



Deliver Smart.
Deliver Fast.

How MaltaPost Rewired Last-Mile Delivery Through LogiNext

4.9/5 Gartner ★★★★★
Peer Insights™



About the Industry

The postal and e-commerce logistics industry has rapidly evolved from traditional mail delivery into a technology-driven last-mile ecosystem. While digital communication reduced conventional mail volumes, the rise of e-commerce significantly increased demand for parcel deliveries, real-time tracking, accurate ETAs, and faster fulfillment. Customers now expect greater delivery transparency, proactive notifications, and flexible pickup options as standard service expectations.

To keep pace with changing consumer behavior, postal and logistics providers are investing in digitized operations, mobile-enabled delivery workflows, smart locker networks, and real-time visibility platforms. The industry's focus has shifted toward improving delivery efficiency, customer experience, and operational agility while managing growing parcel volumes and increasingly complex last-mile networks.



About the Company

MaltaPost p.l.c. is the leading postal services company and national Universal Postal Service Provider in the Maltese Islands. Officially registered as a public limited company in 1998, it has transitioned from a traditional letter carrier into a diversified logistics provider regulated by the Malta Communications Authority and listed on the Malta Stock Exchange. As one of the largest private employers in the country, MaltaPost operates an extensive domestic retail network consisting of 40 Post Offices, 19 Sub-Post Offices, and 34 Easipik parcel locker locations, ensuring six-day-a-week mail and package delivery to every address across Malta and Gozo.

Operationally, the company remains highly resilient by pivoting heavily toward e-commerce parcel fulfillment and specialized logistics to offset declining paper mail volumes. Backed by a dedicated workforce of over 800 employees, MaltaPost continues to expand its infrastructure beyond core mail. This growth includes specialized document management, archiving, billing services, and cross-border e-commerce solutions, keeping the islands seamlessly connected to global trade networks.



CEO Reflections:



Transforming MaltaPost from a traditional postal service into a modern logistics network required the right technology backbone. With LogiNext, we can now proactively notify customers, enable real-time delivery updates, and improve overall delivery accuracy across our last-mile network. It has significantly enhanced both customer experience and operational efficiency.



Joseph Gafa - CEO Malta Post



The Challenges Faced by Malta's National Postal Network



Legacy Operational Workflows Limiting Scale

As e-commerce parcel volumes increased rapidly, the organization's traditional postal workflows struggled to keep pace with growing delivery demand. Many upstream, hub, and last-mile processes continued to rely heavily on manual coordination, limiting operational agility and slowing overall execution.



Driver-Dependent Planning and Hub Inefficiencies

Last-mile operations followed a manual "scan-to-assign" process where drivers independently created delivery trips at distribution hubs. This reduced centralized planning control, created dispatch bottlenecks, increased turnaround times, and affected loading efficiency during peak delivery periods.



Fragmented Delivery Visibility Across the Network

Tracking updates across parcels, letters, and registered mail were not fully synchronized in real time. This fragmented visibility created operational blind spots and limited the ability to provide proactive customer communication and accurate delivery updates.



The Challenges Faced by Malta's National Postal Network



Limited Customer Communication and High Failed Delivery Attempts

Customers frequently received little or no advance notification before delivery attempts. Combined with limited alternate delivery options, this led to higher first-attempt delivery failures, repeat delivery costs, and inconsistent customer experiences.



Manual Field Operations and Delayed Data Capture

Delivery personnel lacked structured, mobile-enabled workflows for capturing delivery updates in real time. As a result, field information was often delayed, reducing operational responsiveness and limiting real-time visibility for both customers and internal teams.



Address Accuracy and Route Planning Challenges

Without precise geo-coordinates and intelligent delivery planning, navigation and route optimization remained inefficient. This impacted delivery accuracy, slowed execution, and increased operational complexity across the last mile.



Solutions Provided by LogiNext



Unified Digitization of Last-Mile Operations

LogiNext introduced a configurable digital platform across the organization’s delivery network, enabling seamless integration with existing workflows while minimizing operational disruption during the transformation process.



Automated Trip Planning and Dispatcher-Led Operations

To eliminate manual hub processes, automated trip planning was introduced to intelligently assign orders based on delivery zones, fleet capacity, and optimized routing logic. This reduced dependency on driver-led planning and streamlined dispatch operations.



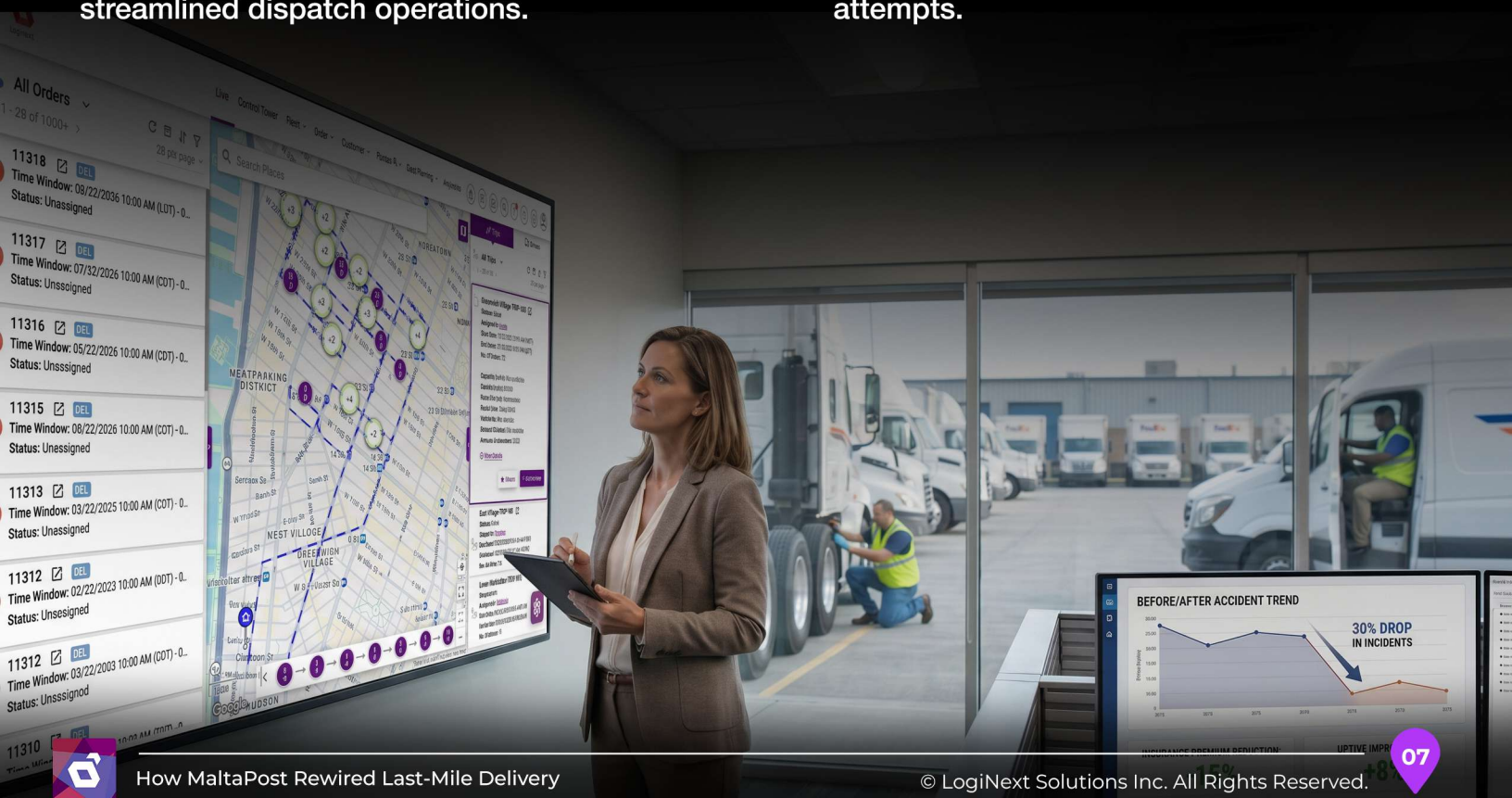
Mobile-Driven Real-Time Field Execution

Delivery personnel were equipped with mobile-enabled workflows that allowed real-time delivery updates, faster data synchronization, and improved operational visibility directly from the field.



Real-Time Tracking and Proactive Customer Notifications

The platform enabled automated pre-delivery notifications, live tracking updates, electronic Proof of Delivery (ePOD), and enhanced customer communication to improve delivery transparency and reduce failed delivery attempts.



Solutions Implemented by LogiNext



Alternative Fulfillment Through Smart Pickup Networks

To improve delivery flexibility, the organization integrated alternate fulfillment options including retail pickup locations and 24x7 smart locker systems, allowing customers to conveniently collect parcels when home delivery was unsuccessful.



Enhanced Delivery Intelligence and Route Optimization

Improved geo-location capabilities and intelligent routing enhanced delivery precision, optimized navigation, and supported faster, more accurate last-mile execution across the network.



Automated Shipper Integration and Order Injection

A self-service shipper portal enabled retailers and partners to automate order intake directly into the delivery ecosystem, reducing manual coordination and improving operational efficiency upstream.



Impact of LogiNext

9X

Massive Increase in Delivery Operations:

The total number of delivery trips increased by 9x, enabling the organization to scale operations efficiently while supporting growing e-commerce demand.

5X

Major Improvement in Delivered Orders:

Successfully delivered orders grew by 5x, highlighting better execution, higher delivery efficiency, and stronger last-mile coordination.

60%

Significant Growth in Order Volume:

Overall order volumes increased by 60%, reflecting stronger operational capacity and improved handling of parcel demand across the network.

13%

Increased System Connectivity and Automation:

API integrations and digital system interactions improved by 13%, strengthening operational automation and real-time data exchange across workflows.

82.5%

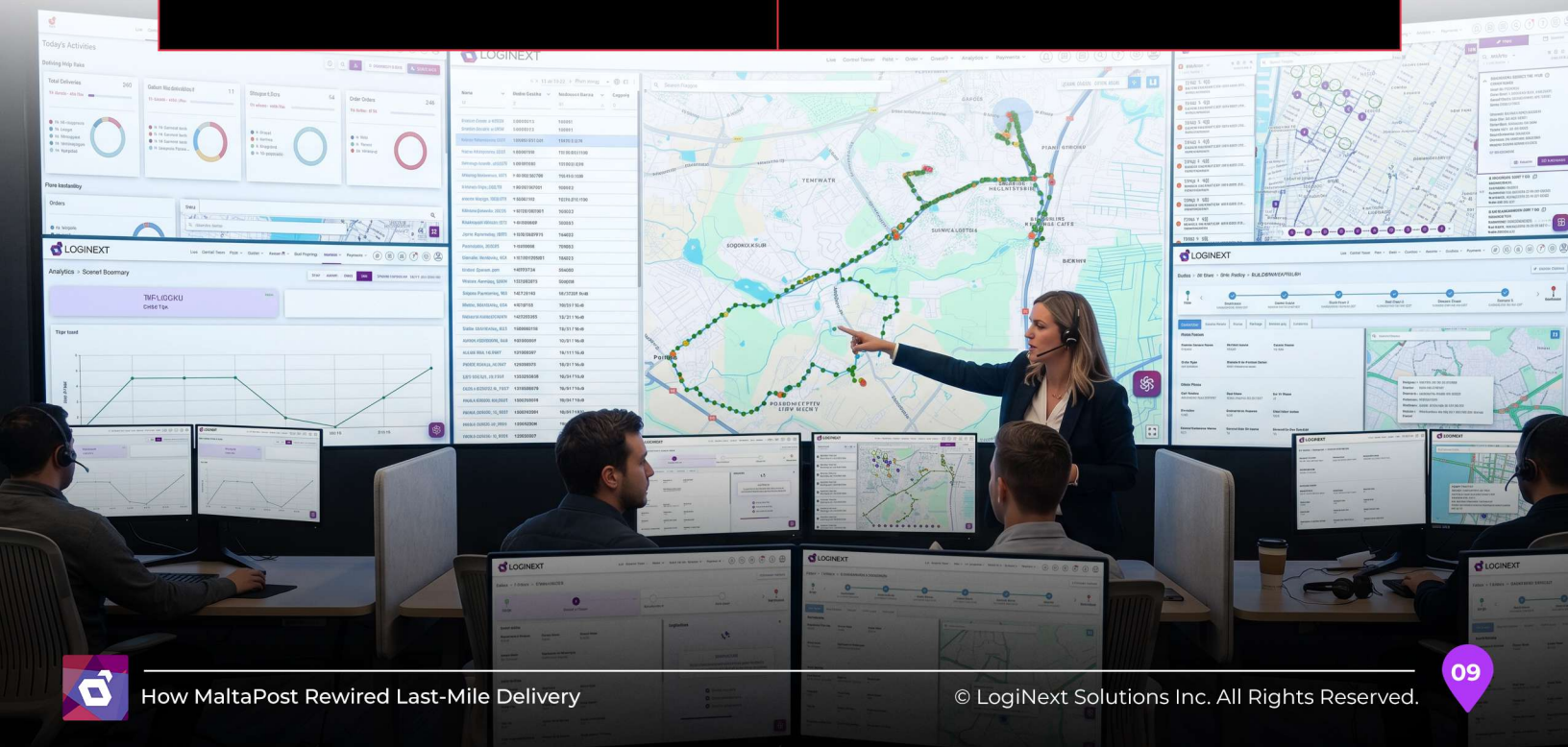
Strong Delivery Success Performance:

The organization achieved a current delivery success rate of 82.5%, improving delivery reliability and customer satisfaction.

16.3%

Growing Adoption of Digital Delivery Workflows:

Mobile app usage grew by 16.3% month-over-month, demonstrating increasing adoption of digitized delivery operations among field teams.



About LogiNext

LogiNext is a global technology firm that offers a SaaS based Delivery Automation Platform. The software helps brands across Food & Beverage, Courier, Express and Parcel, eCommerce & Retail and Transportation (3PLs, 4PLs, etc.) to digitize, optimize and automate deliveries across the supply chain.

Growing at an average rate of 120% YoY, LogiNext has 200+ enterprise clients in 50+ countries with headquarters in New York and regional offices in Mumbai, Malaysia, Delhi and Dubai.

The logistics technology firm is backed with \$49.5 million across three rounds of private equity investments by Tiger Global Management, Steadview Capital and Alibaba Group of companies.

Founded in: 2015

Headquarters: New Jersey, USA

Founder & Chief Executive Officer: Dhruvil Sanghvi

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/FieldServiceOptimization

LogiNext, 111 Town Square Place, Suite #1203, Jersey City, NJ 07310
email: contact@loginextsolutions.com