



Interview with Maldives Post Limited: Improving EMS Performance

- *Interviewee: Adam Mohamed, Managing Director of Maldives Post Limited*
- *Interviewer: APPU Bureau*

We are pleased to highlight the achievement of Maldives Post Limited, which has been recognized for its strong performance in improving EMS service quality.

In this interview, Adam Mohamed shares the key approaches behind this progress, along with practical insights and advice for other postal operators seeking to enhance their EMS performance.

Q1: What are the key strategies or approaches Maldives Post employed to ensure outstanding EMS performance in the past few years?

Mr. Adam Mohamed: Our unwavering focus has always been on service excellence, ensuring the provision of top-quality services and delivering an exceptional customer experience is essential. There is pivotal role of training in guaranteeing reliable services, with a dedicated emphasis on regular in-house training and collaboration with external trainers. Maldives Post employees from various departments, including mail operations, customer care, and IT, actively participated in workshops and courses conducted by APPC and online courses available in TRAINPOST. Furthermore, Maldives Post actively engaged in regional monthly meetings conducted by EMS Cooperative, to learn about best practices followed by the partners in the region.

Q2: Were there any particular challenges or obstacles you encountered during the project, and how did you overcome them?

Mr. Adam Mohamed: Being an island nation, delivery posed an ongoing challenge. In response, Maldives Post prioritized the enhancement of our domestic network to boost operational efficiency. We developed a Mail Management System to streamline all services provided by Maldives Post. This project significantly improved the updating of delivery events within the prescribed time, resulting in enhanced EMS performance.

Q3: Can you highlight key factors or best practices that you believe contributed to your success in controlling EMS performance?

Mr. Adam Mohamed: Building strong relationships with major partners, both inbound and outbound, played a crucial role in Maldives Post's success. By keeping partners in the loop and regularly updating the Operational Guide, effective communications were ensured.

Q4: How did you measure and track your progress towards meeting the Gold Award criteria?

Mr. Adam Mohamed: Maldives Post utilized EMS Cooperative's online systems, such as EMS SMART, I-care system, and QCS to measure and track our progress. These systems furnished comprehensive data and analytics, allowing us to assess the performance against predefined benchmarks and criteria.