Posteitaliane

Poste Italiane and Milkman Technologies

A leading partnership for reinventing the home-delivery market

Poste Italiane is the largest Italian Postal Service Provider that offers communications, postal savings products, logistics, and financial and insurance services throughout Italy. With **160 years of history** and **35 million customers**, Poste Italiane represents a unique reality in terms of size, recognisability, capillarity and customer trust.

Given the organization's ambition to establish itself in the e-commerce scene and benefit from it, Poste Italiane started to search for a technology partner to achieve the level of innovation and operational excellence necessary to penetrate the market.

"*If we look at the Italian ecommerce market, the online sales are under-penetrated compared to the European market, because only 10% of sales are made online compared to an average of 20% in the European market*", commented **Fabrizio Cava, Head of Marketing for Logistics and Parcel at Poste Italiane**. The group's strategy hence relies on innovation in delivery as the key to unlocking the potential value of the e-commerce market. This led to the launch of a new service back in 2019: **Poste Delivery Now**, powered by Milkman Technologies' Home Delivery Platform.

Considered now as one of the flagship services from Poste Italiane, **Poste Delivery Now** enables a range of solutions dedicated to e-commerce operators. After completing the purchase, e-shoppers can choose one of the available delivery options. They will then receive notification via text message or e-mail with the expected delivery date and time slot. Deliveries can be scheduled by choosing the day and the time slot, including in the evening or on a Saturday, directly on the site on which the purchase is made.

"The most important asset of our delivery service is the technology that enables us to offer flexible and dynamic deliveries. [...] The ETA is constantly updated and the e-shopper, on the same day of delivery, can see a display on the map of the courier that is going to make the consignment. After the delivery is completed, the e-shopper can easily access the proof of delivery, which is reported with the address, signature, and the time of delivery", says ***Fabrizio Cava****.*

Customers asking for personalization

Milkman Technologies became the core of this strategy, as the technology provider facilitating last-mile deliveries and giving customers **the convenience to choose** when and where to receive their orders. This technology also continuously tracks and updates the status of delivery and the ETA at the destination. Enabling an **immersive customer experience**, with wider possibilities for interaction and communication, The Milkman Platform provides the kind of value-added services that Poste Italiane needed.

"Our offer is focused on the chance for the e-shoppers to personalize and to customize their own deliveries. They can choose not only the place and date of delivery, but also the time-slot on that day, as specific as half hour intervals. It's very important to satisfy customers' expectations", commented ***Gabriele Cappellini, Poste Italiane Marketing Director****, "the on-line shopper has full control of its deliveries with premium services thanks to Milkman Technologies."*

Turning data into a digital experience

Milkman Home Delivery Platform is a comprehensive solution conceived to master last mile deliveries, providing full visibility and control throughout the whole order journey. The platform performs route optimization, suggesting better volume distribution combined with smart day/time options, reducing failed delivery attempts.

With the Milkman Home Delivery Platform, Poste Italiane manages **real-time data** and transforms it into logistics instructions to reflect customer preferences. This drastically dropped failed first deliveries, ensuring **successful first attempts**, and reducing overhead costs as well as carbon emissions.

The latest introduction of the "fresh" express courier service

By leveraging the Milkman Technologies Platform, Poste Italiane has recently started providing a convenient and efficient solution for customers to receive their online grocery purchases. Expanding into the food and grocery segment is a smart move for Poste Italiane, considering the strong growth and demand in this industry. With more people opting for online shopping, especially for fresh groceries, providing a reliable and specialized delivery service gives Poste Italiane a new competitive edge.

This avant-garde service showcases their willingness to embrace new technologies and approaches to provide a seamless and high-quality delivery experience of fresh groceries.

About Poste Italiane

Poste Italiane is the **largest company in the logistics sector in Italy** and is a leader in the financial, insurance and payment services sector. The Group occupies a unique position in terms of size, recognisability, reach and customer loyalty, making a major contribution to Italy's economic, social and productive fabric. Since 2015, Poste Italiane has been listed on the Milan Stock Exchange.

Poste's Network in Numbers:

- **35 Million** customers
- **13,000** Postal Offices
- **15,000** Collection points

About Milkman Technologies

Milkman Technologies offers a cloud-based solution for logistics and transportation providers, granting full control and visibility of the transportation costs, process automation, information security, and digitization.

Born as a logistic carrier in 2015, Milkman experienced the challenges of an industry that relies on complex fulfillment networks supported by disjointed digital systems.

Overcoming these silos and inefficiencies became our main goal. Milkman is now a leading technology provider of logistics operations, counting with **€39 million in funding** and **20+ customers** across Europe.

Milkman Technologies has been named as **Sample Vendor** in the *2022 Gartner Market Guide for Last-Mile Delivery Technology Solutions*.

Milkman Home-Delivery Platform is certified and listed on the SAP Store.

Hear from our customers by scanning the QR code

SAP PartnerEdge Build

Milkman Home Delivery Platform

Milkman Technologies offers a **home delivery consumer-centric cloud solution**, empowering Logistics and Retail organisations to increase profitability, through **convenient and sustainable** delivery options.

Want to know more?

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