



Ecosystem and Platform Strategy Creation & Consumer Centric Value Proposition Design

(2014-2016)

Context

Groupe La Poste is build on a 400+ years of universal physical public service, being gradually destroyed by the success of Digital communications (phone calls, SMS, chats, IM and emails vs letters) and relationship: La Poste isn't part of digitally managed relationship. The #1 challenge of the group, is to rapidly legitimate as a universal physical-digital services operator, in order to eventually enable its diversification and growth. Digital technologies and services are driving a dramatic change: consumers are eventually empowered and controlling every moment of their multiple relationships. La Poste must rapidly pivot from pure services delivery, to knowing its consumer clients in order to create a new role for itself.

Mission

My mission is to clarify if existing Digital services must be terminated or not, and how those we keep, can be rearranged or combined, in order to create and deliver a new value proposition for the French ecosystem at first. Specify what a platform strategy may look like, and how each branch of Groupe La Poste can leverage it, in the frame of their existing and future businesses as they conduct their Digital transformation.

Action

Starting on July 2014, I'm acting on several fronts:

- The development of a Digital culture within the brand new Digital Branch of the group (created Sept. 2014).
- The combination of existing assets to build a very different value proposition (started Jan. 2015).
- The evolution of a technical infrastructure to gradually leverage state-of-the-art technology.
- The pivot of our business model from Postal only to a multi-faces model.
- The creation of a platform to serve as foundation to deliver a new value proposition for an ecosystem of consumers and business clients (enterprises and integrators/developers).

Accountability

My progress is measured by:

- The level of adoption of the platform by external and internal clients.
- The creation of a Mobile experience of the trust services (Digiposte Pass was launched on May 2015).
- The communication outcome (cf. Group's President digital strategy presentation on Oct. 2015).

Everything remain to be proven when it comes to the market acceptance of our new value proposition, this is work in progress.

Expected Result

- Drive massive consumer adoption of the Digiposte services in 2016-2017 (objective: 20 m users in 2020).
- Drive integrators and developers to integrate the use of our platform in their business solutions, starting with 3 domains: Enterprise, Education and Government.
- Reach a critical mass to drive the recognition of our trust platform as a choice everybody must consider to simplify their activities, and develop trust and confidence in the frame of Digital services.
- Gradually drive all kinds of service providers to leverage our value proposition in the frame of their own relationship lifecycle with their business and consumer clients.