Stamp Free®

Patent Protected AI Label Free & AppFree Shipping Solutions

UKtech awards 2022

Winner
Technology Innovation of the Year

POSTAL INNOVATION PLATFORM

Finalist
Start Up Innovation Award

WORLD POST & PARCEL AWARDS

Winner
Innovation & Technology

parcel and postal technology INTERNATIONAL

Winner
Retail / Customer Services Innovation of the Year

WORLD POST & PARCEL AWARDS

Finalist
Commitment to Sustainability

Leveraging social media for parcel shipping/ returns:

QazPost Trial

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Your customers are faced with lengthy queues at Post Offices

You want to improve efficiency and customer service

What do you do?

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Typical challenges

1. Lengthy queues at PUDOs
2. Poor customer service
3. Operational inefficiency
4. High technology development costs
5. Growing competition
6. Increase in ecommerce returns

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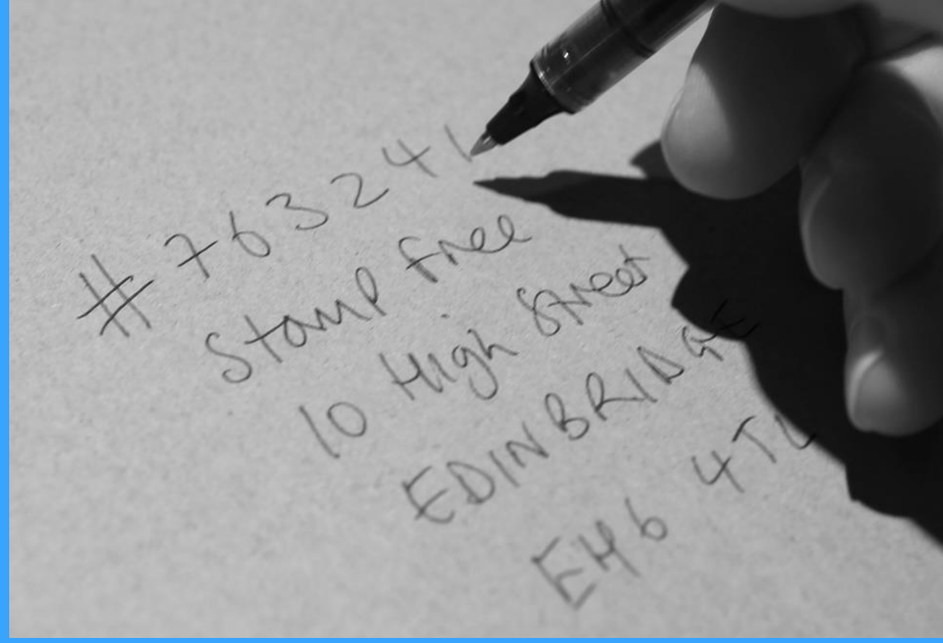
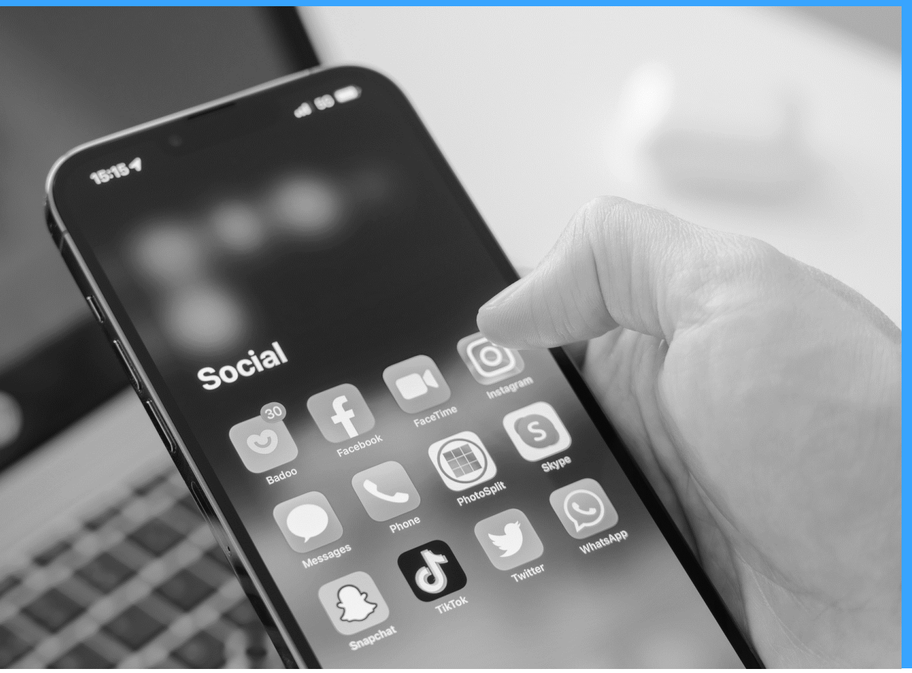
Label Free

A handwritten code, written on a parcel or return, AI validated by the camera function on your phone – then posted or shipped in the normal way.





AppFree

Shipping solutions via existing apps your customers already use. Cheaper than traditional mobile apps, superfast deployment, great ROI.

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Postal customers don’t want labels

But postal companies do

What do you do?

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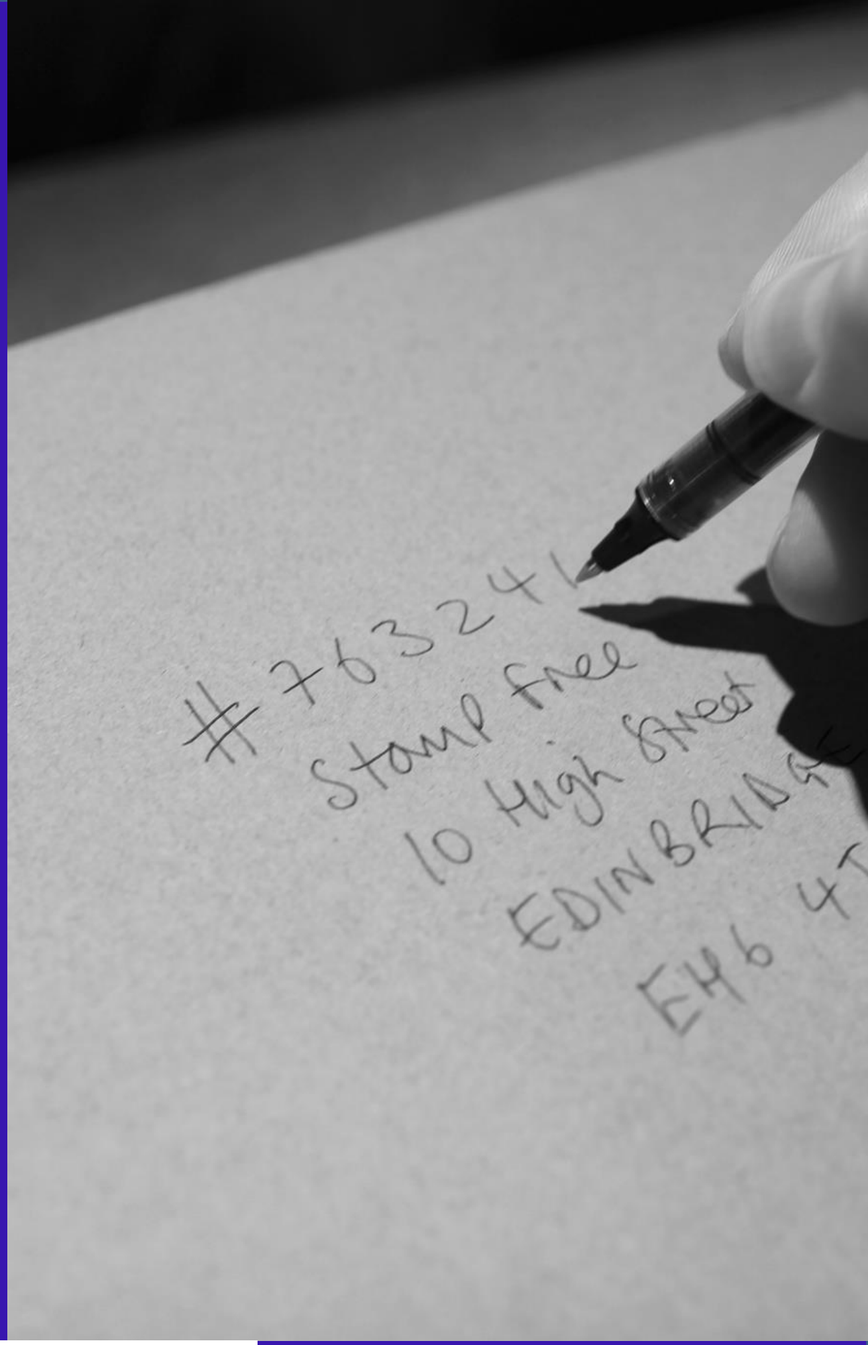
What is our AI Label Free Shipping Solution?

An alphanumeric code, written on a parcel or a letter, AI scanned by the camera function on your phone – then posted or shipped in the normal way. Solution delivered by postal/carrier app or AppFree via WhatsApp.



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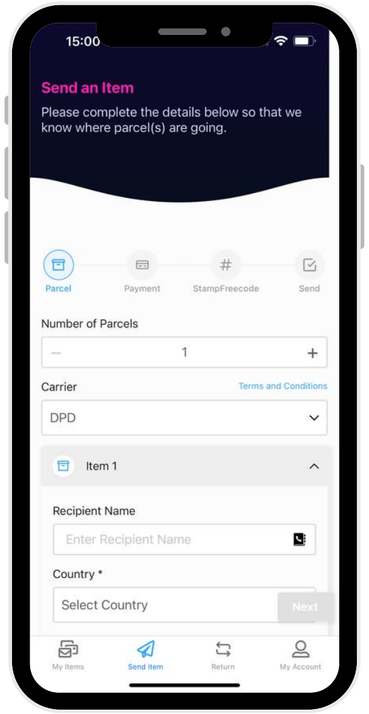
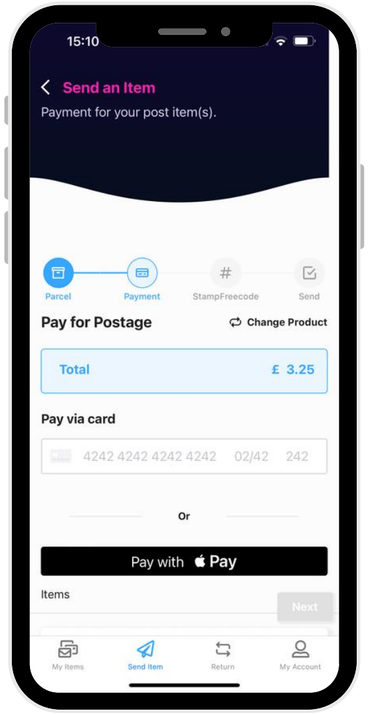
Send Items with a Stamp Free Code

Simple and quick process, accessible anywhere 24 x 7 x 365

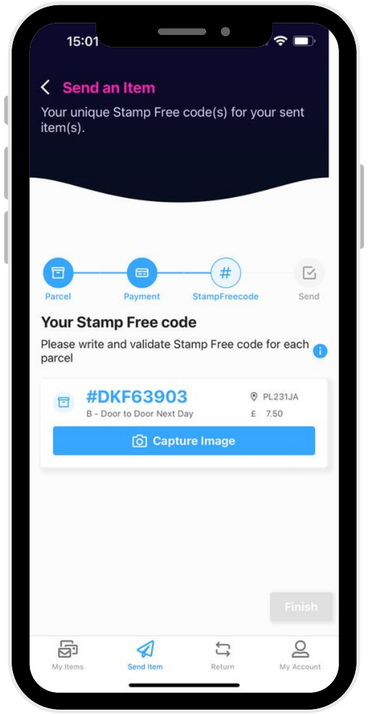
Create Shipment



Pay via app



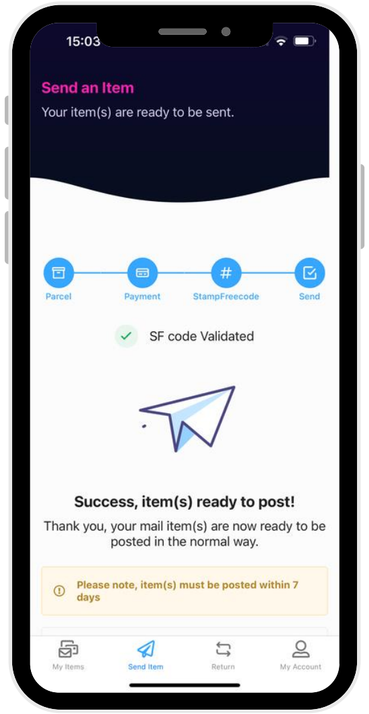
Receive Stamp Free Code



Write Code on packaging

Scan & Validate

Send!



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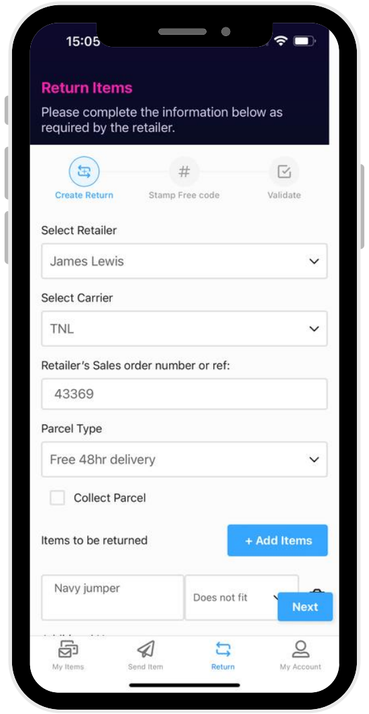
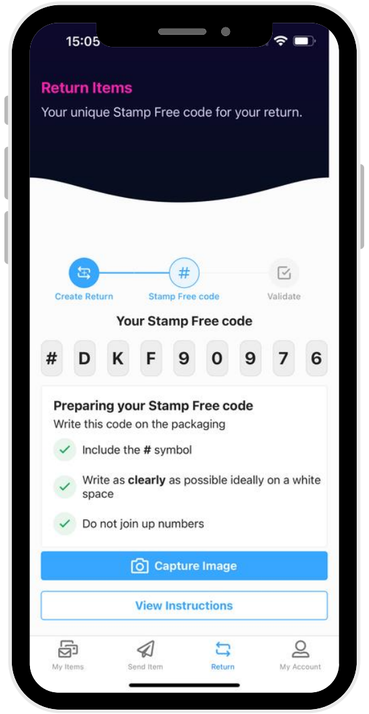
Return Items with a Stamp Free Code

Label free returns via your smartphone

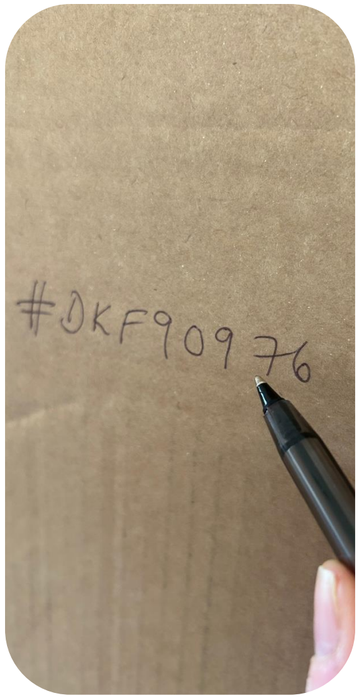
Select items to return



Generate Stamp Free Code

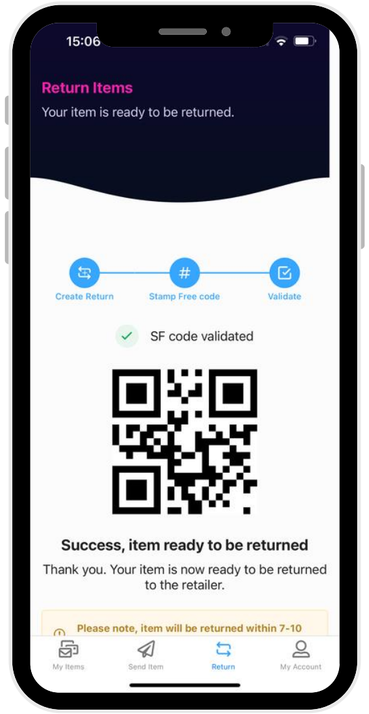


Write Code on packaging

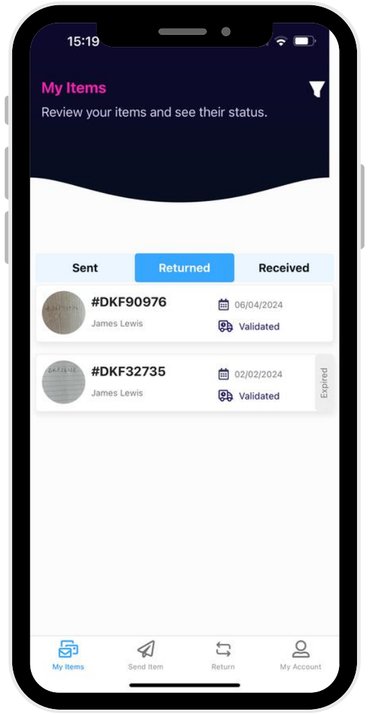


Validate using AI

Drop off at PUDO



View all orders & returns



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Implementation options

Our aim is to establish a low cost, low risk trial to validate our proposition, assess appetite for the service, understand operational challenges and confirm technical requirements

Customer label free

- Ultimate in customer convenience; shipping and returns all from a smartphone, no labels or hardware required
- Over-labelling by the carrier upon receipt of a parcel to avoid any short operational changes
- Anytime/anywhere labelling downstream as the parcel has a product identifier on it
- The risk-free first step towards going end-to-end label free.

End-to-end label free

- A genuine end-to-end label free journey for customer and carrier alike
- Our technology can read handwritten codes in the same way as any barcode, fast and accurately
- Ultimate customer convenience whilst removing the need for a parcel labels, benefiting the environment and saving money by removing the cost of generating parcel labels across the supply chain.

Carriers may opt for either option 1 or option 2 or may start with option 1 proceeding to option 2.

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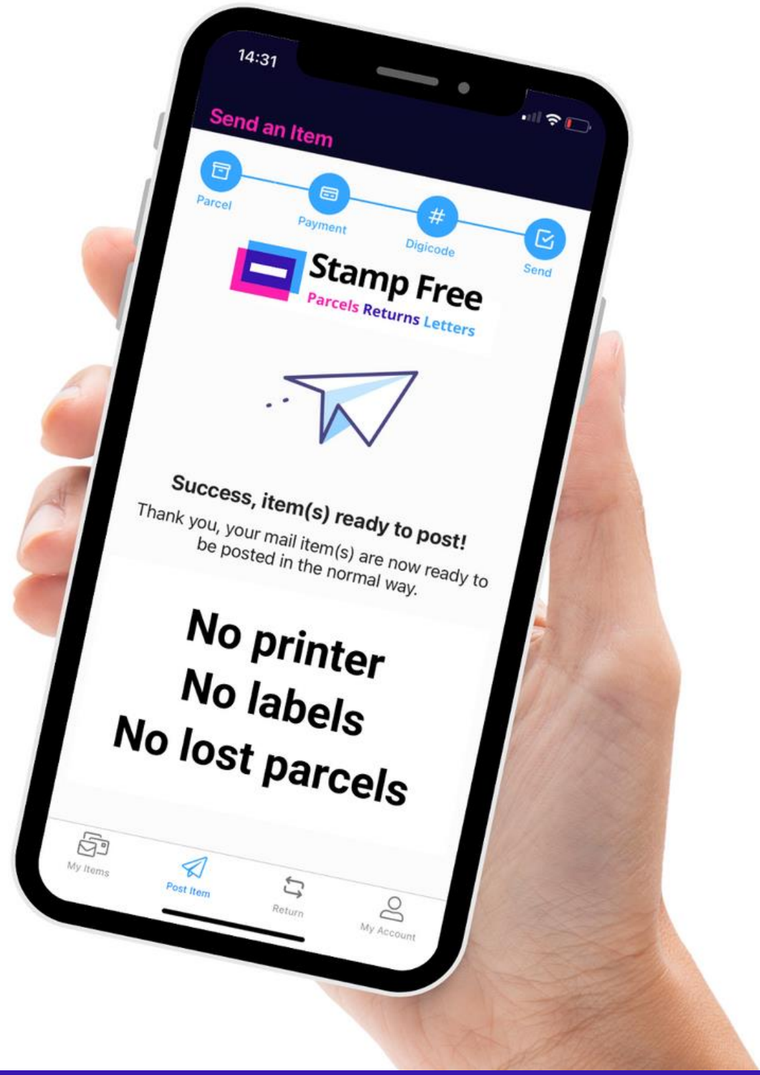
Why digital shipping?

We enable consumers, SMEs & retailers to send parcels and returns in the simplest way, needing just a phone and a pen.

Smartphone generated Stamp Free Codes, validated by AI, are written on any item which acts just like a barcode.

Can be end-to-end label free or over labelled at any point in the journey for ease of adoption into carrier networks.

Can be integrated as part of postal/carrier app via API, available directly with the Stamp Free app or even via WhatsApp through our AppFree™ product.



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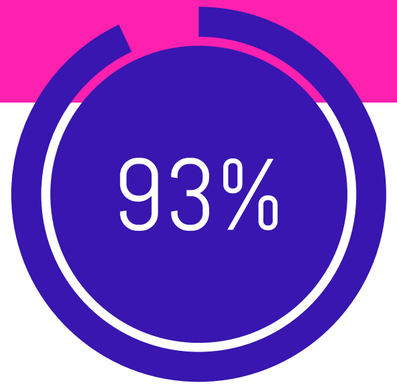
Consumers want it



Would use Stamp Free solution to send parcels, letters and returns via a smartphone instead of printing or using labels provided.

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Your customers don’t want to download apps

But you want to offer ease of access

What do you do?

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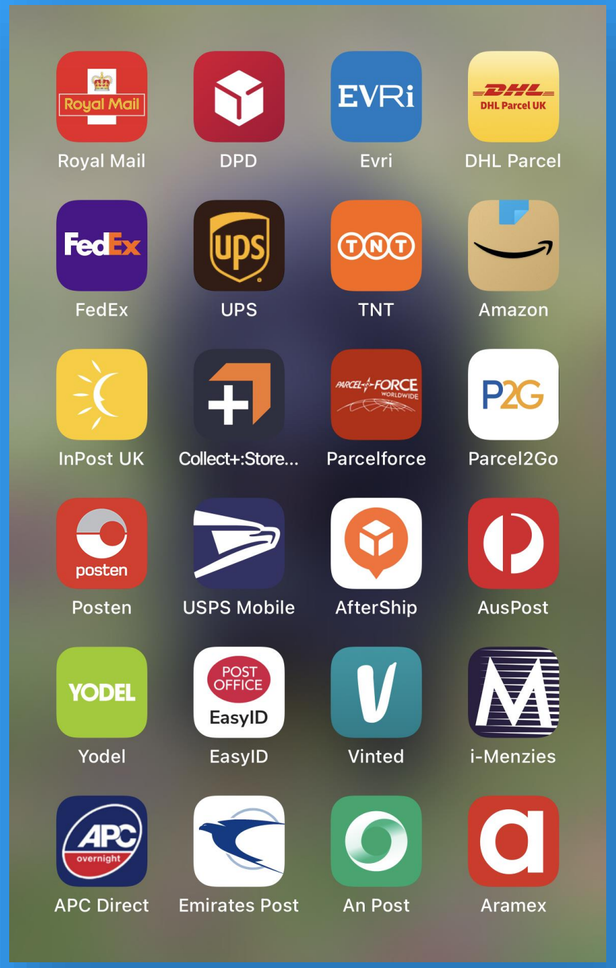
What consumers say:

- I have too many apps
- I can’t be bothered to download an app – “Appathy”
- Really, do I need a different app for each carrier / retailer?
- Every app is different, I need to adapt to each one



What we say:

- Apps require significant investment
- Poorly designed apps risk damaging perception
- Takes up valuable IT resource
- Become functionally laden, costly to maintain
- ROI not achieved as usage drops

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Consumers are demanding a better shipping & returns solution

50%

Wouldn’t use a carrier, postal company or retailer if they need to download a new app.

42%

Households don’t have a printer.

64%

Find printing at home frustrating.

80%

Would like to manage parcels and returns in one place.

85%

Believe sustainability is important.

90%

Use social media and messaging apps already.

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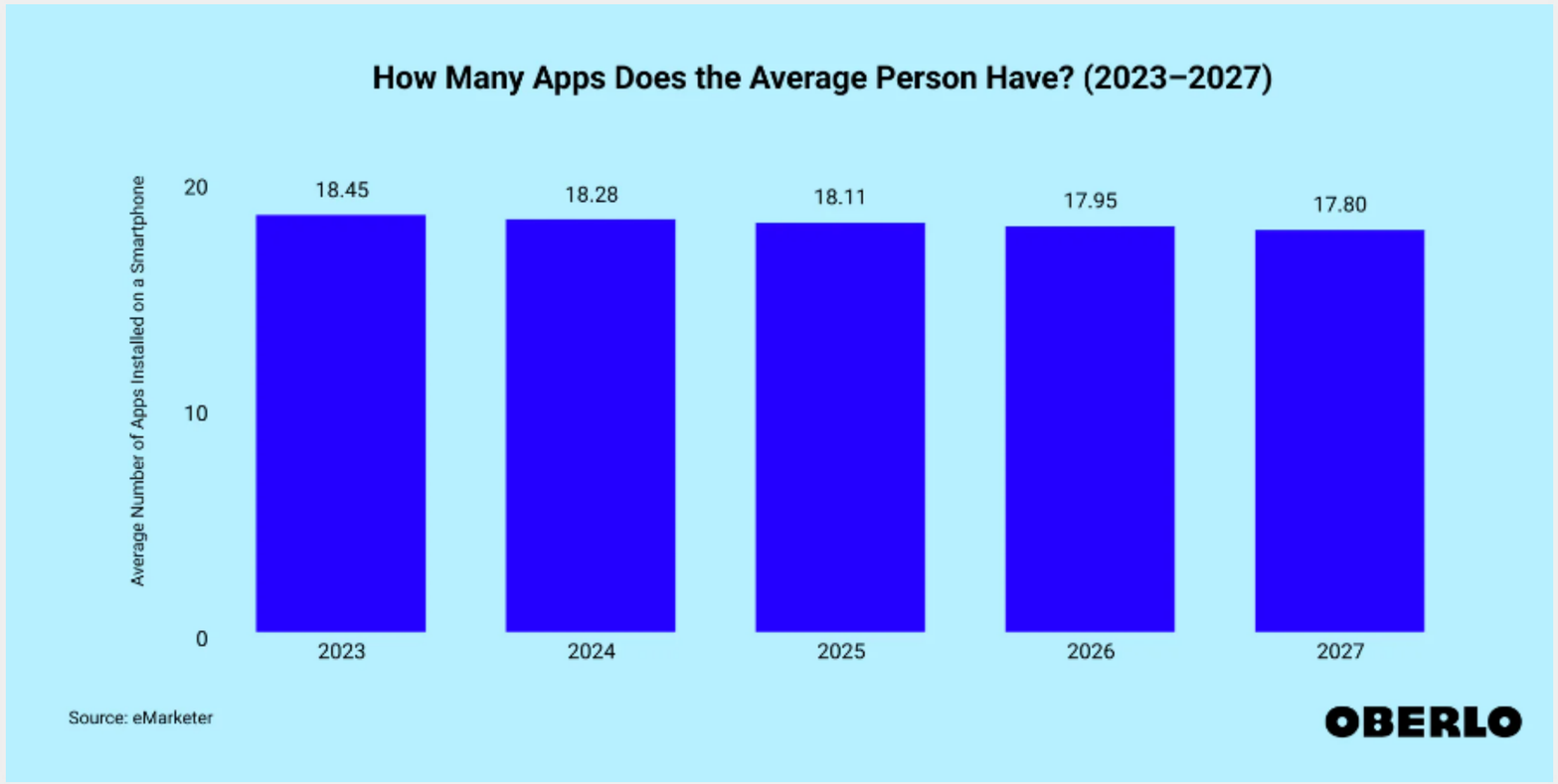
“Appathy”

4 million apps are available, to stand out requires significant investment



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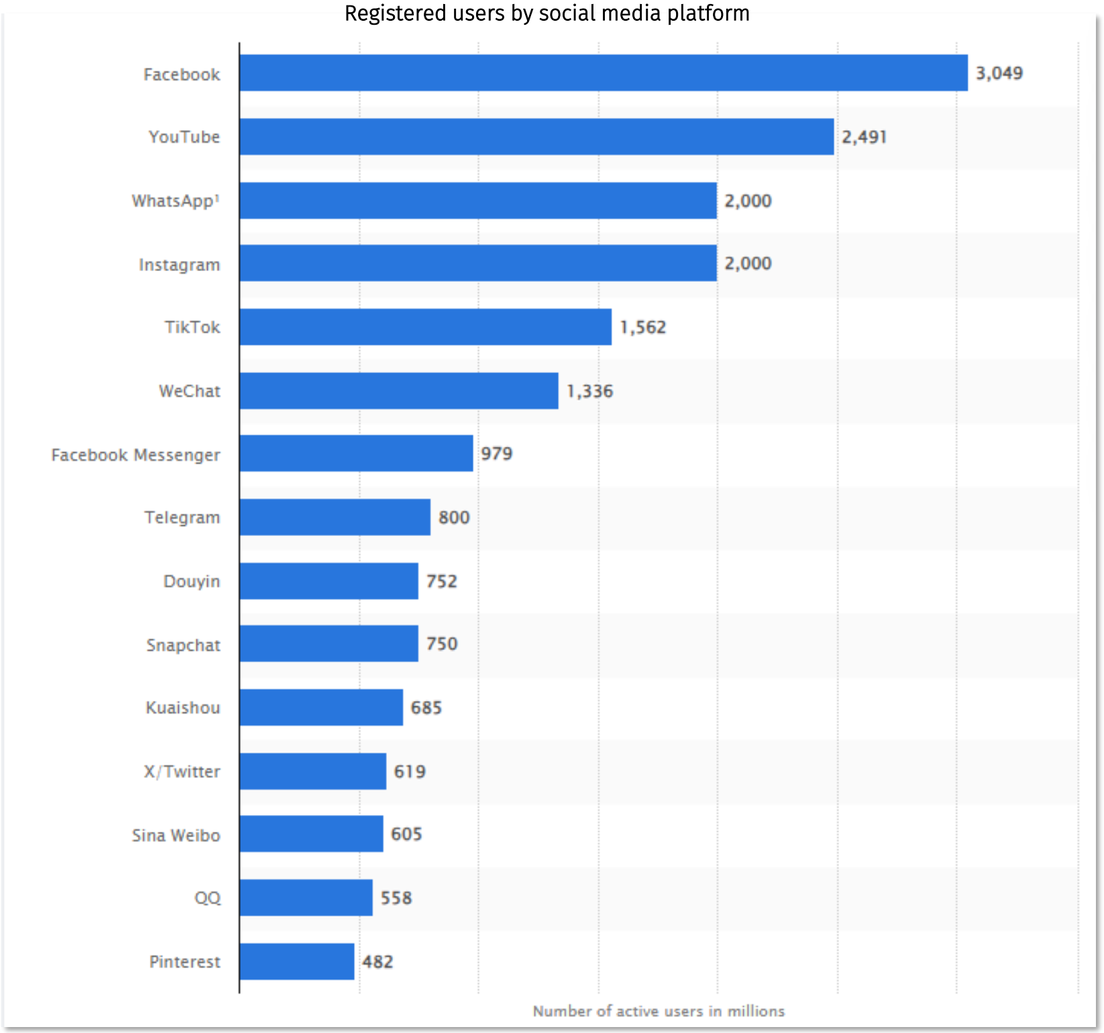
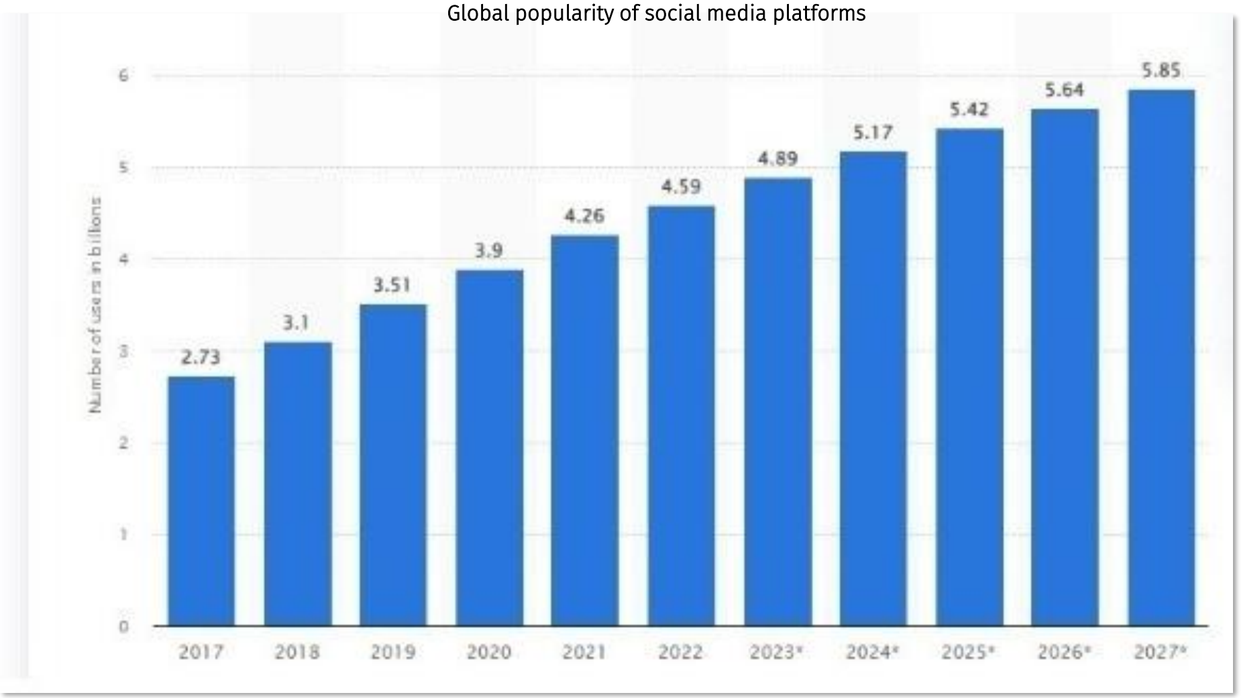
A new alternative

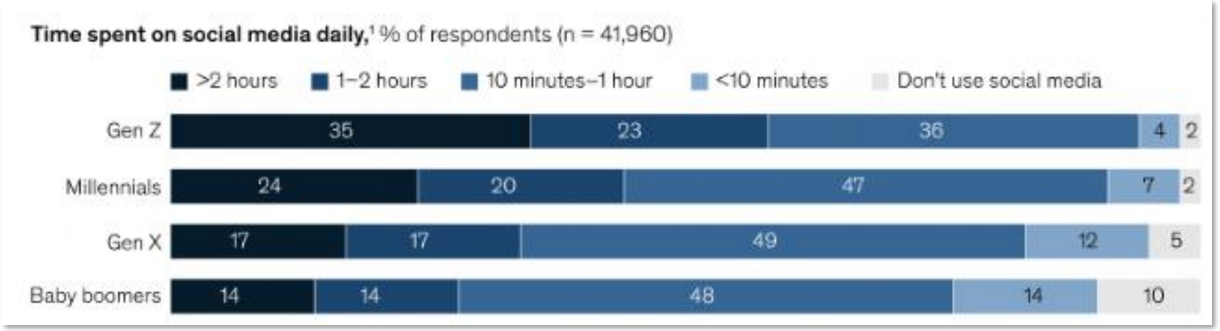
Recognise the platforms your customers already use

Registered users by social media platform



Global popularity of social media platforms





Source: Statista - Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), Baby Boomers (1946-1964)

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AppFree - Social Media and Message based shipping

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We offer consumers & retailers the easiest parcel shipping platform via key social media and messaging platforms - AppFree™

- Automatically reach everyone with a phone.
- The world's first "app free" parcel and returns solution for total customer convenience
- We save carrier & retailer costs by avoiding mobile software development
- Focuses on creating easy sending and returning parcels, but will extend to include tracking, support and automatic notifications
- Perfect in conjunction with our Label Free offering, but also supports QR codes and barcoded labels to maximise the attractiveness of this unique service.

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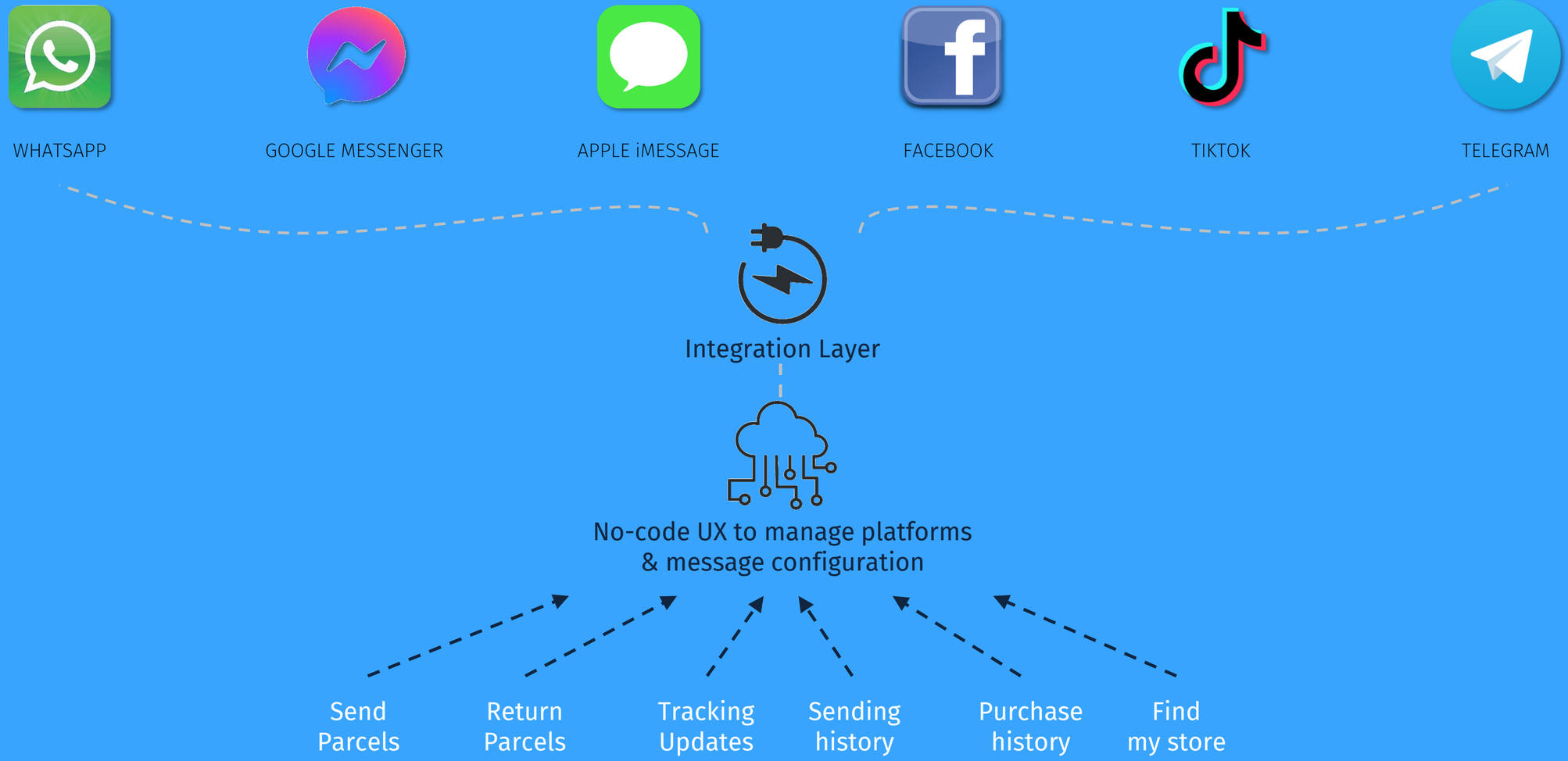
AppFree

Creating flexibility in an omni-channel world, enabling almost any use case



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Benefit Summary

Some of the reasons why it makes sense to use Stamp Free

Label Free for your customers

Your customers don’t want to mess with label printing or buying stamps. Using our solution creates the ultimate in convenience of anytime anywhere shipping

Perfect for battery lockers

Printing at lockers is unreliable, and indeed not possible with modern battery lockers. Stamp Free enables a label free experience with all lockers

Better than QR codes

QR codes on their own risk over-labelling errors and mean parcels must be labelled at the point of drop-off. Stamp Free means you can over-label further downstream without risking lost parcels

Makes your services more accessible

Don’t force your customers to download your app just to send a parcel or return. Instead offer them the ability to use your services through a platform they already use, like WhatsApp. Stamp Free’s AppFree offering immediately taps into your customer base

A global solution

Works for cross border and has multilingual capabilities to work anywhere and to any country.

Beat your competitors - C2C

Meet the increasing C2C demand, by creating a unique and innovative offering using Stamp Free which others can't compete with.

The simplest returns option

Create the next gen returns option that saves retailers money and increases returns volumes for you. Optionally we can plug our solution straight into the retailers app to provide a totally seamless service.

Simplifies your PUDO operation

PUDO networks are increasingly involving a mix of dedicated post offices, retail outlets and other non-specific locations. We make the PUDO process very simple, creating a consistent experience wherever the customer chooses.

Save your scarce IT resource

Internal IT resources are often scarce, leading to delays on important initiatives. Use Stamp Free’s ready to roll solutions, where we do the heavy lifting. We use your existing APIs to make plugging in a simple process.

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QazPost Trial

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What Qazpost were looking for

- Reduction in operator effort
- Improved customer experience
- Increased market share
- Avoiding IT development

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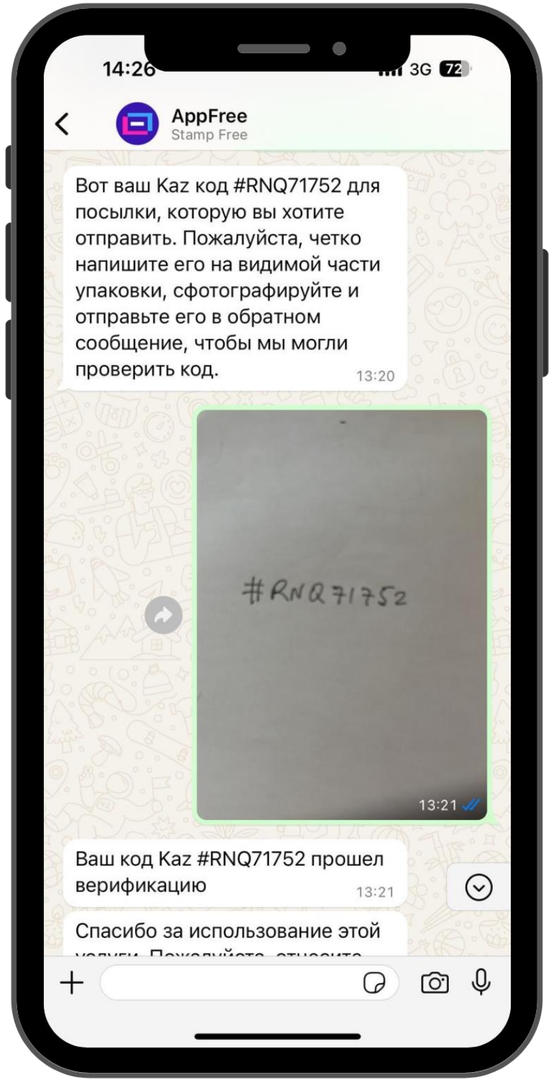
How we developed AppFree for QazPost

- We worked closely with the QazPost Project Team
- We iterated a number of journeys to work out the optimum solution
- We could validate the customer, enable online payment and receive the tracking info, all in one easy message flow
- As there is no technical deployment mechanism we were able to support a rapid roll-out nationwide without prior planning.



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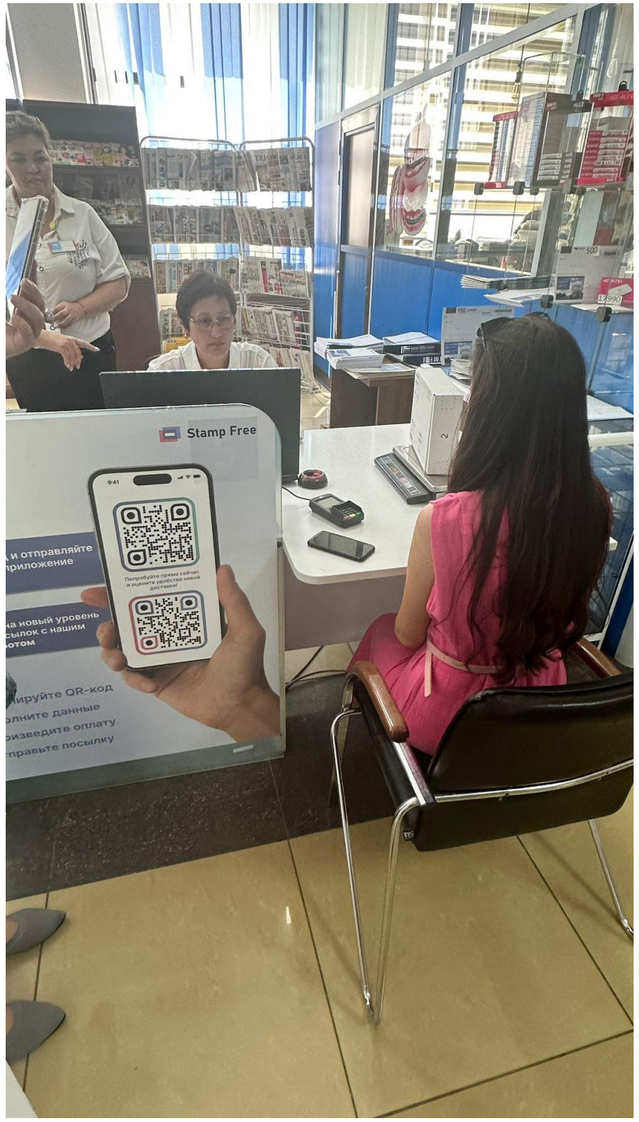
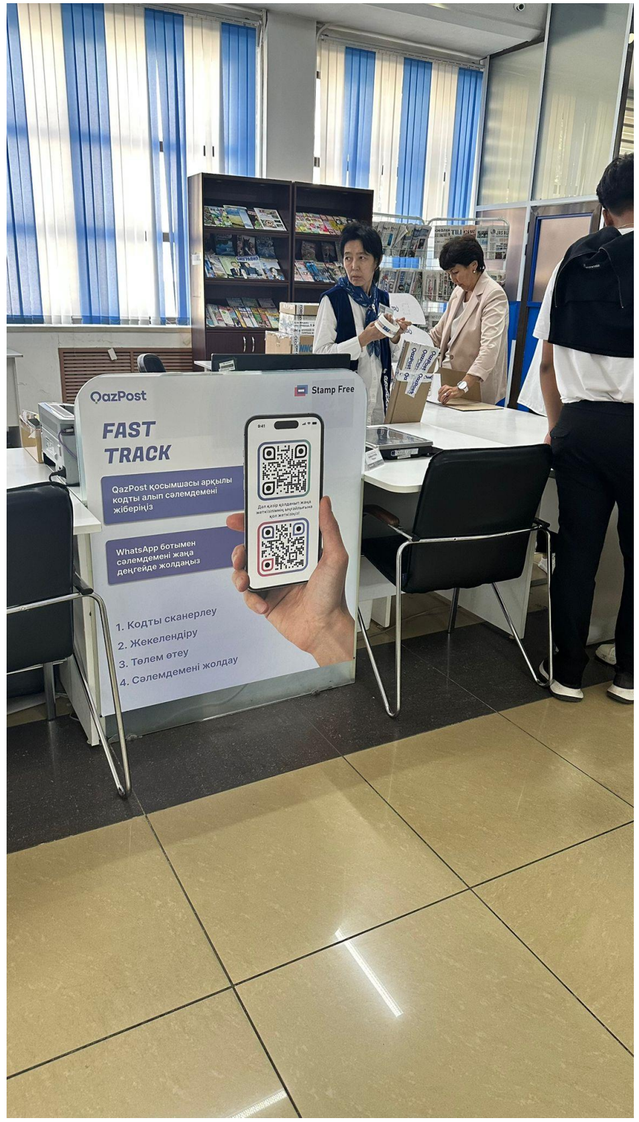
The trial so far





What do QazPost think?

“The time for sending a parcel with the help of Stamp Free’s AI technology has been reduced by three times, which means that the queues are reduced many times over.

I strongly believe that our trial will show good results.”

Assem Bolatzhan
Managing Director - QazPost

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Thank you

Hugh Craigie Halkett

CEO & Founder

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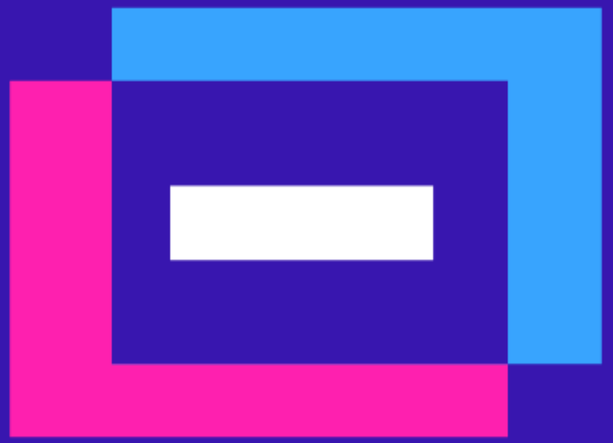
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