



Press release
Paris, 16 November 2022

La Poste to introduce a new generation of post offices

As part of its exceptional investment plan of €800 million over five years in its banking-led multi-business network, La Poste is introducing a new generation of post offices, which will offer a service that is both universal and customised. The aim is to provide the best customer experience available on the market. The first ten post offices to be transformed, according to this new model will open by the end of 2022, followed by a second phase of 70 post offices by 2024.

In response to the rapid growth of e-commerce, the public health crisis and customer expectations in terms of local amenities, La Poste has decided to completely overhaul the layout of its post offices and the reception provided to its customers. To adapt to these new challenges, the Group has decided to focus on the complementary nature of in-person and digital services. The aim: becoming a multi-channel service supplier to provide customers with access to La Poste solutions (in its post offices, remotely and online) whenever they need it.

Accordingly, La Poste has announced an exceptional investment plan of €800 million by the end of 2027, of which €500 million dedicated to the renovation and modernisation of all post offices across France and €300 million to digital solutions.

Redesigned offers and customer experience

More welcoming, modern and accessible, the layout of the new generation of post offices will be built around a **universal core offering** available at all sites and include La Poste's key services:

- As soon as they step through the door, customers will be welcomed by a customer advisor who is easily recognisable by his or her new black jacket in La Poste and La Banque Postale colours;
- To streamline the customer experience, customer-facing postal workers will be equipped with smartphones (Smarteo), allowing them to welcome customers, point them in the right direction more easily, and process simple transactions such as sending parcels or collecting items. To make customers' lives easier, it will now be possible to collect parcels using La Poste's Digital Identity without the need to present ID;

¹ Poitiers Hôtel de Ville, Villeurbanne Gratte-Ciel, Paris Sèvres, Strasbourg 22 Novembre, Rouen Jeanne d'Arc, Paris Victor Hugo, Bayonne Labat, Talence, Dijon Grangier and Marseille Canebière.

- Banking advisors will be equipped with laptops **to allow them to offer videoconference appointments** and touch-screen tablets so that customers can **electronically sign** documents and contracts;
- New streamlined automatons and digital terminals which are more intuitive and user-friendly will also be deployed in the retail spaces. Customers can use these to make an appointment with their banking advisor or professional advisor (for professional customers) or request a callback by phone, purchase prepaid envelopes and parcel packaging, weigh and frank letters and parcels, as well as consult their accounts and print La Banque Postale IBANs;
- New furniture inviting customers to discover La Poste Mobile's mobile phone offering will also be deployed in the retail space.

In addition to the universal core offering, one or more modules will be added according to the characteristics of the catchment area. Customer advice, service offering and customer experience will be customised and adapted to each post office:

- **Customer advice:** the expertise and physical presence of advisors will be reinforced for banking, private banking, professional and mobile phone customers. Digital and/or France Service advisors will also accompany customers who are not digitally inclined and help facilitate their online administrative formalities.
- **Service offering:** specific services aimed at young people, seniors, tourists or collectors. The option of taking your highway code or boat licence test, corners dedicated to stamp collection and concierge services.
- **Customised experience:** for e-commerce regulars, "parcel stations" will be trialled as of 2023 allowing customers to open their parcels, check their purchases, deposit their packaging for recycling, try on clothes purchased online in a dedicated fitting room, and manage any parcel returns. These "parcel stations" will be in addition to the Duo lockers installed in the retail space. The quick and easy-to-use Duo lockers have been designed for the drop-off and collection of Colissimo parcels. They are the perfect solution to the rapid growth in e-commerce and will facilitate parcel returns management. Customers will be able to drop off or collect a parcel in less than two minutes using this self-service solution. This will be in addition to the automated Pickup lockers, which will allow customers to collect their parcels 24/7.



The new generation of post offices will be structured around three main, easily identifiable, concepts:

- **A general public retail space:** this more spacious area will be equipped with a large reception desk where customers can put down their belongings and prepare their parcels or letters. All of La Poste's key services will be available in this area, either with the support of a sales advisor or in self-service mode using streamlined touch-screen terminals which are more intuitive and user-friendly.
- **A banking advice space:** reception and appointment areas have been redesigned to improve customer comfort and ensure confidential exchanges. Banking advisors will be equipped with tablets to simplify the sales process through the electronic signature of documents and contracts, and will be able to offer videoconference appointments to customers. Dedicated Louvre Banque Privée spaces, La Banque Postale's wealth management bank, will also be available in certain post offices to provide a customised service to private banking customers.
- **A professional advice space:** an area will also be dedicated to professional customers, to guarantee a customised and confidential experience. Advisors will be specially trained to support customers in their daily affairs: financing, insurance, legal, visibility and communication, etc.
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Post offices renovated in an eco-responsible manner

La Poste Immobilier, the real estate arm of Le Groupe La Poste, is supervising the work to modernise these post offices. Entirely refurbished using modern furnishings and bio-sourced materials (seaweed-based paint will be used throughout), these new post offices will enjoy better acoustics and more responsible lighting, with the use of LED lighting throughout. Air quality will be optimised thanks to the installation of adapted ventilation systems that will also result in energy savings. Around 85% of waste will be recycled or reclaimed.

Finally, in line with La Banque Postale's corporate values, the new banking areas which were redesigned in 2022 will be furnished with decorative items specially designed for La Banque Postale in partnership with Emmaüs Alternatives and manufactured using recycled materials donated to the charity.

A propos du Groupe La Poste :

La Poste est une société anonyme à capitaux publics, filiale de la Caisse des Dépôts et de l'Etat. Le groupe La Poste est organisé en quatre branches : Services-Courrier-Colis, Grand Public et Numérique, GeoPost, La Banque Postale qui constitue avec sa filiale CNP Assurances le 11^e bancassureur européen.

La Poste distribue plus de 18 milliards d'objets par an dans le monde (lettres, imprimés publicitaires et colis), 6 jours par semaine. Attaché à sa présence territoriale, le groupe compte 17 000 points de contact (bureaux de poste, agences postales communales, relais poste commerçants) et 18 000 points d'accès à un service postal (Pickup, carrés pros, consignes ou encore drive colis).

En 2021, le groupe La Poste a réalisé un chiffre d'affaires de 34,6 milliards d'euros, dont 41 % à l'international, et emploie près de 245 000 collaborateurs, dans 63 pays sur 5 continents dont 193 000 en France.

Entreprise à mission depuis juin 2021, leader de la transition écologique et de la finance verte, La Poste ambitionne d'atteindre le « zéro émission nette » à horizon 2050. Avec son plan stratégique « La Poste 2030, engagée pour vous », l'entreprise publique se fixe l'ambition de devenir la première plateforme européenne du lien et des échanges, humaine et digitale, verte et citoyenne, au service de ses clients dans leurs projets et de la société tout entière dans ses transformations.

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