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WHAT IS MASTERCARD'S ROLE IN THE PARCEL AND POST SECTOR?

While you may be familiar with our logo on the piece of plastic that sits in your wallet and helps to pay for your groceries, Mastercard is a global technology company that sits within the payments industry.

Our focus is to connect and power an inclusive, digital economy that benefits everyone, everywhere, and our digital innovations play a pivotal role in advancing trusted connections between businesses, governments and financial institutions.

For the past decade and beyond Mastercard has been working with parcel and post organisations to address the challenges they face. With traditional letter volume decreasing, increased competition and evolving customer expectations, we have been working to help delivery organisations to diversify operations, enhance services and drive growth.

We are forging public and private partnerships that combine expertise to co-develop and advance scalable commercial models for industry wide impact.

CAN YOU SHARE SOME EXAMPLES OF HOW MASTERCARD WORKS WITH PARCEL AND POST ORGANISATIONS?

As the sector looks to serve communities, SMEs, and partner with governments, we share many common goals. While lack of access to scalable digital solutions and funding can stand in the way of parcel and post digitization, Mastercard brings a track record of expertise to accelerate impactful implementations.

You may have joined one of our digital events with the Universal Postal Union or read about our activities with Escher, but our activities across the sector are not new. In the UK, where 94% of people live within a mile of a post office, we have partnered with financial institutions to power basic banking at 30,000 Post office counters - ensuring that even the most rural locations have access to banking services. In Israel, as people stayed home due to Covid-19, we worked with Israel Post and social security organisations to ensure that those entitled to social aid, received funded prepaid cards delivered to their homes, supported by an educational program.

HOW HAS THE GLOBAL PANDEMIC IMPACTED DIGITIZATION FOR THE SECTOR?

At the heart of communities and classified as essential services throughout the pandemic, it's never been clearer how critical parcel and post services are to society. Governments have relied on them to reach the vulnerable and underbanked, small businesses depended on services to stay in business, and communities counted on the network to connect with loved ones and access essential services.

There is now greater recognition that the sector is driving impactful innovation and incredible activities are already taking place. In November last year, Mastercard worked with Australia Post and Deakin

University to leverage digital identity capabilities to develop new ways of confirming student identity when taking exams, removing the need to share physical documents and supporting social distancing.

As a trusted community partner that stepped up through immense crisis, opportunities for the sector reach far beyond physical deliveries, and the potential to add convenience doesn't stop at payments. While the pandemic has accelerated digitization, the opportunity now is to advance innovation at scale.

AS WE LOOK AHEAD TO 2022, WHAT IS MASTERCARD PRIORITISING WITH PARCEL AND POST ORGANISATIONS?

The global pandemic has been a wakeup call for all industries, organisations and governments, and can act as an accelerator for positive change by driving forward initiatives focussed on social impact and sustainable commercial growth.

Mastercard believes that real impact is only possible when there is a united force for good, which is why we are driving a partnership approach that accelerates parcel and post digitization.

By collaborating across the sector, listening to the challenges it faces and understanding parcel and post priorities, Mastercard has defined three core areas that we are already actively progressing. Incredible opportunities lie ahead if we unlock the sectors global network and brick and mortar potential by:

- 1) expanding financial services,
- 2) driving inclusive growth, and
- 3) diversifying services and offerings.

By combining expertise and technologies, we collectively scale innovations to accelerate impactful digitization, and that's a journey I'm excited to be part of.

[Interview with Parcel and Postal Technology International - December 2021](#)