

# The importance of e-commerce for the Luxembourgish Philately Department – lessons learned

Speaker: Mr Emile Espen

Head of POST Philately Luxembourg

Vice-Chairman of the PostEurope Philately Working Group

- 22.09.2018 WADP Conference Macao



# About Luxembourg

The image features a dark grey, curved shape on the left side, resembling a stylized 'L' or a partial circle. Three thin, curved lines in yellow, green, and cyan intersect each other and the dark grey shape, creating a dynamic, abstract composition. The text 'About Luxembourg' is positioned in the upper left area, overlaid on the dark grey background.

# Luxembourg: located in the heart of Europe



# Small from the outside, big from the inside

EU founding member state

**600.000** inhabitants

**45%** of residents  
are foreigners

Half of workforce  
living abroad



# POST Luxembourg Group

*from me to you*





# POST Luxembourg

## FACTS AND FIGURES

**1842** Founded as a public service.

**1992** Transformed in a “public Enterprise”

**Backed** by the Luxembourgish State

Luxembourg’s **largest provider** of telecom and postal services

Also offering **financial services**







# POST Luxembourg

## FACTS AND FIGURES



**4371**  
employees



**43**  
different nationalities



**Largest**  
national employer



**€770 M**





**Member of:**

International **Post**  
Corporation

**POST**  **EUROP**  
YOUR LINK TO POSTAL EXPERTISE



**UPU** | UNIVERSAL  
POSTAL  
UNION



# POST Philately



# THE MISSION OF POST PHILATELY

Issue the official Luxembourgish stamps and handle philatelic orders from subscribers and customers.



# SOME OF OUR PRODUCTS...

Stamps creation and production

Yearly collections

Numismatics

First Day Cover

Personalized stamps and post Card ([meng.post.lu](http://meng.post.lu))

App Smart PostCard





# POST Philately

## SOME ACHIEVEMENTS

Launch of philatelic books on the cultural heritage of Luxembourg: "Dat ass Lëtzebuerg!".

Involvement of recognized as well as emerging artists which gives the Luxembourg art-scene an incomparable visibility by putting their work on stamps.

Launch of the "Smart PostCard" App.



# Why does one need an e-shop?

- Vienna University of Economics and Business:
  - 200 philatelic departments worldwide. 9.000 stamps issued every year. 3 billion € revenue.
  - 60.000.000 collectors worldwide
  - 1/3 collect several countries
- Number of collectors goes down!
- Growth is mainly possible in other countries home markets.
- E-shop is the cheapest and most efficient way to attract these customers and to serve your national customers.

# The e-shop of Post Philately: launched in 2008

The screenshot shows the eShop interface of Post Luxembourg. The browser address bar displays <https://www.eservices.lu/en/cel>. The navigation menu includes: ONLINE STAMPS, PACKUP, PACKUP HOME, PRINT LABELS, MAIL HOLDING & REDIRECTION, MENGPOST, ONLINE LETTER, and ESHOP. The main content area is divided into three sections:

- Categories:** A vertical list of product categories including Mobile, Stamps, Year collections, Philatelic products, Numismatics, envelopes for collectors, First Day Cover, meng.post.lu, Collector's items, Themes, Stamps in large quantities, and Definitiv Series.
- Recommended products:** Two featured items are shown:
  - Moxie Glass Screen Protector iPhone 7:** Priced at 14,00€, featuring an image of the product packaging and an iPhone 7.
  - Card "meng.post.lu" Bob Jungels 2018:** Priced at 1,70€ including tax unit, featuring a cycling card with a photo of Bob Jungels.
- ESHOP:** A section with four product categories, each with a representative image and a link to view all products:
  - Mobile:** Represented by an iPhone icon, with a link to "See all 12 products".
  - Stamps:** Represented by a collection of postage stamps, with a link to "See all 359 products".
  - Year collections:** Represented by a collection of stamps, with a link to "See all 12 products".
  - Philatelic products:** Represented by a collection of stamps, with a link to "See all 36 products".

The Windows taskbar at the bottom shows the system date and time as 11:41 on 12/09/2018.



# How has our e-shop evolved over 10 years?

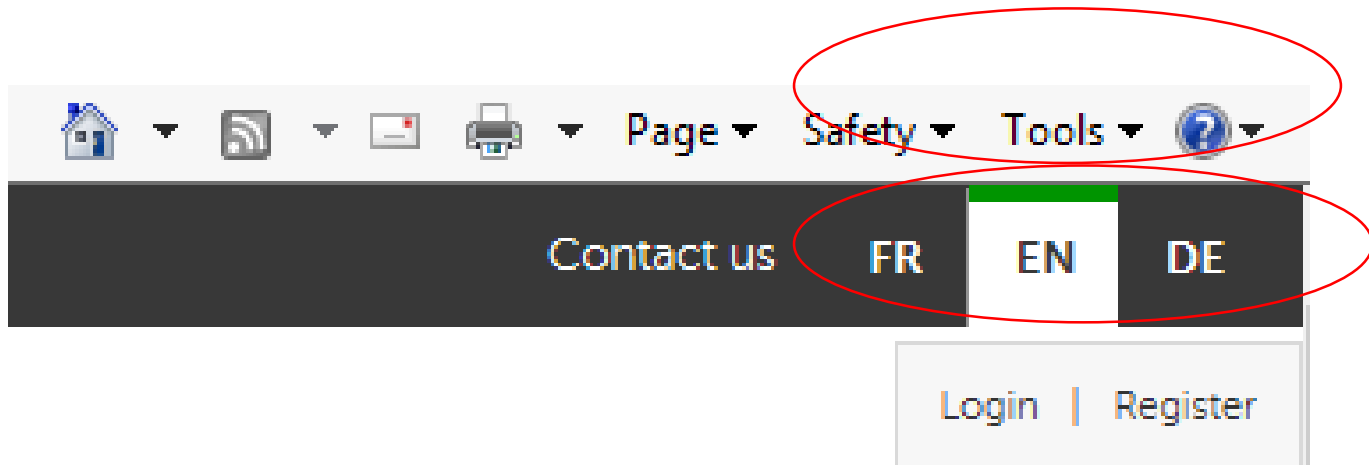
- From only a few percents in 2008 to meanwhile around 20% of total revenue of the philatelic department in 2018.
- Growth of 15% in 2017.
- Growth is also due to the fact that non-philatelic customers slowly discover how easy it is to order stamps in an e-shop: general development of online shopping!

# Philatelic e-shop is part of more online services proposed



# What does our e-shop offer ?

Choice of 3 languages  
– obligation to register





# Choice between 12 categories

## Categories

<b>Mobile</b>
<b>Stamps</b>
<b>Year collections</b>
<b>Philatelic products</b>
<b>Numismatics</b>
<b>envelopes for collectors</b>
<b>First Day Cover</b>
<b>meng.post.lu</b>
<b>Collector's items</b>
<b>Themes</b>
<b>Stamps in large quantities</b>
<b>Definitiv Series</b>

# 18 years of choice for stamps

Stamps
<a href="#">Prefix-Michel Catalogue</a>
<a href="#">New Issues</a>
<a href="#">2018</a>
<a href="#">2017</a>
<a href="#">2016</a>
<a href="#">2015</a>
<a href="#">2014</a>
<a href="#">2000-2013</a>
<a href="#">Booklets and sheetlets</a>
<a href="#">International Reply Coupon</a>
<a href="#">Lindner and Safe</a>

# Choices of cancellation

## Recommandation of related products

The screenshot shows a web browser window displaying the product page for 'Tour de France Mondorf' stamps. The page is titled 'Description of the product' and includes a left-hand navigation menu with categories like 'Mobile', 'Stamps', 'Year collections', 'Philatelic products', 'Numismatics', 'envelopes for collectors', 'First Day Cover', 'meng.post.lu', 'Collector's items', 'Themes', 'Stamps in large quantities', and 'Definitiv Series'. The main content area features a product image of a stamp with a cyclist, the title 'Tour de France Mondorf', and a price of '0.70 € including tax'. To the right of the product image, there is an 'Options:' section with five radio button options: 'New - without cancellation', 'Standard cancellation', 'Standard Full Cancellation', 'Standard Half Cancellation', and 'Standard Quarter Cancellation'. Below these options is an 'Add to basket' button. A red circle highlights this options section. Below the main product area, there is a 'We also recommend:' section with two product cards. The first card is 'Folder Tour de France' priced at '12.50 € unit', and the second card is 'FDC Tour de France Mondorf' priced at '1.10 € unit'. A red oval highlights this 'We also recommend:' section. The browser's address bar shows the URL 'https://www.eservices.lu/en/cel?p\_id=CELMainView\_WAR\_eservicescelweb&p\_p\_lifecy'. The Windows taskbar at the bottom shows the time as 16:30 on 12/09/2018.

# Are we satisfied with our e-shop?

- Not anymore!
  - The e-shop is 10 years old and can not be adapted to the standards of today.
  - The look and feel is visibly outdated.
  - No possibility for vouchers, individual rebates, price games etc
  - No possibility to exploit the customer data in order to recognize trends and react quickly.
  - No interactive chat in order to help or guide visitors.
- Our plans:
  - For the end of this year we plan to put in place a new e-shop offering all the facilities mentioned before.



# Very important:

- An e-shop needs to be maintained and continually developed by professionals.
- The new e-shops are powerful tools and they offer a lot of facilities that should be used.
- An e-shop is not static and needs to be kept interesting.
- An e-shop needs to be performing: customers become more and more demanding.



The reach of our own e-shop is limited. The presence on a much larger e-shop platform helps us to attract customers from all over the world.



# Thank you for your interest!

Any questions?

- [emile.espen@post.lu](mailto:emile.espen@post.lu)

