

Stamp of approval...



● Some of the stamps issued by Bahrain to mark the special occasions

Business is booming for Bahrain Post, which offers a wide range of services at its one-stop centres, from sending a greetings card to renewing your driving licence.

New post offices are to be opened in towns and villages throughout the country's five governorates, to cope with booming housing and investment projects.

More are also to be opened at shopping malls across Bahrain, to ensure speedy and modern services for customers and corporations.

Demand for Bahrain Post's services has soared, despite the Internet and emails.

It embarked on a campaign to promote commercial services, building on the developments achieved over the last few years.

This year the number of notifications forwarded by the Justice and Islamic Affairs Ministry via Bahrain Post increased by 20 per cent, compared with last year.

Postal traffic for the Commercial Registration Department has also soared by 64pc and 81pc for the General Organisation for Social Insurance.

Postal payment of electricity bills and similar services has also increased by 24pc and there has also been an increase by two pc in the volume of incoming parcels.

But while business is growing and the postal industry has achieved major strides over the last 10 years, it is also facing fierce competition in operating systems, hence the need for a clear strategy to meet customers' needs.

The sector is also facing the challenge of maintaining quality standards and optimising services, while cutting costs.

Since the launch of its new identity, Bahrain Post has embarked on a string of innovative initiatives, aimed at changing traditional postal concepts and relying on hi-tech cyber technologies.

A string of electronic services have been

launched as part of the drive and the postal institution is now a social and economic centre, providing high standard services under one roof.

Bahrain already has the first drive-through post office in the Gulf.

The Sanad Post Office, which opened last year, is the first of its kind to offer this fast service which allows customers to get served through the window while still in their cars.

A new post office is planned at Roundabout 17, in Hamad Town.

The two-storey facility will cover 988 square metres, in a project costing BD964,000.

The ground floor will feature a customer service hall in addition to 1,800 mail boxes.

Its first floor it will include administrative offices, stores and other facilities. The project is expected to be completed and furnished by next July.

Bahrain Financial Harbour post office has been revamped inside and out, to provide all types of postal facilities to companies, banks and financial institutions. Other commercial facilities will also be served, particularly shops, cafes and brokering firms operating at

the BFH commercial hub.

Bahrain Post, aware of the need to ensure a comfortable environment for customers and employees, has also embarked on a project to revamp postal facilities at Isa Town, Riffa and Hidd, to cope with the growing number of customers.

It has also launched a new electronic mail-tracking service, relying on several online options which are now available on the e-Government portal.

This e-service tracking system streamlines procedures for customers, municipal authorities and other government departments, allowing them to inquire about forwarded mail and parcels round-the-clock.

The customer simply enters the mail or parcel number and a 13-digit code number and then follow the instructions.

Individual customers and companies can now also renew their annual mail box subscriptions via the e-Government portal www.bahrain.bh

The new cyber procedures aim to further streamline measures for subscribers and free up Bahrain Post employees.

The streamlined procedures are also part of efforts to create an attractive and competitive economic environment for businessmen and companies, in line with the goals stipulated in

the Bahrain Economic Vision 2030.

Bahrain is also co-ordinating with the Universal Postal Union to introduce postal-tracking technology, providing world-class services for customers

Two self-service centres have been opened at Budaiya post office to ensure customers' easy access to all government cyber services.

An e-self-service platform comparable to the ATMs has also been installed for customers to process their e-applications and other services online.

Bahrain Post continued its efforts to bolster cooperation with all key social sectors this year and co-ordinated with the Education Ministry to offer in-house training for 536 high school students, as part of their syllabus.

It has also launched a comprehensive programme to implement quality standards at all levels of service. The operation is being coordinated with Civil Service Bureau, in a bid to promote quality standards and give customers excellent services.

The Civil Service Bureau has also approved Bahrain Post's new structural organisation, defining employees' grades in line with the new job scale.

Economic and technical studies will be commissioned for Bahrain Post to better cope with future developments –with possibility of privatisation ranking high.

A committee has been set up to ensure co-ordination between with the Finance Ministry and the studies will take into account expenditure, revenues, and privatisation procedures.

The panel will also study appropriate ways to turn Bahrain Post into either a trading company or an independent institution.

Bahrain Post has commissioned a public relations and advertising firm to conduct two media campaigns, twice a year, to promote its services and reach out to customers.



● Post offices one-stop shops