



Bpost personalises deliveries: your postman's first name may now appear in your notifications

24-06-2026

The first name of the postman or postwoman is now displayed in the digital communications customers receive on the day of delivery, including emails, My Bpost app and Track & Trace notifications. The initiative aims to strengthen the personal connection between Bpost and its customers.

According to a survey conducted by Bpost among 495 Belgian customers in May 2025, eight out of ten customers do not know the first name of their postman or postwoman, even though one in three regularly sees them during their rounds. At the same time, customers ouclearly value a more personal relationship: 45% said they would like to know their postman's or postwoman's first name, while 40% believe that knowing it would increase their trust.

The survey also showed that the most memorable experiences customers associate with their postman or postwoman are simple human interactions: a smile, a few encouraging words or a thoughtful gesture. By contrast, anonymity and a lack of personalisation were identified as some of the main sources of dissatisfaction.

A first name in every delivery notification
Against this backdrop, Bpost is introducing the postman or postwoman's first name in its

digital delivery communications. As soon as the delivery round begins, customers receive a personalised message such as:

"Your parcel is in good hands.
Nicolas/Françoise will soon ring your doorbell to deliver it."

A small but meaningful gesture that reminds customers there is a real person behind every delivery, someone who knows the neighbourhood, sees local residents every day and often becomes a familiar face in the community.

A successful pilot project

Before being rolled out nationwide, the initiative was tested over several months in Ostend, Schaerbeek and Sprimont.

A survey conducted among 118 customers in the pilot areas found that:

- 56% believe that knowing their postman or postwoman's first name adds value to their delivery experience;



- 57% of customers who saw the first name in the notification remembered it;
- Trust levels were higher among customers who had seen their postman or postwoman's first name.

Feedback from delivery staff has also been

very positive. Among employees who took part in the pilot, 89% said they were comfortable with sharing their first name, and many reported more natural and friendly interactions with customers.

Source: [bnode](#)