



Omniva Launched a Crowd Delivery Pilot Project

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Starting from May, those interested can register to become an Omniva crowd courier to earn extra income by delivering parcels and to help speed up the movement of shipments. The pilot project is taking place in Tallinn, but if successful, the crowd delivery option will be expanded to other regions as well.

“Since parcel volumes fluctuate significantly by month, week, and even day, there are times when we need extra hands to get the parcels delivered the same or next day,” explained Group CEO Martti Kuldma about the background of the project.

As a solution, Omniva developed a crowd courier app, which allows those who have signed a partner agreement with Omniva to work as parcel couriers according to their own schedule and preferred workload. The crowd courier can see in the app whether Omniva currently needs help, what the time investment would be, and the earning opportunity – and then decide whether to accept the job.

For customers, crowd delivery brings faster parcel delivery and an expansion of same-day delivery options. For crowd couriers, the new solution offers a flexible way to earn extra income, and for Omniva it enables adjustment of costs according to current volumes.

The first crowd delivery pilot project was

launched this April in Riga. As of May 1, Omniva is also seeking crowd couriers in Tallinn. Across both countries, about 250 people have shown interest via a social media campaign, of whom 17 in Riga and 21 in Tallinn have already signed contracts and successfully delivered their first parcels.

“The pilot project will show whether the solution is sustainable in the long term – whether the technical platform works, courier interest is consistent, expectations match on all sides, and service quality meets the requirements. So far, we’ve seen that the technical solution works well, and thanks to the help of crowd couriers, parcels are reaching their destination faster than we would have managed with our regular courier network,” Kuldma confirmed.

Anyone over 18 years of age with a valid driving licence, a personal car, and either a registered business or a business account for concluding a contractual partnership is welcome to apply to be a crowd courier. Couriers are expected to be reliable and



punctual. A partner agreement will be signed with suitable candidates, after which the crowd courier can download the Omniva crowd delivery app. You can express your interest [HERE](#).

Crowd delivery is a safe way to deliver parcels, similar to regular courier delivery. Omniva monitors the parcel's journey and status and is responsible for the customer's shipment.

If the pilot projects are successful, the crowd delivery model will be expanded to other regions in the future. "Ideally, in the future, if you live in Nõva and commute daily to Keila, you'll see in the app that seven parcels are

waiting in a parcel machine in Nõva that need to be taken to the Keila post office. That means just about six extra minutes of driving for you, but you'll earn part of your fuel costs back," Kuldma gave an example.

Crowd delivery supports Omniva's broader goal of becoming closer to communities. "We're expanding the parcel machine network, creating new compact machines in smaller locations, and offering the option to rent a personal or shared community parcel machine. Now, we're also inviting communities to actively take part in the parcel delivery process," said Kuldma.

Source: [Omniva](#)