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# Australia Post inks deal with Salesforce to support its digital transformation strategy

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Australia Post has announced a new multi-year deal with Salesforce that will harness Salesforce's Data and AI capabilities.

The deal will establish Salesforce's technology platform as a key foundation supporting Australia Post's Customer Experience Transformation, helping to redesign and deliver an enhanced customer experience across Sales, Service, and Marketing.

With the Salesforce platform at the core of its experience layer, Australia Post can now enable every customer-facing team member to support its merchant and consumer customers – from sales onboarding, through to servicing and support via contact centres, post offices, to Posties – and provide every customer with a consistent and personalised experience.

New capabilities to drive stronger customer and community engagement include:

- Self-service, agent assistance, automation, and GenAI will provide a consistent level of support via the Salesforce Service Cloud, regardless of channel and language.
- Salesforce Data Cloud will connect millions of operational data points on parcels in the postal network, allowing greater insight into the activities of each customer, enabling Australia Post to better anticipate customer needs.
- Salesforce Marketing Cloud will enable Australia Post to orchestrate and execute personalised customer engagement and experience at scale across digital customer touchpoints and channels. Advanced marketing performance and analytics capabilities will identify the best-performing and highest Return on Investment (ROI) programs.
- Tableau will assist with a complete 360 view and provide secure, self-service analytics and reporting with Australia Post merchants, partners, and staff; this includes CRM data from Salesforce, along with a wide range of enterprise data such as financial, retail, parcel, and operational data.
- Mulesoft will accelerate the integration of Salesforce to relevant data sets across other strategic technology vendors, increasing operational efficiencies and delivering a single view of customers.

- Slack will continue to be leveraged for software engineering practices, helping Australia Post team members collaborate, ideate and deliver incredible experiences for its customers.

## **Leveraging AI to drive efficiency and productivity**

Using Einstein1, the world's #1 AI CRM technology, Australia Post will be able to leverage AI-created content across its sales, service, and marketing interactions, at hyperscale, helping to identify the right products and services for the right customers. Australia Post is transforming and simplifying its customer service experience on Salesforce, redesigning core processes with a customer first design and enabling its agents with automation and AI (predictive and generative) across all channels as part of the transformation.

Michael McNamara, Executive General Manager, Enterprise Services at Australia Post said: "Establishing our key strategic technology platforms is a crucial first step for the transformation of our digital customer experience. Investment in cutting-edge technology is crucial in ensuring we set the business up for success as we continue to simplify and modernise our operations. Salesforce has the right platform for us to revolutionise how we connect with customers by harnessing the transformative potential of AI and data-driven insights."

"We are proud to partner with Australia Post on its Post26 transformation journey, helping it deliver its promise of a better tomorrow for Australians. Leveraging the full power of the Einstein1 Platform to truly engage with its customers and community in a digital-first, highly efficient and deeply personalised way," said Barry Dietrich, Senior Vice President Public Sector Salesforce Asia Pacific.

***(Australia Post)***