



**Maldives Post & Shipy on
Technology Partnership and Operational Transformation**
(Held during the APPU Postal Business Forum 2025)

- *Interviewee: Mr. Muhammad Ahmed, Chief Commercial Officer, Maldives Post*
- *Interviewer: Mr. Prateek Kishore, Senior Director, Shipy, Llama Logisol Pvt Ltd.*

Shipy: Welcome to the APPU Business Forum. Could you share your experience of attending the Forum and the challenges Maldives Post was facing when exploring technology partnerships?

Maldives Post: Thank you for having us at the Asia-Pacific Postal Business Forum. It was a wonderful platform to connect with our regional partners, as well as technology solution and service providers from across the Asia-Pacific region.

Over the past years, and especially in the last two to three years, with changes in technology and the market, we had to look for solutions that could provide quick and effective responses to our key operational pain points, as well as better integration with our partners.

Shipy: What were the main challenges you were facing at that time?

Maldives Post: We explored many technology partners and service providers across the region. One of the main challenges was how to optimise our operations and gain better visibility into what was happening on a daily basis.

Previously, we did not have real-time visibility of our operations—such as the volumes being handled or the specific challenges faced by our customers. That lack of visibility was a major pain point. When we were looking for a solution, we were looking for something that could be implemented quickly, reliably, and with a clear pathway for growth.

Shipy: From a business perspective, how has your experience with Shipy been so far, and what changes have you seen in operations and efficiency?

Maldives Post: One of the main reasons we chose Shipy was that the solution allowed us to grow together. As a relatively small operator compared to others in the region, we could not adopt a large, rigid system that might not suit our needs. Shipy offered a scalable and modular approach, which was very important for us.

Through this partnership, we have been able to transform our operational working model into a more systematic and controlled process. Shipy provides an agile working environment that is reflected not only in the system itself but also in how our operations function.

From a business perspective, we are now able to focus more on B2B customers and provide more customised solutions. Different customers have very different last-mile requirements—for example, banks, government agencies, and e-commerce partners all have distinct needs. Today, we are able to cater to these differences and provide real-time updates to each customer.

This has significantly changed how we engage with our customers and has increased the confidence they have in our services. We also plan to scale more customers onto the Shipy platform in the coming months, which

will give us an even clearer picture of our operations.

Shipsy: Looking ahead, how is Maldives Post thinking about using AI across its ecosystem?

Maldives Post: AI is a major topic for us right now. We are exploring how AI can be used across different areas—not only in operations, but also in customer care and financial processes.

At present, our primary focus is on improving the customer service experience. We want to provide customers with faster, more accurate responses and quicker resolution of issues, without having to manually search through multiple databases.

With a system like Shipsy, we already have better access to the right information at the right time. Going forward, we expect to use AI more extensively, particularly on the customer experience side, both for our corporate customers and service operations.

SHIPSY: Finally, what advice would you share with peers in the postal ecosystem on leveraging technology?

Maldives Post: I would highlight two key points. First, postal operators do not need to wait any longer—solutions are already available. What is important is making the right decision about what best suits your operations and business needs. Second, choosing the right technology partner is essential. For us, Shipsy was willing to start at a small scale, grow with us, offer a modular approach, and customise the solution as needed.

If postal operators want to improve business performance, having a strong technology partner is now a necessity. That technological edge is important not only for operations, but also for business growth.