

Lithuanian Post introduced a new business strategy: focus on customer experience and leadership in the Baltic e-commerce market

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Lithuanian Post is entering an important operational stage - it is presenting the company's new operational strategy for 2026-2029. It aims to improve customer satisfaction indicators by more than 1.5 times over four years, double the volume of commercial parcels, and reduce parcel delivery costs.

The new strategy defines five main areas of activity. These are strengthening the organization's competitiveness, continuity of the social mission, improving customer experience to achieve leadership in the Baltic e-commerce market, improving logistics operations, and developing employees.

"The most important strategic direction is people. Post offices closer to home, a mobile postman knocking on the door, and easily accessible post offices are the services of Lithuanian Post, which are necessary for thousands of people across the country every day. We aim for Lithuanian Post to ensure functions important to the state, improve the quality of customer service, and be a socially responsible company that cares about both customers and employees," says Minister of Transport and Communications Juras Taminskas.

"Lithuanian Post is moving into a new stage

of maturity, where financial sustainability, meeting public expectations and employee well-being are combined with technology-based efficiency and consistent improvement of the daily customer experience. By strengthening its market position, the organization will maintain its role as a reliable partner of the state and communities, a responsible employer and an organization that creates long-term value," says JÅ«ratÄ— StanišauskienÄ—, Chairwoman of the Board of Lithuanian Post.

According to Kastytis Valantinas, Director General of Lithuanian Post, the updated strategy combines the expectations placed on a state-owned company with the challenges of a business operating in a competitive market.

"Operating in the dynamic parcel and e-commerce market, we must simultaneously ensure reliable services for residents and businesses, remain financially

sustainable, and responsibly fulfill the public mission entrusted to us. The updated strategy defines clear priorities and decision logic that allows for a targeted transformation of operations, strengthening

customer experience, and creating long-term value for the state," says K. Valantinas.

Source: [Lithuanian Post](#)