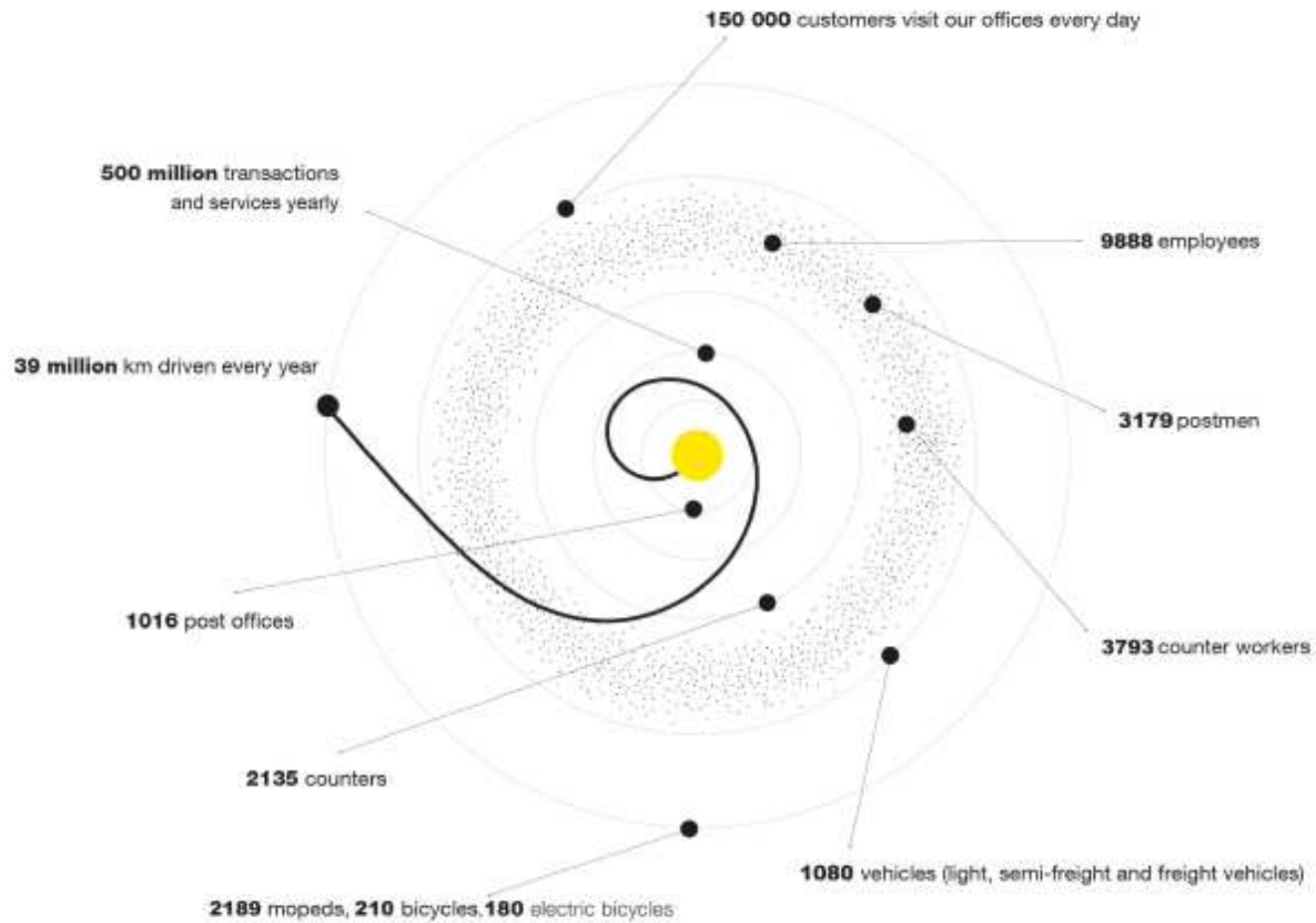
www.posta.hr

HR role in digitalization of Croatian post

04th May 2018



Croatian Post in numbers





Adapt or die – Disrupt or be disrupted

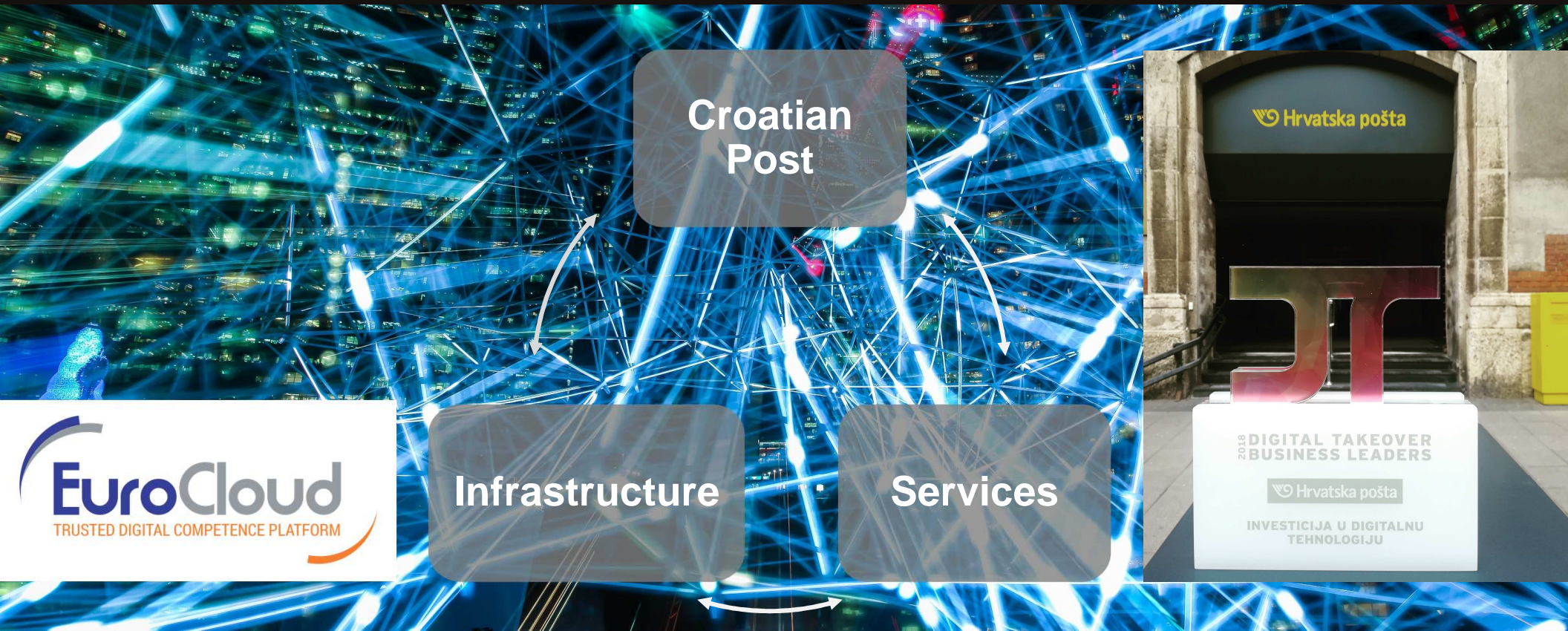
- Postal operators already transformed significantly in the previous decade:
 - Market liberalization
 - Restructuring

2008 ≠ 2018

- It's not about transformation or development or growth of current business. It's about NEW business models
-



Our digital journey



How to keep and transform our role in society?

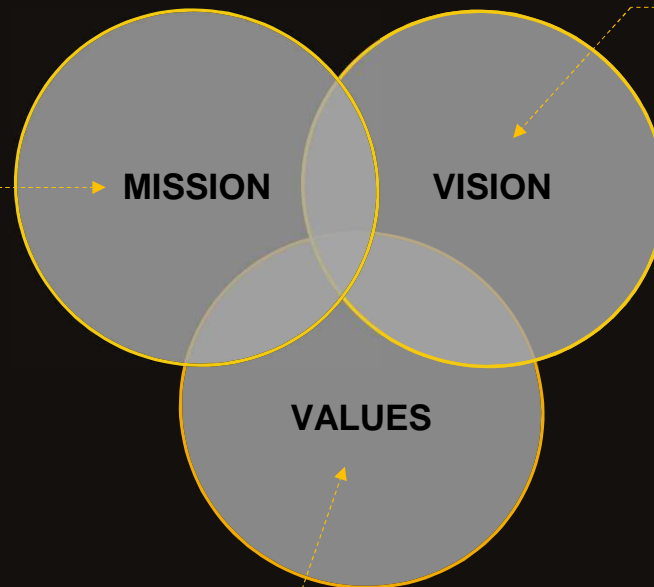
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Our Mission, Vision and Values

CROATIAN POST – AT THE SERVICE OF CITIZENS



**WE ARE A RELIABLE COMPANY,
WINNING NEW MARKETS
THROUGH EXCELLENCE**

**TRUST
PROACTIVITY
EXCELLENCE**





Development Strategy Post2022.

DIGITALIZATION

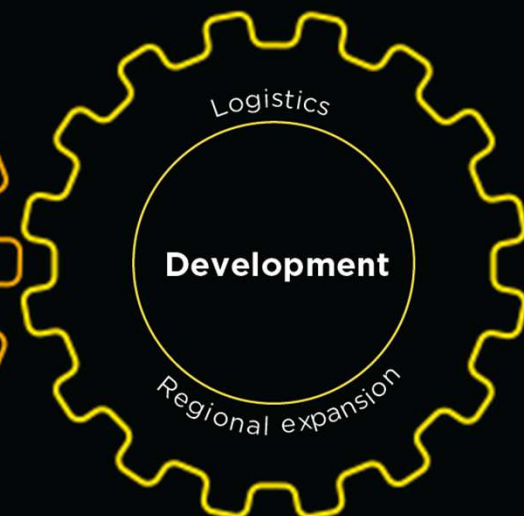
QUALITY



EXCELLENCE



NEW MARKETS



CORPORATE SOCIAL RESPONSIBILITY

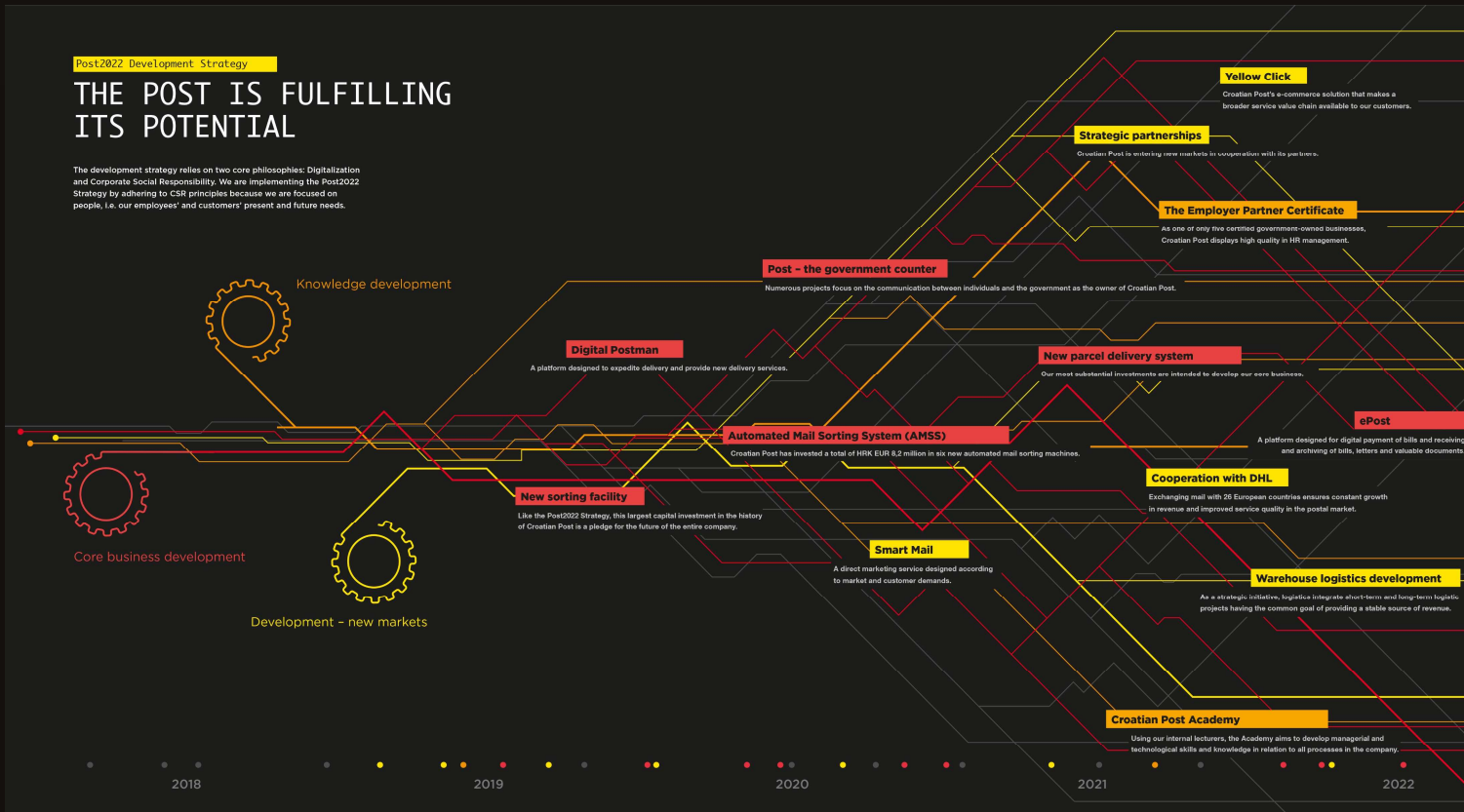


Main projects which will be the core of our development in the next five years

Post2022 Development Strategy

THE POST IS FULFILLING ITS POTENTIAL

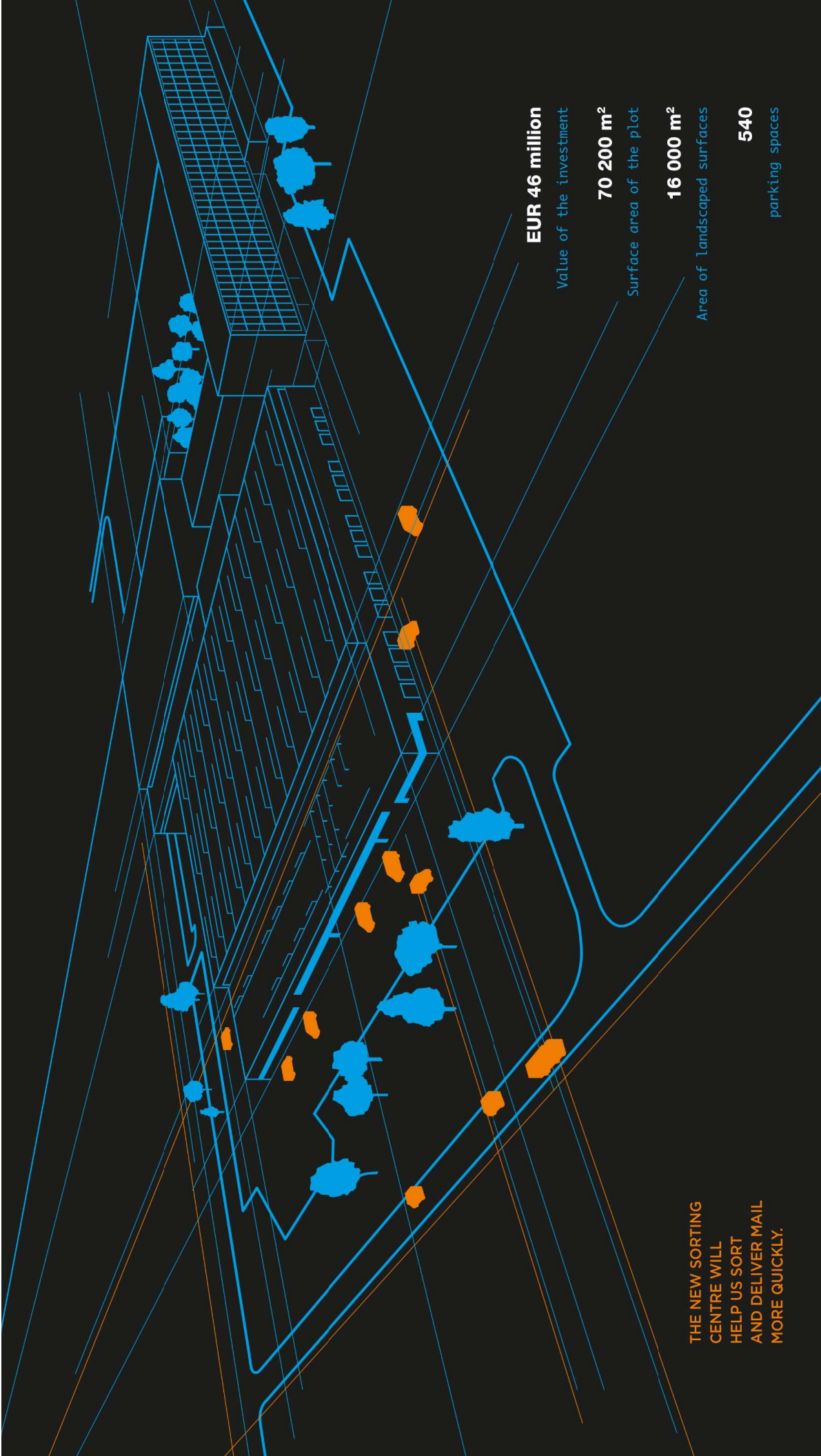
The development strategy relies on two core philosophies: Digitalization and Corporate Social Responsibility. We are implementing the Post2022 Strategy by adhering to CSR principles because we are focused on people, i.e. our employees' and customers' present and future needs.



Post2022 Development Strategy

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EUR 46 million

Value of the investment

70 200 m²

Surface area of the plot

16 000 m²

Area of Landscaped surfaces

540

parking spaces

**THE NEW SORTING
CENTRE WILL
HELP US SORT
AND DELIVER MAIL
MORE QUICKLY.**

Home | Preferences | Help | About

Optimize and Edit

Home

Calendar: rujanj, 2014

Tasks: Impact Orders, Build Routes, Send Routes

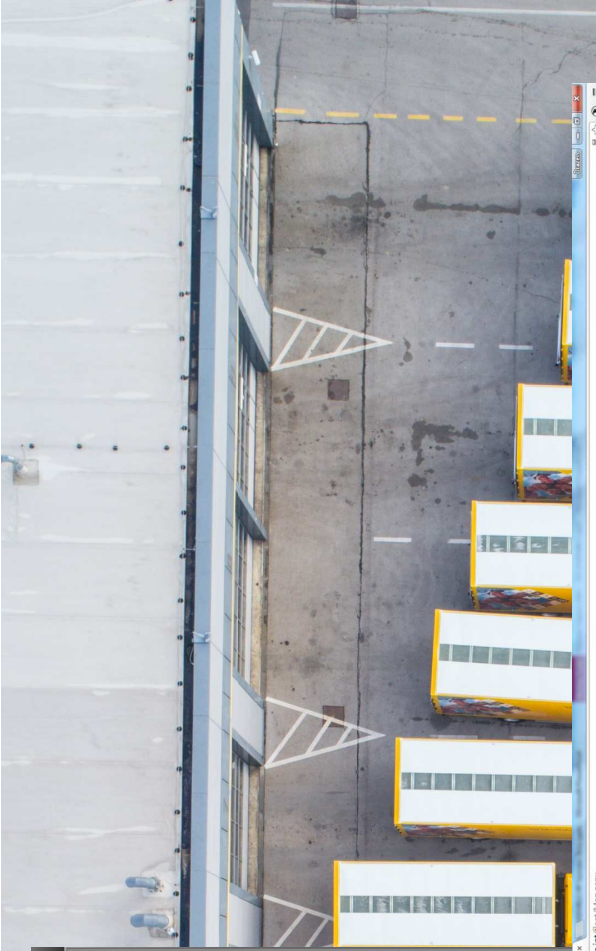
Views: Orders, Routes, Map, Time, Versions, Find

Quick Help: Add or import orders and then build, edit, and view routes. You can save different route versions and view orders in Orders, Routes, Map, or Time views. More info.

73 Routes(s), 0 Order(s)

Name	Color	Orders	Distance	Comment
254 (R1) ZG 1257 FE	Green	27	369,39 km	24.9.2014.
498 (R1) SK 733 BB 1	Yellow	33	254,5 km	24.9.2014.
499 (R1) SK 377 DJ 1	Orange	25	216,81 km	24.9.2014.
500 (R1) ZG 6975 AV	Red	36	152,15 km	24.9.2014.
501 (R1) SLEPERI 10	Purple	3	801,45 km	24.9.2014.
502 (R1) SLEPERI 10	Blue	1	381 km	24.9.2014.
504 (R1) DJ 854 BK 1	Light Blue	26	76,78 km	24.9.2014.
509 (R1) DJ 780 BL 1	Light Green	4	208,7 km	24.9.2014.
510 (R1) ZG 5068 FA	Light Yellow	34	41,8 km	24.9.2014.
511 (R1) ZG 4873 FF	Light Orange	26	33,53 km	24.9.2014.
516 (R1) ZG 3301 FA	Light Red	26	19,7 km	24.9.2014.
517 (R1) ZG 5069 FA	Light Purple	26	21,86 km	24.9.2014.
518 (R1) DJ 722 BL 1	Light Blue	2	45,08 km	24.9.2014.

Map Layers: 156 Kilometar

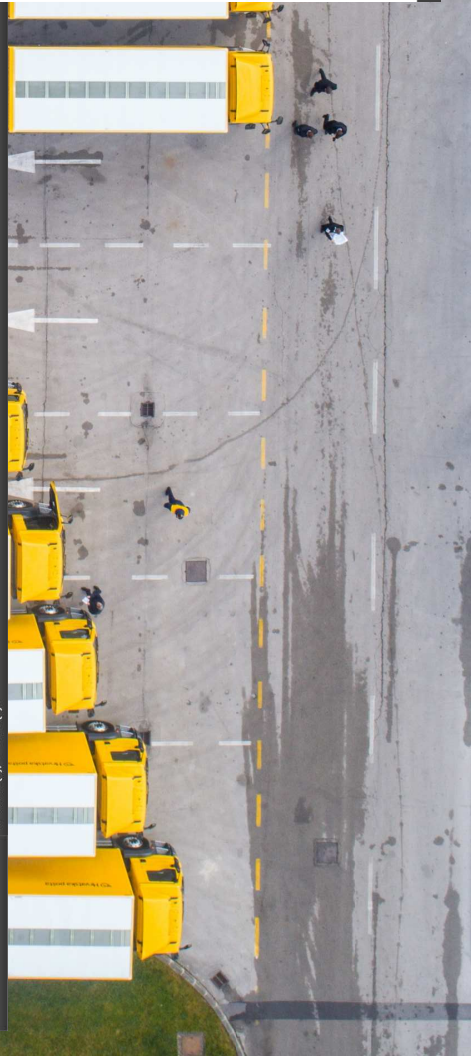


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auto nadzor

Map x

73 Routes(s), 0 Order(s)





ording

Warehouse logistics development

As a strategic initiative, logistics integrate short-term and long-term logistic projects having the common goal of providing a stable source of revenue.

Croatian Post Academy

Using our internal lecturers, the Academy aims to develop managerial and technological skills and knowledge in relation to all processes in the company.



2021

2022

It's about people

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It's about people (The role of HR)

Croatian Post
Academy

Ensuring the transfer of
knowledge

Education for
postmen

Learning in small groups –
how to use new technology

e-learning for
front office

Increase knowledge of new
services

Scholarships for
students

Logistic students – knew
knowledge and fresh minds



It's about people (The role of HR)

adaptation of
company culture

an increase in those behaviors that enable
the achievement of strategic goals

- behavior top down
- workshops
- posters
- short films
- walk the talk

Corporate culture wins in any digital transformation





Hrvatska pošta



hpekspres

Članak iz Hrvatske pošte



evotv



epošta

Thank You!