

Ni-Vanuatu CEO for Vanuatu Post

Vanuatu Post Ltd has just celebrated its eighth birthday as a government owned corporation. In this time, VPL has been led by chief executive officers leased from New Zealand Post, Ian Hollins (June 2000 – March 2005) and the incumbent Gary Ryan.

After an exhaustive search and consultation period, Wesley Rasu has been recommended to the board to be appointed VPL's first Ni-Vanuatu CEO, replacing Mr. Ryan this month.

Mr. Rasu takes over the reigns of VPL at a time of great growth and new challenges. The business is in good shape, recently announcing a record profit and paying a 36.6 million vatu dividend to the government.

However VPL is also facing new challenges with a large turnover of staff recently and a commitment to improve customer service.

“In recent months, with the opening of new businesses in town such as Digicel and others, we have lost a lot of longer term staff and have been undergoing a recruitment drive,” Mr. Rasu said.

“At the moment, we have new staff working in all areas of the Post Office, from the retail store, to mail operations and delivery. These staff along with our existing colleagues will all be undergoing customer service training next month – part of our commitment to providing a professional experience for our customers every time they visit a Post Office.”

Mr. Rasu acknowledged there have been some recent issues with miss-sorted mail stemming from closed or temporarily closed mailboxes.

“We have identified these issues and have already put adequate processes and a plan in place to ensure standards are met. Unfortunately some of our customers have been inconvenienced and we are accountable for that.”

Mr. Rasu has a customer service background, having been the general manager, sales, marketing and customer service at Vanuatu Post for the last two years. Prior to that, Mr. Rasu served as VPL's general manager of mail operations and general manager corporate services.

“Customer service improvement comes from customer feedback – it is very important to our business,” he said.

“We have just this month mailed customers from all over Vanuatu a survey on our performance, hoping to get some honest answers we can work with to improve our operation.

“We value feedback and have introduced “Customer Feedback” forms at our Luganville, Malekula and Port Vila Post Offices which will be followed up by management daily,” Mr. Rasu said.

The CEO designate said his priority in the job is to ensure the continued enhancement of quality and excellence in customer service whilst meeting VPL’s obligation to provide postal services to all of Vanuatu.

Under the direction of Gary Ryan, VPL has seen financial growth and stability. They have also recorded 99% of customers surveyed in 2007 saying VPL service has improved year after year.

“With this compliment comes responsibility and the expectation to continue the trend. I am committed to ensuring this and hope our new team at VPL will rise to this occasion and meet the needs and expectations of all our customers,” Mr. Rasu said.

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