

Ghana Post Commended For Digital Transformation

A Daily Guide Report

MINISTER FOR Communications and Digitalisation, Ursula Owusu-Ekuful, has commended Ghana Post for embracing a digital-first approach which has helped transform the organisation into a modern, efficient, and customer-centric one.

Mrs. Owusu-Ekuful said the remarkable transformation of Ghana Post is in alignment with global postal trends of innovation, integration and inclusion.

She said the introduction of the Ghana Post Digital

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Bice Osei Kuffour and staff on a facility tour with dignitaries

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Addressing System has been revolutionary, providing every location in Ghana with a unique digital address.

"This has drastically improved delivery times and accuracy, making our postal services more efficient and reliable. The Enterprise Postal System (EPS) and International Postal System (IPS) have automated mail acceptance, processing, and tracking, allowing customers to monitor their parcels in real-time while enhancing our international collaborations," she said.

She was speaking at the World Post Day held in Accra on the theme, "150 Years of Enabling Communication and Empowering Peoples across Nations."

The day coincided with the 150th anniversary of the Universal Postal Union (UPU), founded in 1874 in Bern, Switzerland.

World Post Day,

declared in 1969 by the UPU Congress in Tokyo, Japan, has since been celebrated annually by over 150 countries, including Ghana.

The day presents an opportunity to reflect on the vital role postal services play in everyday lives, from connecting loved ones to supporting businesses and communities.

Mrs. Owusu-Ekuful said over the past few years, Ghana Post has experienced remarkable revenue growth, with a 40% increase in 2023 alone.

"This growth is a testament to the strategic focus on digitalisation and modernisation of our operations. The shift from traditional letter services to parcel and EMS delivery has significantly contributed to this success, with these services now accounting for over 70% of our revenue base," she added.

She added that Ghana Post has been recognised for its exceptional service deliv-

ery, receiving numerous awards, including the "Most Digitised Postal Service in Africa" by the UPU. These accolades are a testament to the hard work and dedication of the Ghana Post team and the support of the government in driving innovation.

Looking ahead, she said Ghana Post is committed to further integrating advanced technologies into its operations.

"The introduction of AI in postal services, the expansion of digital offerings, and the move towards a smart workplace are just a few of the initiatives we are undertaking to ensure that we remain at the forefront of the digital transformation of postal services.

"Our vision is to build a postal service that is not only technologically advanced but also inclusive and accessible to all. By expanding our digital services and maintaining a strong presence across all

regions, we aim to bridge the digital divide and provide all Ghanaians with the opportunity to benefit from our services," she added.

Mrs. Owusu-Ekuful added that the story of Ghana Post is one of resilience, adaptation, and forward-thinking and inspired by the possibilities that lie ahead, adding that the government is determined to continue leading the way in postal services and digital transformation.

"On this World Post Day, we reaffirm our commitment to innovation, integration, and inclusion, ensuring that Ghana Post remains a vital part of our national infrastructure and a beacon of connection, empowerment and pride for all," she said.

Managing Director of Ghana Post, Bice Osei Kuffour, in a statement commended the staff for their dedication and hard work which has contributed to the organisation's success story.