

Case study VRT "The Green Wall"

How VRT streamlined their mailroom and were able to accommodate the retirement of four out of the seven mailroom employees without increasing the workload for the remaining staff.



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The VRT (Vlaamse Radio- en Televisieomroeporganisatie) is the national public-service broadcaster for the Flemish Community of Belgium. As a service-oriented and public organization, the VRT has a special position in society. VRT is funded by the Flemish government, which means they have obligations towards the Flemish citizens. The VRT aims to inform, inspire, and connect all Flemish people, thus strengthening Flemish society. VRT invests as much of its resources as possible directly into its content. This means that the lower their costs, the more they can invest in their content. VRT is constantly searching for ways to cut down on costs and saw Parzelo as a great partner in streamlining their mailroom.

A logistical challenge for VRT

In their mission to invest as much as possible in their content, VRT saw an opportunity to make their mailroom more efficient. With their 1900 employees, the central mailroom of VRT receives many parcels each day. Handling all these parcels and delivering them to the right recipient is an extremely labour intensive process. A team of 7 employees was working fulltime to make sure everything was done right. Additionally, VRT experienced a lack of overview of incoming parcels, which caused many questions and confusion among the recipient. This, together with the fact that 4 employees from the mailroom team were retiring, made the VRT decide to start a research to see what could be the solution for them.

Wish

VRT experienced problems regarding overview and auditability in their mailroom. This, together with the fact that four mailroom employees were retiring, called for an update of their mailroom.

Result

VRT managed to significantly reduce the workload of the mailroom staff. At the same time, the service quality of the mailroom has increased significantly. The process is automated and all information is stored and easily accessible.



Parzelo
since 2022



14.218 parcels
per year

"The existing problems together with the fact that 4 colleagues were retiring made us realise that we had to make the mailroom smarter. We wanted to make the process more automated to reduce the workload of the remaining team to be able to keep the quality high."

The most complete answer to the needs of VRT

The VRT did research on what could help them solve these challenges and came in contact with Parzelo. They asked several companies to pitch their product and send an offer. After receiving offers from multiple companies, the solution that Parzelo offered immediately appealed to VRT.

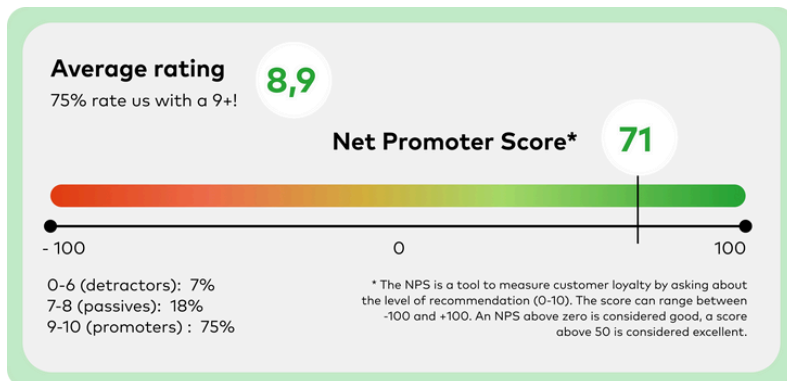


"Parzelo offered the most complete answer to the needs of the VRT mailroom and they are the furthest in the development of the product. The options for detailed information about deliveries, a good smartphone app, a user friendly interface, and the fact that the system recognizes barcodes of the most notable delivery companies and initiates the further internal parcel flow really appealed to us."

A clear overview, with and without lockers

VRT uses Parzelo in combination with smart lockers, but also uses the software to store items without lockers. VRT uses Parzelo to receive and distribute incoming parcels throughout the organization. The parcels are delivered to the mailroom and then registered, tracked, and delivered to smart lockers in a closed room that can only be accessed with an employee tag. The recipients are then automatically notified about this. In the notification they receive a pin code to open the locker and take out their parcel. When parcels are too large for a locker, VRT uses Parzelo to register the parcel and deliver it to a specific place for oversized parcels in the mailroom. The recipient is then notified that they can pick up their oversized parcel at the mailroom instead of a locker. These processes now require much less time and effort from the mailroom staff which enables VRT to offer the same service quality with a much smaller mailroom team.

Our customer satisfaction rating



"We register oversized parcels, or parcels that have been in a locker for too long on a shelf. This enables higher locker availability while maintaining an organised shelf."

Increased quality with half the workload

Despite the departure of four employees, VRT has managed to significantly reduce the workload of the mailroom staff. The team solely needs to receive the items and place them in a locker. This process is much faster and more efficient due to the integration with courier systems, which automatically input label data into Parzelo, initiating the further process of the booking. After that, no further actions are required. Additionally, the team deals less with discussions and uncertainties because everything is clearly registered and easy to find in the system, saving a lot of time and stress. Moreover, the VRT has taken a step forward in terms of security. Besides the mailroom team, no one else has to enter the mailroom anymore. Finally, recipients can retrieve their parcels 24/7. Even if there is no one present in the mailroom, recipients can access the lockers with their employee tag to collect their parcels.

"Thanks to the reduction of the workload we were able to accommodate the retirement of 4 members of our mailroom team without increasing the pressure for the remaining team."

Curious to see how we can streamline your mailroom? Contact us for more information.

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