



Newly Launched People Post Offers Solution to Courier Issues

People Post is set to be a game changer for the Australian courier industry, with the new crowd sourced courier service launching in Sydney, Melbourne, Canberra, Brisbane and Perth early this year. People Post has been referred to as the 'UBER' of couriers, using the share economy model and modern technology to change the way we courier documents, parcels, gifts, and more. By operating outside of the traditional courier framework, People Post provides unrestricted access to the service that used to be a major inconvenience for many businesses.

People Post connects users with registered runners nearby who are available to courier parcels 24 hours a day, 365 days a year, regardless of scale or urgency. Senders can post a job within two minutes for same day delivery, live track delivery progress, rate and favourite their runners, all via People Post's easy to use and completely transparent online platform. There's no need to DIY when



Wayne Wang, Co-Founder People Post

you can send a runner, there's always one available just around the corner so your customers can receive their order faster. Runners are security checked and insured, and can own a car, van, bike, or even an Opal card, creating an accessible employment option for

many people, whether it's full time or just to earn extra cash.

People Post Co-Founder Wayne Wang saw opportunity for improvement in the way we send and receive parcels in Australia, and a market that's ready for change.

What issues do you see with existing 'traditional' courier services?

Australia Post has made little effort towards making improvements and incorporating modern technology. Like many people, all three co-founders of People Post have had bad experiences with couriers and we couldn't believe how little modern technology was being used in the industry. The issues are endless, from parcels going missing with no accountability taken by the service provider, parcels being damaged, delivered to the wrong address or being left out in the rain or where it could be easily stolen. A lot of existing problems can be resolved by utilising the technology available to us, making the process completely

transparent for the user and assigning accountability to the job.

Why did you start PeoplePost and how will the service resolve these existing issues?

The rise of Sharing Economy is rapidly changing the way we use traditional services such as personal drivers (Uber) and accommodation (Air BnB), and is successful because these services are outdated and don't answer modern supply and demand needs. People Post was born from a similar notion, utilising modern technology to provide a fast, reliable, value-for-money solution, eliminating frustrations commonly experienced when using traditional courier services

What was your background prior to People Post?

All three founders come from a technology background and have collectively built hundreds of applications in the past, so we had very few issues with getting the initial version of People Post ready and released. The courier industry component was new to all of us and we had to take the time to fully understand it. We are now at the point where the product is fully developed and we are ready to share it with the market.

What challenges have you come across in developing People Post?

We have made our mobile and web apps extremely user friendly and easy to use, so our customers can make bookings whenever and wherever they want. They can also track the progress of their jobs anytime they want to see real time updates. We do believe a great app is important in making your product accessible. As we all come from a technology background, this process has been relatively simple for us.

Have you faced any challenges getting customers on-board and is there any concern about security risks?

Marketing a new product is always a challenge, especially when your product uses new technology. The response so far has been great, with many businesses keen to try something new as they have experienced ongoing issues with their previous service provider, whether that's Australia Post or an independent courier company. We have processes in place to make sure our runners are genuine, including ID checking, social checking and so on. Security

bond is another method that we have introduced in case of disputes.

How will you respond to security concerns?

Security is one of our top priorities. We have processes for our runners to build up their profiles, including uploading IDs, binding social network accounts and so on. We also encourage runners to make security bond deposits in case of disputes. Our rating system is to make our runners understand that their profiles are important to win more jobs.

Who are the runners and users of People Post?

Our runners are very diverse, they come from all different walks of life. We have university students, professional courier drivers, sports club members, parents who have their kids at school and have time to do some deliveries during the day. Runners are security checked and insured, and can own a car, van, bike, or even an Opal card, creating a great opportunity to earn extra cash. We only charge 15% of our runner's winning prices, compared to Uber who charges 20% commission. Our runners are hardworking and we respect that, so they should be awarded most of the profit.

Our regular clients range from

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businesses such as florists, online stores, law firms and restaurants, as well as occasional users who are interested in trying the new service instead of using Australia Post.

Is using People Post cheaper than traditional services?

Our pricing structure depends on the distance and urgency of the particular job. The less urgent, the cheaper it will be. We are using a lot of calculations and algorithms to keep the prices down and also making it efficient for runners to complete the tasks.

For businesses, we are currently developing a merchant structure that will result in huge discounts.

Where is People Post headed for the future?

We are currently expanding to capital cities nationally and looking at going global in 2017. People Post was designed to be a very scalable platform. Since it has worked in Sydney, we have no concerns about getting it to work in the other cities.

How do you think the sharing economy is going to change industries in the future?

The sharing economy is a relatively new model, but we truly believe that it's here to stay, and that it will continue to disrupt a lot of industries to the benefit of customers. It is the age of sharing economy. Uber has used it to disrupt the taxi industry, Airbnb has used it to reshape the hotel industry. We are here to make a change to the courier industry.

Do you have any advice for other entrepreneurs looking to disrupt existing 'traditional' industries?

Don't just sit on your ideas, make a start. Companies like Uber have done a great job introducing the sharing economy model, making it much easier for consumers to understand and adapt to the new concept and the technology that goes with it. Work hard and hang on to it.

Thanks to People Post, many Australian businesses including florists, corporate organisations, online retailers, legal firms, real estate agents and medical practices now have an easy and adaptable solution to an otherwise stressful part of life.

For more information, visit www.PeoplePost.com.au/Business. ■

SPECIAL OFFER

People Post is able to offer WA Transport Magazine's readers the below special offer:

The first 100 eligible businesses who register with People Post via the Business Solutions page can receive \$200 credit by entering the promo code FG16PRIWAT*

*Subject to eligibility.

To register or for more info, visit www.PeoplePost.com.au/Business