



MBE goes contactless with launch of online services

As the world adjusts and adapts to living and experiencing life 'online', Mail Boxes Etc (MBE) Australia has launched a new digital mailbox that allows customers to use a secure cloud-based platform to view and manage their mail from any location.

"The new digital mailbox program has always been in the pipeline and on the cards to complete and implement, however when the pandemic hit, it was escalated into the next phase of development and we were able to implement within 60 days," says MBE Australia CEO, Clayton Treloar.

The new tool allows customers to easily manage their mail from a mobile device or computer. Depending on the selected service plan, customers can choose from features such as open and scan, forwarding, and shredding mail.

"Eighty per cent of our clients have no need to come into our centres on a regular basis, however we have been able to successfully make changes to assist those who need to collect mail, parcels, or print jobs," Treloar says.

According to Treloar, the digital mailbox will be a catalyst for future growth of the business.

"It will give customers access to their mail without coming into the centre. So that means customers won't have to drive to their PO Box or wait until they return from a trip. Plus, we all want to continue to be cautious in this ongoing pandemic, which makes this new service 'non-contact'," he says.

The virtual mailbox has been embraced by franchisees, with MBE's Franchise Advisory Council involved in deciding the price structure and launch to assist with franchisee "buy in".

"We are pretty much a fully contactless business now," Treloar says.

"Other than the digital mailbox offering, we now also offer 100% online shipping. Our new shipping portal is in

co-operation with our shipping partners, DHL, FedEx, TNT, Toll and many more, making both domestic and international shipping more competitive and easy to use from the consumer's home or office. No need to bring in the package and send from our locations, however, we are still happy to do this.

"In light of all these new tools, we are also trialling a fully automated online printing and design portal currently available in our Brisbane landing page of the website. This is a good place to order the basic business cards, flyers, posters etc, at the click of a button."

These innovations are just one of the ways MBE has supported franchisees during Covid-19.

"We have a number of franchisees who have been in our business for 10, 15, 20 plus years, and my team and I treat all our franchisees like family," says Treloar.

"We're doing everything we can to support franchisees, by offering reduced royalty fees, ongoing communication and training, and increased awareness for the changing business landscape. I have spoken with almost every MBE landlord in the country to ensure our partners are being well looked after and they are closely following the National Code of Conduct when it comes to landlords and tenants," Treloar says.

"I have been in close contact with the Franchise Council of Australia to ensure we are all well looked after and the support from both Federal and State Government has been very welcomed. Not one of our 40 locations across the country has closed and business is starting to boom again." ■

