



Post Netherlands Boosts Performance and Expands Horizons with Creatio



The leading independent provider of cross-border logistics leverages Creatio to maximize international collaboration and drive transnational success with the power of no-code

WATCH THE INTERVIEW



[Post Netherlands Boosts Performance and Expands Horizons with Creatio](#)

KEY DELIVERABLES:

- Unified data hub with a 360-degree customer view
- Optimized and unified workflows across departments
- Increased operational efficiency
- Accelerated system adoption and change implementation timelines
- Streamlined and integrated communication and operations



PostNL operates nationwide in the Netherlands and globally as Spring Global Delivery Solutions, catering to an extensive network of clients. With offices established across 13 countries, the company maintains robust global partnerships spanning over 190 countries. Recognizing the e-commerce boom and growing logistics international needs, PostNL identified the shift from traditional mail to parcel delivery as a significant opportunity. To capitalize on this trend, the company strategically adapted to meet the changing demands of customers, aiming to position itself as a leader in modern logistics innovation.

PostNL's strategic pivot towards innovation underscored the need to integrate advancements into both operations and customer service frameworks. The company recognized a critical necessity for a robust CRM system to harmonize and streamline operations. Additionally, PostNL aimed to establish a sophisticated global data hub designed to aggregate customer information worldwide. This initiative was critical for adapting to swiftly evolving market demands and enhancing customer service.

Through the adoption of Creatio's platform, PostNL has consolidated their communication and customer information onto a unified platform. This integration has not only yielded considerable time savings but also improved operational efficiency, significantly boosting customer satisfaction. The adoption of no-code has been pivotal in increasing the system's adaptability, facilitating swift on-the-fly adjustments to meet dynamic needs. Most importantly, no-code approach has facilitated seamless operational standardization across its global footprint by enabling access to streamlined data and unifying processes, giving PostNL the freedom to easily adjust the system to their needs.

With Creatio, we've successfully harmonized our operational approach across departments and customer information globally, ensuring we retain the freedom to make rapid adjustments and implement unified processes globally.



WOUTER VAN BEERSCHOTEN
Solution Consultant Spring Europe

ABOUT POSTNL

PostNL stands as the foremost e-commerce and mail company in the Netherlands, holding a dominant market position in the Benelux region. Beyond its national prominence, the company extends its reach globally through Spring Global Delivery Solutions, a subsidiary that has evolved into the largest independent provider of cross-border logistics solutions over the last 15 years.

As a Royal Mail sales agent and full PostNL subsidiary, Spring offers direct access to both Dutch and British distribution networks. PostNL delivers comprehensive global shipping solutions for mail, parcels, returns, and e-commerce, reaffirming its commitment to excellence on an international scale.

[REQUEST LIVE DEMO](#)