International Post Corporation

Omniva-in-partnership-with-Tele2-launched-same-day-delivery-service

06-01-2025

Omniva, the leading logistics and parcel delivery service provider in the Baltics, in cooperation with Tele2, launched its innovative same-day delivery service in the Tallinn city area. This premium delivery option offers unprecedented speed and convenience for customers.

"This service is tailored to align with customer behavior, with the highest parcel pickup times observed between 16:00 and 18:00, perfectly suiting working professionals returning home," said Martti Kuldma, Omniva Group member of the board, Chief Innovation and Technology Officer. "According to our customer survey, up to 47% of customers would consider using same-day delivery when needed, with 92% of respondents indicating parcel machines as their preferred pickup method."

The same-day delivery service is designed to provide exceptional efficiency and reliability. Orders placed by 13:00 from Monday to Friday in the Tele2 e-shop will be delivered to parcel machines in Tallinn by 17:00 the same day. Customers can choose this delivery option at checkout, where it appears as a distinct and time-specific alternative.

Tele2 was a natural choice for this product, thanks to its proactive approach and readiness to meet customer needs, said Martti Kuldma: "The company's centralized warehouse in Tallinn and efficient order processing capabilities align perfectly with Omniva's operational model. Additionally, electronics and accessories product category is well suited for same-day delivery, catering to customer needs such as last-minute gifts or time-sensitive purchases."

Tele2 Devices Purchasing Specialist Monika Paškovskaja emphasized: "In today's world, as a provider of essential services, we understand the importance of staying connected. By offering same-day delivery, we empower our customers to navigate their digital lives seamlessly. This commitment to speed, convenience, and exceptional customer service reflects our dedication to delivering the best possible customer experience and enhancing our customers' lives."

The service is positioned as a premium delivery option, with pricing optimally set between standard parcel and regular courier service rates to provide maximum value for

time-sensitive deliveries.

While Tele2 was the first to implement this innovative service, several other merchants are in the pipeline. This parcel machine-based service is the first step in Omniva's broader same-day delivery vision, which includes evening courier delivery development and planned expansion to Riga and Vilnius markets.

Source: Omniva

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