

## Swiss Post named the best in the world

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“Credit for this award goes to all of our employees for their tireless efforts on behalf of Swiss Post every day,” said delighted CEO Susanne Ruoff. Swiss Post is very proud of another outstanding ranking in an increasingly challenging economic climate. “This result gives us both a duty and an incentive to continue meeting these high standards in a rapidly changing environment,” remarked Susanne Ruoff.

The UPU awarded Swiss Post the top scores in its press release. Among all the dimensions evaluated, Swiss Post achieved the maximum score of 100 points for relevance and resilience. The average score for industrialized nations in these categories was 64.3 points (resilience) and 39.9 points (relevance). In terms of financial services and its national importance, it was equalled only by Japan's postal organization, which, like Swiss Post, achieved the maximum score of 100 points for relevance.

The UPU study evaluates reliability (efficiency,

speed, and quality of delivery and services), reach (international networks and commitment), relevance (demand for the products and services, and how important they are to the country) and resilience (how innovative Swiss Post is, how diversified its sources of revenue are and how sustainable developments are implemented).

The study indicates that increasing digitization is posing unprecedented challenges for the sector worldwide, mainly due to the growing demand for delivery capacity in online retail. However, it also reveals that digitization is opening up new opportunities for companies which are agile, quick to react and proactive. In addition, the report suggests that an increase in investments and the creation of a level competitive playing field would boost postal organizations as a critical element of national infrastructure, offering a benefit to governments, regulatory authorities and market participants.

The postal organizations in Switzerland's neighbouring countries Germany (4th place with 91.3 points), Austria (10th place with 76.3 points) and France (5th place with 83.3 points) also ranked highly, but the gap between them and Swiss Post (1st place with 100 points) widened compared to last year (Italy was ranked 28th with 62.9 points).

Source: [Swiss Post](#)

