

Business model for further postal service modernisation

POSTMASTER GENERAL/CEO Michael Gentles is pleased that corporate Jamaica has identified Jamaica Post as an entity worthy of pursuing mutually beneficial marketing ventures.

In a statement to **The Gleaner** Company, Gentles expressed the view that the postal service can no longer be regarded as the same organisation as in its historical roots, given its immersion into a new organisational culture.

To exemplify his point, he stated that RJR 94FM's 'The Wild Child', Tricia Spence, host of 'The Beat' (an afternoon radio programme), generated a tremendous following at the Cross Roads Post Office last Tuesday when the 'Cross Country Invasion' team visited that location. This type of joint publicity is deemed a welcome endeavour.

IMPROVED CUSTOMER SERVICE

"Our company logo was incorporated in our latest postman uniform specifically to enhance the Jamaica Post brand. This modern corporate appearance has boosted morale and increased the sensitivity of staff members to the value of fulfilling our customer service mandate," Gentles commented.



PHOTO BY GORDON BROWN

RJR 94FM's 'The Wild Child', Tricia Spence, host of 'The Beat', is seen driving the crowd wild at the Cross Roads Post Office last Tuesday during the RJR Group's 'Cross Country Invasion' visit to that location. Even the STAR/Gleaner vendor (background) had to stop to enjoy the entertainment. Postmaster General/CEO Michael Gentles is pleased that corporate Jamaica has identified Jamaica Post as an entity worthy of mutual marketing ventures.

He added, "We are now doing business with more private sector companies, and the wide range of joint marketing projects undertaken is evidence of a concrete foundation for further modernisation, using the business model as the operating philosophy."

The postmaster general also noted,

"With the addition of sales of the Jamaica Urban Transport Company (JUTC) Smart Card to the range of business services available at many postal outlets last year, we continue to increase the benefits of visiting a post office. Such is the focus of the new era of the Jamaican postal service."

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FREE customer service seminars Islandwide:

Trelawny Glistening Waters February 7 4:30 - 6:30 pm	Montego Bay Pier One February 22 5:30 - 7:30 pm
Ocho Rios Island Village February 10 3:30 - 5:30 pm	Kingston Knutsford Court Hotel February 28 3:30 - 5:30 pm
Portland Port Antonio Marina February 16 4:30 - 6:30 pm	

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