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Eldis Vargas Camejo, vicepresidente primero del grupo
Source:
Tomado del periódico Granma Yaditza del Sol González
The Correos de Cuba Business Group (GECC) has already started the third stage of electronic commerce with the national money transfer service, through its website www.correos.cu [1] and its mobile application (APK) for cell phones, which already has with more than 127,000 downloads, Eldis Vargas Camejo, first vice president of the group, reported at a press conference.

Correos de Cuba, he recalled, has been consolidating the first and second stage of the so-called e-commerce, as it not only has a presence on a digital platform, but also allows users to do paperwork, online consultations, as well as promoting interaction with the citizenship. In 2018 we started through the payment gateway of the Cuban bank PASARED and, last year, we incorporated this modality of services to Transfermóvil, he added.

«On the other hand, we continue to advance in the computerization of post offices, and of the 805 existing in the country, 71.1% are connected to the Integrated Postal System (SIP) network. Following this strategy, in 2020 we want to computerize 100 more and for the next year to finish the remaining ones.

“At the same time, we are infoalfabetizing our workers, training them. Currently, a test is carried out with more than 100 postmen throughout the country, so that in their daily work they have available a mobile that allows them to connect and automatically enter the service provided to the client, whether it is the delivery of a telegram, postal package, collection of an invoice or others ».

Likewise, the acquisition of other technological devices is foreseen, with which the postman can pay his checkbook to the retiree, passing only the identity card through the equipment (POS type or Point of Sale Machine), confirming his personal data, and issuing also proof of payment, said Vargas Camejo.

According to the First Vice President, work is also being done to study the opportunity to export and market in international markets the stamps that are designed and produced in Cuba. «In this sense, there is the possibility of making a foreign investment in the Postal Chart of the General Insurance Company, for the issuance and printing of stamps and postcards.

"In addition, the feasibility of automating - with external financing - the International Exchange Office for the processing of shipments is being analyzed, which would guarantee greater security and reliability in the chain, since this process is carried out manually today."

Other of the projections of work of the GECC for this 2020, noted Vargas Camejo, is the increase in international money, which today is received only from Chile, Uruguay and Spain.

As a result, by the end of the first quarter of this year, 48 new offices for the payment of international drafts must already be created, which would be almost 70 that offer this service throughout the national territory. "This is a task, which has to do with the entry of freely convertible currency into the country and, therefore, is a priority for the company."

The GECC —subrayó— has established strategic alliances with organizations and institutions in the country, in order to provide certain benefits to third parties such as the collection of telephone, electricity and personal credit bills, in addition to the payment of security and social assistance , the distribution of tax packages to self-employed workers and the commercialization of document tax stamps.

IN FIGURES

The Correos de Cuba Business Group has:

-20 companies, 18 of them are mail, one of courier and international exchange, and another of logistic assurance

-805 offices distributed throughout the country, 572 of them are computerized

-About 10,000 workers, 915 of them are postal agents

-The GECC website (www.correos.cu [1]) has seven million users from more than 200 countries, and more than 4700 visits are reported daily

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Links
[1] http://www.correos.cu