

OCR and video coding for New Zealand's parcel hubs

Company name: New Zealand Post



Körber updated the Optical Character Recognition (OCR) technology and integrated a central video coding system for New Zealand Post's parcel hubs.

The complete project execution was carried out without on-site visits during the Covid period. Existing Körber systems needed to be extended during ongoing sorting operations. Teams from Körber and New Zealand Post worked closely and trustfully together linked via various online sessions. Trainings were also held remotely to enable the customers' test and integration teams to use the new Körber systems.

The customer

New Zealand Post is the state-owned postal service of New Zealand. It provides mail and courier services to individuals, businesses, and government entities within the country. NZ Post has a rich history stretching back 170 years. From the early 1830s when whalers, missionaries and traders had to rely on occasional passing ships, to the present as a

successful commercial entity competing in local and global markets. The organization has been adapting to the changing landscape of communication and commerce, expanding its services to meet the evolving needs of its customers.

New Zealand Post plays a crucial role in facilitating communication and commerce across the country, managing the delivery of mail and parcels. Like postal services in many other countries, it has faced challenges and opportunities in the digital age, with the decline in traditional mail volumes and the rise of e-commerce influencing its business strategies.



The project

Goals and solutions

- Implementation of the Körber OCR for parcels (reading of a parcel's six sides)
- Integration of a reading and coding workflow into the parcel sorter control system of new and existing parcel sorters and their camera systems
- Integration of the required parcel extensions into the existing video coding, Address Data Management and Management Information System from Körber
- Integration took place at two existing legacy parcel sites and two new sites from NZ Post

Features and benefits

- One OCR solution for all shipments (letters, flats, parcels)
- One central video coding system for letters, flats and parcels
- Extension of existing Körber software solutions adapted for parcel handling
- Using one central address database for sorting mail, flats and parcels based on existing interfaces
- Central video coding solution extended for the comfortable coding of all six-sides of parcels for video coders

