

03 Chapter Innovative Postal Services

Material Topics Included

- Customer Health and Safety (GRI 416)
- Marketing and Labeling (GRI 417)
- Customer Satisfaction (Custom topic)
- Complete Delivery Rate (Custom topic)
- Innovative Services (Custom topic)

Criticality

Chunghwa Post bases on the privatization principle to provide universal, fair, and reasonable postal services to facilitate sound development of the postal business and to enhance the well-being of all citizens. The core value is to provide customer-oriented, honest, and efficient services. In the face of the wave of technological and digital transformation, Chunghwa Post has to continue to innovate its services, improve customer satisfaction, protect customer privacy, and move toward digitalization and intelligent transformation to achieve the strategic vision of being “A postal service company that provides excellent services and is trusted by the people”.

Corresponding SDGs



Sustainable Management

Policies

- Provide customer-oriented, honest and efficient services
- A postal service company that provides excellent services and is trusted by the people
- Develop smart logistics and digital finance, provide universal and high-quality service in postal, savings and life insurance operations
- Make good use of digital technology, strengthen innovation capability, improve business physique, and enhance competitiveness
- Continue to expand cross-strait postal and remittance business to provide convenience services

Management process

- Four Postal Acts
- Four-year Development Plan for Postal Business
- Execution Plan for Service Quality Improvement
- Financial Consumer Protection Act
- Principle for Financial Service Industries to Treat Clients Fairly
- Dispute Resolution Mechanism of Savings and Remittances Business
- Complaint Management and Handling Procedure
- Internal Management Review Procedure for Customer Satisfaction
- Postal Staff Training of BIF (Business Information Framework)

- Operation Directions for Financial Institutions Using Emerging Technologies
- Key Points for Postal Agency Business Promotion
- Epidemic Prevention Regulations for Mail Collection for Home Quarantine or Home Isolation
- Key points for the System and Procedures for the Solicitation and Processing of Postal Simple Life Insurance Business

Preventive or remedial measures

- Customer suggestion box and 24-hour customer service hotline: 0800-700-365
- At each post office, there are “Customer Opinion Forms” with free return postage for customers to reflect their opinions

3.1 Extending the Value of Postal Services

Chunghwa Post shoulders the legal duty of providing Universal Postal Service for the collection and delivery of domestic and international mails. We have established operating sites throughout Taiwan, and the goal is to maintain a coverage rate of more than 99%. As of the end of 2024, there are 1,296 post offices (including 1,295 post offices and 1 Taipei Mail Processing Center) and 678 contracted agencies (including 422 agencies and 256 stamp sales agencies), offering standardized and affordable rates and nationwide services to ensure every citizen's right to basic communication. To meet the postal needs of the public, Chunghwa Post currently still maintains the basic requirement of at least 1 mailbox per village, and various self-service postal machines have been gradually installed in recent years to ensure immediate, reliable, and efficient postal services.

Self-service postal machines	Number
iBox Post	2,408
Postage Label Vending Machine	26
Stamp-vending Machine	31

3.1.1 Multi-Platform Services

Convenient iBox Services

iBox is mainly installed in post offices, MRT stations, community buildings, and other places where people gather, which can effectively extend post office service hours and locations. Combined with the IoT technology and the extensive mail delivery network of post offices, iBox provides customers with 24/7 self-service mail pickup/outgoing mail services. In addition, third-party payment processors for iBox postage payment include Postal VISA Debit Cards, Stored Value Card (EasyCard, iPass and icash) and iPASS MONEY, Easy Wallet, JKOPAY, icash Pay, All Win Fintech +PAY, and PX Pay.

To develop smart logistics and improve accessibility, iBox actively expands cross-industry alliance. By adopting a "multi-parcel, single-drop" delivery approach, energy consumption and carbon emissions associated with the vehicle trips can be significantly reduced, creating positive benefits for the environment and society.

iBox Cross-industry Alliance Achievements



Laundry delivery

Recycling second-hand books

The recycling of coffee capsules

Recycling of online shopping packaging

Revitalize idle materials and send them to recipients

Postal Agency Services

Chunghwa Post accepts consignment from manufacturers to sell all kinds of commodities and sells these products in the physical postal channels (post offices) and virtual channel (PostMall). The listing of consignment products has to go through strict review mechanism, and all products have to pass the inspection by an impartial third party. Moreover, before putting the products on the shelves, the product labels submitted will be carefully checked to see if they are compliant with the Commodity Labeling Act or the specifications of the parent law of the product category (such as the Regulations Governing the Labeling of the Alcohol Products) to ensure that customers can get correct information of the products.

PostMall

PostMall integrates its virtual and physical channels, providing a comprehensive and safe trading platform with complete logistics, financial flow, information flow, and customer flow resources, assisting Taiwan's small and medium-sized enterprises, self-employed entrepreneurs, and farmers with the creation of opportunities in stay-at-home economy. As of the end of 2024, the number of PostMall members exceeded 410,000. The 2024 annual turnover is approximately NT\$561.63 million.

3.1.2 Special Postal Services

Philatelic Promotion

As time passes, Chunghwa Post continues to refine the stamp design, printing, and distribution strategies accordingly. We have shifted to gift giving, refinement, and customization, and developed innovative printing technologies. Themes popular among young people are strengthened, such as the combination of internationally renowned cartoon characters with peripheral products, a series of gold and silver ingots, and other products, to actively develop various philatelic products that meet market demands and drive a boom in purchasing and collecting.

In 2024, the Issuing Ceremonies of the Miniature Sheet of Stamps- Tainan 400 Commemorative Souvenir Sheet and Railway Tourism of Taiwan Postage Stamps (Issue of 2024) were held. The opening ceremony of Rocupex 2024 Taipei Stamp Exhibition & the Issuing Ceremony of Taiwan Scenery Postage Stamps — Taipei City was held from October 9th to 12th. This 28th National Stamp Exhibition aimed at upholding its mission to foster interest in philately while delivering a premium cultural experience to the public. The exhibition displayed 262 frames of stamp collections from all over Taiwan, including 211 frames in the competition category, 40 frames in the invited section, and 11 frames showcasing the best philatelic works from Philately Classroom.



Stamp Treasure



Stamps Search

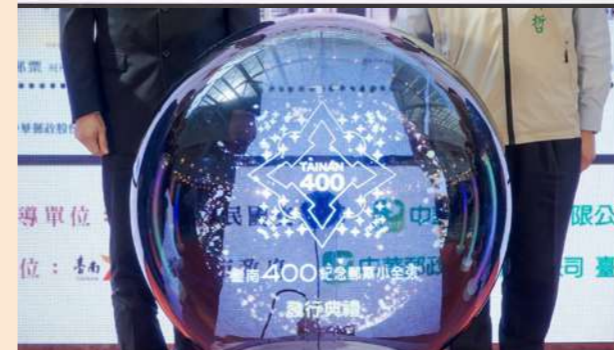
Opening Ceremony of the Rocupex 2024 Taipei Stamp Exhibition and the Issuance of “Taipei City” Taiwan Scenery Postage Stamps



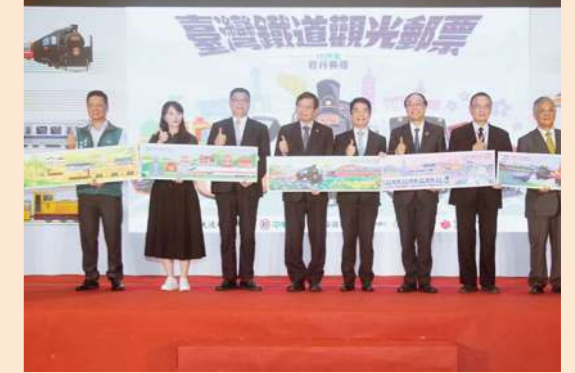
Postal Characters Postage Stamps



Opening Ceremony of the “Com.350 Tainan 400 Commemorative Souvenir Sheet“



Opening Ceremony of the “Railway Tourism of Taiwan Postage Stamps“



Sp.753 Taiwan Scenery Postage Stamps — Taipei City



Sp.754 Taiwan Scenery Postage Stamps — Keelung City



Sp.755 New Year's Greeting Postage Stamps (Issue of 2024)



To welcome the New Year, Chunghwa Post issued the New Year's Greeting Postage Stamp. The design is based on the theme: celebrating the New Year as the snake transforms into a dragon.

To promote the philatelic culture, Chunghwa Post has actively engaged with communities and assisted in establishing the Senior Philatelic Society since 2023. Activities are organized by post offices and community development associations, senior citizens learning centers, or public welfare groups within their respective jurisdictions. The target group is mainly the community residents at the age of 55 and above. Senior philatelists or retired teachers from the philatelic classrooms recommended by each unit or local philatelic societies are invited to give lectures. Each group plans activities once or twice a month, with 2 sessions for each class. Chunghwa Post has established 44 senior philatelic societies with 1,046 members in 2024.



Postal Museum holds the philately seminars on the third Saturday every month, inviting philatelic experts to give lectures and share philatelic knowledge and experience. In Postal Museum Kaohsiung Branch, the philately seminars in southern Taiwan are held on a quarterly basis, providing a platform for philatelists to observe, learn, and engage in mutual teaching and learning.



In addition, to promote the philatelic culture and implement grassroots philatelic education, Post offices and the Postal Museum organized the 2024 Summer Parent-Child Philatelic Study Camp. A total of 24 study camps were held, and the number of members was 1,272. Considering the huge impact of the earthquake dated on April 3, 2024 on Hualien Area, this camp provided a special offer of free registration fee for Hualien residents who participated in the Hualien Post Office camp. Chunghwa Post fulfills its corporate social responsibility by taking practical actions to support the disaster-impacted areas.



2024 Summer Parent-Child Philatelic Study Camp

Advocacy for Ecological Conservation

To arouse the public's care about ecology and attention to nature conservation and sustainable development, Chunghwa Post has issued multiple sets of ecology-related themed stamps and postage labels. Chunghwa Post issued the Conservation of Birds Postage Stamps (Issue of 2024) and also the stamps designed around the concepts of sustainability.



Sp.750 Conservation of Birds Postage Stamps (Issue of 2024)

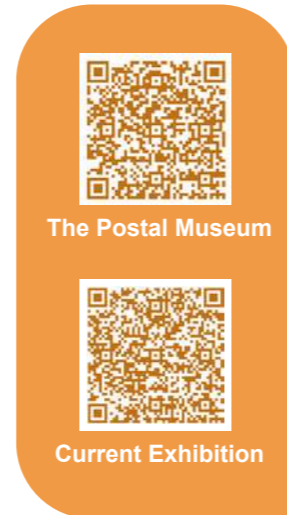


Def. 150 Personal Greeting Stamps — Sustainability

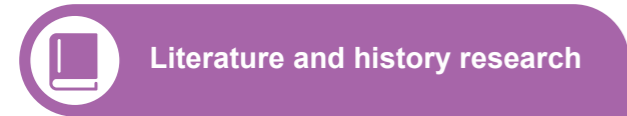
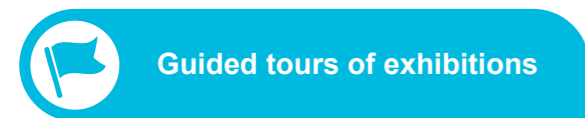
Postal Museum

Postal Museum was established on December 1, 1965, serving as a professional postal museum with collection, research, exhibition, and education functions. It has long been committed to preserving postal culture and historical materials, promoting the cultural heritage and mission of the postal service. It fosters internal learning and a spirit of service among staff while also serving as a platform for philatelic knowledge exchange, fulfilling both social educational and recreational functions. In recent years, based on the purpose of revitalizing the value of assets, sharing collection resources and promoting cultural tourism, Chunghwa Post has used the unused or surplus space in the buildings under the Taipei, Taichung and Kaohsiung post offices to establish postal art and cultural exhibition spaces in northern, central and southern Taiwan.

Postal Museum is a good neighbor for all. Through the participation in community activities, we integrate with local culture, implement Chunghwa Post's philosophy of caring for the community and giving back to society, deepen the engagement with local communities, strengthening the image of postal service, and enhance the public welfare image of postal service.



Permanent activities of the Postal Museum



24th GuLing Street Books & Creative Bazaar in 2024

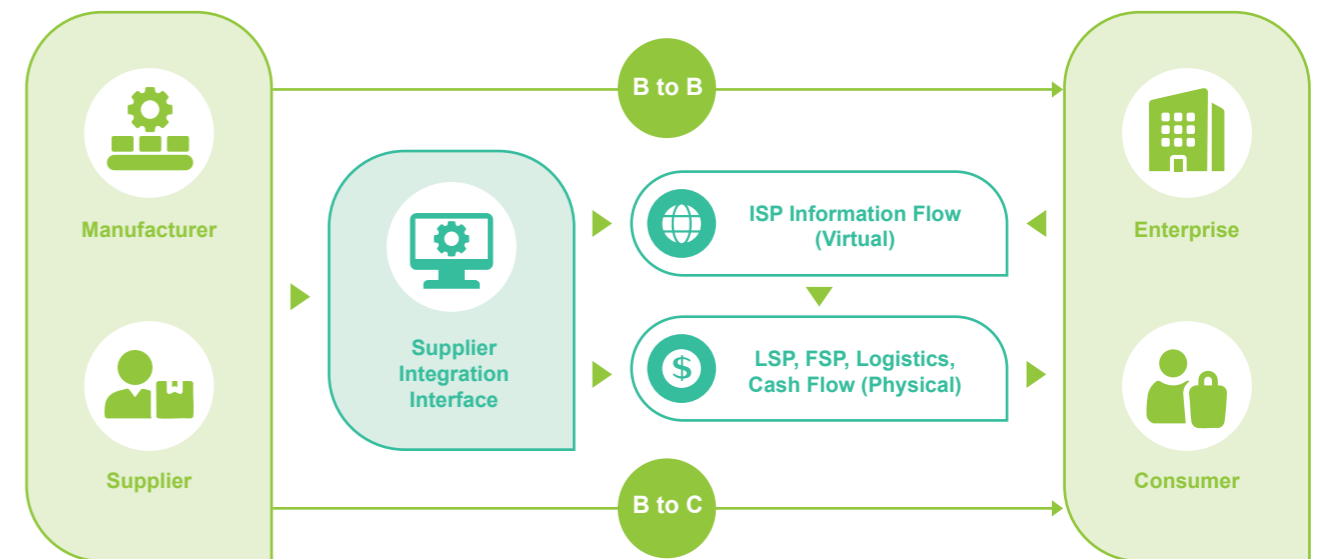


South Taipei Fun Carnival

3.2 Improvement of Service Quality

Chunghwa Post strives to improve its software and hardware integration capabilities and connects its resources of logistics, financial flow, and information flow, providing comprehensive postal services to enterprises and the general public. To promote the vision of "excellent services and being trusted by all citizens", the "Execution Plan for Service Quality Improvement" and "Plans for Random Assessments of Public Service" have been established. Each business unit establishes the Service Quality Improvement Working Group for the formulation of strategies and methods to improve services and inspections are strengthened to reach the goal of improving service quality.

Chunghwa Post's value chain



3.2.1 Smart Postal Services

In response to the coming of the digital age, Chunghwa Post actively makes use of the IoT technology, big data analysis and new automated mail sorting equipment to improve service quality, and has introduced handheld Personal Digital Assistance (PDA), and built a digital address database in stages. We also connect in series with the GPS communication system of postal vehicles to achieve digitalization of mail information, automation of processing, and transparency of processes, providing the public with real-time dynamic query services for mail delivery. In addition, to assist with the development of cross-border e-commerce, the airmail import and export cargo terminal was established, while cargo-to-mail and self-operated mail transfer services are also promoted.

Postal Logistics Park

To meet the needs of business transformation and development of logistics industry, as well as to work in line with the government's policy of "digital nation and smart island", Chunghwa Post has built the Chunghwa Post Logistics Park in the Second Industrial Zone at Taoyuan Airport MRT (A7 Station), integrating business flow, logistics, financial flow, and information flow, and connecting with Taipei, the financial and political center, and Hsinchu Science Park to form a logistics industry cluster effect, aiming to effectively integrate the urban consumer logistics, regional transit logistics, and international logistics, providing the public and enterprises with safe, secure, and stable cross-border logistics services. The park covers a total area of 17.14 hectares, with the Postal Logistics Center, North Taiwan Mail Operating Center, Information Center, Operation Center (formerly Training Center), Industrial and Commercial Service Center (construction is temporarily suspended), and the construction of public facilities within the park area. Currently, the construction of the public facilities and the Logistics Center have been completed, while other buildings are still under construction. The park is scheduled to be completed in 2025 and put into operation in 2026.



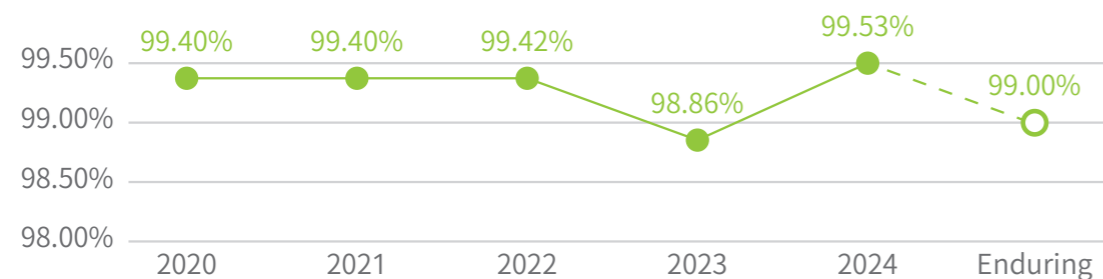
The Postal Logistics Center is the first national e-commerce logistics center in Taiwan

3.2.2 Customer Relationship Management

Complete Delivery Rate

Mail delivery is the main business of Chunghwa Post, and the Company has always attached great importance to the quality of mail delivery. The Complete Delivery Rate is the comprehensive calculation of ratio of registered mail, parcel and express mail delivered by the delivery unit to the mail address, serving as the service indicator.

Complete delivery rate of special mails



Customer Satisfaction

To ensure that our customers can contact us to get timely assistance, Chunghwa Post provides multiple business consultation channels, including counter, telephone, video call, customer suggestion mailbox (Email), customer comment form, online intelligent customer service (including online text and real-person text customer services), and so on. In addition, there is also a customer service center to handle customer inquiries, applications, suggestions, complaints, compliments, and business opportunity notifications, serving as a bridge for communication with customers.

The customer service center conducts monthly customer satisfaction survey for analysis and evaluation. For the unsatisfied part, relevant units will be notified for improvement. Based on the average score of 4.53 points of the customer satisfaction in 2017, the satisfaction increased to 4.78 points in 2024, meeting the target of the short-term goal. As for the overall satisfaction of Caring for Agricultural Products Marketing on PostMall, the average satisfaction of the stores in 2024 was 4.7 stars (a total of 33 stores), which also met the short-term goal.

Results of customer satisfaction survey over the years

