

Pos Malaysia targets next day deliveries for 92 pct of parcels

By [Veena Babulal](#) - May 9, 2022 @ 7:36pm



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KUALA LUMPUR: Pos Malaysia Bhd is keen to put its courier service, Pos Laju, back on the map by targetting next day deliveries for 92 per cent or more of parcels received anywhere across Malaysia.

The national postal service provider's group chief executive officer Charles Brewer said it was now handling 400,000 parcels daily which is two to two and half times its regular load.

"We are pushing our service level as high as we can and this has been our key mantra over the past three to six months. I'm also pleased to say our operations team has done exactly that.

"It's now a next day delivery target for 92 per cent or more of our packages, bound anywhere across Malaysia.

"As Hari Raya ended we posted pictures of our empty warehouses. All the packages were sent out. We don't get it right 100 per cent of the time but this is a very good example," said Brewer, who was at Media Prima Bhd (MPB) on a corporate visit, here today.

Also present were MPB group chairman Datuk Seri Dr Syed Hussian Aljunid, MPB group managing director Rafiq Razali and News Straits Times Press chief executive officer and Media Prima executive director, news and editorial operations Mustapha Kamil Mohd Janor.

Brewer said higher volumes meant brand expectations would also rise.

"We now need to get the volume as well as deliver it as quickly as possible and this is the challenge," he said, while adding that this was a key customer requirement.

Pos Malaysia is, among others, going heavy on automation to support this goal, he said.

For instance, Brewer said its main hub in Shah Alam was fully automated.

He said it was also focused on ensuring its middle mile logistics works seamlessly by utilisation of aircraft and trucks all over the country.

"For the last mile, we have over 10,000 couriers and postmen who deliver with a smile making sure they go the extra mile to ensure our packages are delivered safely and on time."

Apart from that, 126 of its branches nationwide are also open seven days a week.

These branches also offer extended operating hours. For these selected branches in the peninsular they operate between 8am to 8pm, whereas for those in Sabah and Sarawak they operate between 8am to 7pm.

On shopping platforms insisting on their own delivery providers, Brewer said there was nothing much the service provider could do for now.

"We want people in Malaysia to have their choice of whichever service provider they like to use but for now there is nothing much we can do for now except offer the best service we can and take it from there."