AUSTRALIA POST

Delivering the world to your door *on time, first time*

> ❝ *QMetrix and Profisee went above and beyond to ensure that the project was successfully delivered on time.*
>
> *– Bruce Roff, Enterprise Architect –* Information Management, Australia Post

Australia Post was founded in 1809 as Australia's original postal service. The organisation offers a range of products and services such as letter and parcel delivery, retail merchandising and agency services to and from all corners of Australia and the world.

Australia Post is transforming itself from a traditional letter/parcel delivery organisation, to one that also embraces the changes of a digital world.

Challenge

The size and breadth of the Australia Post business requires large and sophisticated systems to ensure accurate delivery of its products and services to its customers.

Ensuring millions of customer details across the entire organisation are complete and most up-to-date is no simple job.

Each system stores customer information relevant to its purpose. However, the isolation of each system means discrepancies exist, leading to simple but essential questions such as: Which address is current? Is this the right email address to be sending correspondence to?

All this disparate data means that it is impossible to determine what products and services a customer is leveraging, or other Australia Post offerings they could be taking advantage of.

From a customer service perspective, this could lead to missed deliveries and a frustrating experience.

They needed:

- A successful Master Data Management solution; they had attempted to address the issue three times before

- To bring consistency to the customer experience

- The same information across all systems

Solution

To deliver a single view of customer – the "Golden Record" – Australia Post worked with QMetrix in conjunction with software partner Profisee.

Profisee is a Master Data Management platform with a proven track record and infrastructure to deliver large scale, fault tolerant records.

The solution brings together customer data from numerous source systems such as SAP CRM, Salesforce, Mail Redirection Service and other providers like Amazon Prime.

These systems contain data at various stages of currency, quality and completeness. Profisee then applies data cleansing, validation and de-duplication rules to establish the single, best representation of a customer.

Initially, the Master Data Management solution was used to facilitate a more comprehensive internal analytics capability.

Australia Post's solution

:: Profisee

Master Data Management consulting
Learn more

Based on its success, it is now being progressively incorporated into line of business applications to improve the customer experience – something possible with a flexible and scalable platform like Profisee.

To ensure adoption and ease of use, training was provided to the Australia Post team. Developers received classroom style administrator training at project commencement, while Data Stewards were trained on the actual solution.

Throughout the project, the Australia Post developers were able to put into practice their learnings and build confidence in the software, while having QMetrix and the Profisee teams to assist.

Implementation

This successful implementation of the Profisee based solution was significant, having followed several failed attempts to implement a single view of customer platform with different technology with other providers.

Working side-by-side as one team, the Australia Post, Profisee and QMetrix staff were able to deliver the project on time and within budget.

Following scoping, the infrastructure build, solution development, final testing, training and implementation were all within 6 months.

Impact

For Australia Post

At go-live, the solution mastered ~13m de-duplicated and cleansed customer Golden Records from an input of ~25m source records

Since go-live, additional source system data feeds have been incorporated to the existing solution further expanding the value the solution provides

Today, the system includes ~48m source (sometimes duplicated) records which have been mastered into ~19m high quality customer Golden Records

Australia Post has been able to bring consistency to the customer experience and improve core services such as Star Track delivery

Across the organisation, there is growing appetite to consume the data held within the solution to populate new systems or update existing line of business systems

QMetrix

QMetrix provides professional advisory services that empower our clients to operate with the agility needed in today's business environment. Our corporate Budgeting and Planning, Master Data Management, and Business Intelligence and Analytics solutions help to drive better business performance.

We work together with clients to achieve the right outcome for their unique business, providing end-to-end solutions from analysis to design and delivery. We serve clients across Australia and have offices in Melbourne, Sydney, Brisbane and Perth.

Learn about QMetrix's Master Data Management solutions →

1300 785 336
info@qmetrix.com.au
www.qmetrix.com.au