**TRAINING REPORT ON KNOWLEDGE AND SKILL IN MARKTETING, INNOVATION AND CUSTOMER SERVICE.**

**VENUE: Conference Hall, Bhutan Post, Thimphu**

**Date: 16th September,2024 to 18th September,2024**

**Introduction**

The training was organized to strengthen participants' knowledge and skills in marketing, innovation, and customer service within the postal sector. Mr. Thinley Wangchuk, Head, Corporate Office, Bhutan Post, Thimphu formally welcomed all participants, resource persons, and the CEO during the opening ceremony. The resource persons were introduced, followed by insightful presentations on key topics to guide the learning experience.

**Objectives**

The primary objectives of the training were:

* To provide participants with knowledge on the latest trends in postal services.
* To raise awareness of ongoing changes in the postal sector, enabling participants to apply these innovations in their workplaces.

**Program Overview**

The CEO delivered a brief introduction to the three-day program, encouraging participants to actively engage with the resource persons, who had traveled from abroad to share their expertise.

**Key Presentations and Sessions**

**Navigating Changes in the Postal Sector**  
Dr. Vinaya Prakash Sing, Secretary General of APPC, spoke about the rapidly evolving postal industry and the need for organizations to adapt to these changes.

**Current Business Environment in the Postal Sector**  
Mr. Anucha Soonglertsongpha, Course Director at APPC, discussed the current business environment affecting postal services, highlighting both challenges and opportunities.

**Marketing Concepts, Marketing Mix, and Marketing Strategy**  
In this detailed session, Mr. Anucha covered essential marketing concepts that are particularly relevant to the postal sector, including the marketing mix and strategies for success.

**Effective Communication for Customer Service Excellence**  
Mr. Sandeep KP from APPC emphasized the importance of effective communication skills in enhancing customer service, sales, and marketing. He focused on techniques for better understanding customer needs and presenting postal services more effectively.

**Innovation Management and Case Studies in the Postal Sector**  
Led by Mr. Anucha, this session explored how innovation is driving the postal sector forward, featuring case studies that showcased best practices from the industry.

**Innovation and "Thinking Outside the Box" Exercises**  
This interactive session, also led by Mr. Anucha, encouraged participants to develop creative solutions and foster a culture of innovation within their organizations.

**Customer Service and Customer Experience Management**  
Mr. Anucha provided valuable insights into improving customer service and managing the overall customer experience, emphasizing its critical role in the success of postal services.

**Key Note from the CEO**

On the final day, the CEO addressed the participants, focusing on key initiatives to balance revenue and expenditure, and upcoming tasks related to the BCSEA by-election. He stressed the importance of avoiding complacency during election operations and highlighted the need to engage with ongoing online training programs, such as UPU.post and the ERP project. The CEO also emphasized timely and accurate updates to IPS.Post, encouraging greater awareness of postal products and services.

**Conclusion**

The training provided a comprehensive overview of marketing, innovation, and customer service within the postal sector. Participants were encouraged to apply the insights gained to improve the efficiency and effectiveness of postal services in Bhutan.

***Submitted By:***

***Pasang Wangmo***

***CID No: 10305001618***

***EID No: 9912201***

***Post Master***

***Gelephu, GPO***