

Company: VIETTEL POST JOINT STOCK CORPORATION, Hanoi, Vietnam

Company Description: Founded in 1997, Viettel Post is one of Vietnam's leading logistics and delivery service providers with nearly 47000 employees, 35 branches, 2000 post-offices nationwide and 5 oversea companies. The logistics ecosystem includes 5 regional distribution centers, 6 fulfillment hubs, 102 provincial distribution centers, and over 1.2 million square meters of warehouse space.

Nomination Category: App Categories

Nomination Sub Category: Most Innovative Use of Mobile Technology

Nomination Title: Viettel Post mobile application - UI/UX enhancements and customer experience optimization



1. Provide the applicable creative and production credits for this entry:

1. The 2025 upgrade of the Viettel Post App was a collaborative effort between:

- The entire project was executed under the strategic direction of **Viettel Post's Executive Board** as part of the company's broader digital transformation roadmap.
- **Center for Information Technology:** Led the development of both backend and frontend systems, and was responsible for integrating advanced AI functionalities to streamline the user experience and automate order processing.
- **Marketing & Communication Department:** Directed the UI/UX design strategy, conducted comprehensive user research, and managed the implementation of marketing technology (martech) solutions to drive digital engagement and brand interaction.
- **Business Unit for Delivery Services:** Provided strategic business requirements, operational insights, and end-user feedback to ensure that new app functionalities aligned with real-world delivery processes and customer logistics needs.
- **Customer Service Department:** Contributed directly to improving user satisfaction by supplying pain point analyses, supporting user journey optimization, and ensuring that customer feedback was reflected in functional and service design updates.

2. Creative production included:

a. Comprehensive UI/UX Enhancements Across 27 Features: A complete overhaul of the user interface (UI) and user experience (UX) was implemented across 27 key functionalities, including: Registration, Login, Password Recovery, Home Page, Domestic Order Creation (both pre- and post-login), International Order Creation, Smart Order Creation, Operations Management, Financial Flow Management, Notifications, Search, Order List, Settings (e.g., QR Code Management, Theme Customization), Electronic Contracts, Staff Management, Operational Configuration, Address Book, Customer Directory, Inventory List, Revenue Overview, Order Templates, Viettel++, Promotions and Vouchers, Order Creation via Recipient QR Code, Order Details, and Complaint Management.

b. Development of New Features:

- **Redesigned Home Page:** The new homepage offers an optimized, user-friendly layout displaying delivery and account activity data from the past 30 days, allowing customers to track their orders more efficiently.
- **Smart Order Creation:** Users can submit shipping information through manual input, copy-paste, or voice commands in a single step. An AI-driven system processes and auto-fills the relevant data fields, with missing fields flagged in red for user completion. This reduces the number of input steps from nine to three and shortens order creation time from 90 seconds to just 15–20 seconds.
- **Order Creation via QR Code:** As an industry first in the logistics sector, the Viettel Post app enables the use of QR codes for order creation. Recipients generate a QR code containing their delivery information and share it with the sender, who then scans the code to auto-fill the recipient's details—minimizing errors and simplifying the process.
- **Universal Search Functionality:** A new universal search bar on the homepage allows users to quickly access any relevant information within or related to the app, including post office locations, order details, features, revenue data, FAQs, and more.
- Integration with Viettel Group's tech ecosystem (Viettel Pay, Viettel ++, Vipo Mall, etc.)

c. Experience Optimization through Personalized Messaging:

- Customer behavior and usage data are analyzed to tailor the app's interface and functionality to the **specific needs of different user segments**.

Real-time user behavior analytics and personalization engine:

- **Daily weather updates** are personalized by location and sent to users, alongside **customized greetings and promotional messages** based on factors such as customer type (new vs. returning), **local weather conditions**, and **key events**.

2. Date this app or site was first released:

The completely revamped and upgraded version — featuring an innovative UI/UX design and breakthrough mobile technology — **was officially released on January 10, 2025**.

3. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 193 words used.

The Viettel Post mobile app is an **all-in-one platform** designed to **meet users' logistics, operational, and business needs**. It enables customers to **create orders quickly for domestic delivery, international delivery, express provincial delivery**. With the **AI-powered-smart-order-creation feature**, users can **simply type, copy-paste, or use voice command to provide recipient information in a single step** and then **the system automatically extracts and fills in the appropriate data fields**.

A standout innovation is the **QR code-based order creation**, where **recipients generate a QR code containing their delivery details**. When scanned by the sender, the **system auto-populates the delivery order**.

The app includes a **universal search bar** on the homepage, enabling users to instantly **access shipping rates, track orders, nearby post-office, and explore Viettel Post's services**—and **in-app interactive games**.

It offers a **comprehensive ecosystem** of services for shop owners, including bank account opening, online shopping, and financial support, alongside tools to manage customers, employees, warehouses, and inventory. **Cash flow** is intelligently managed in app via **flexible COD withdrawal, real-time dashboards, and convenient COD debt payment functions**.

The app integrates with **VIPO Mall**, Viettel Post's own wholesale e-commerce platform, enabling merchants to **source goods locally and globally**.

Attachments/Videos/Links:

[Viettel Post mobile application - UI/UX enhancements and customer experience optimization](#)



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