International Post Corporation

Omniva Recognised for Providing the Best Public Sector Customer Service in Estonia

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Every year, the third Wednesday of May marks International Customer Support Day. This year, Omniva has more than one reason to celebrate: the company has been recognised as the most praised public sector customer service provider in Estonia and was just ranked among the global top 10 universal postal service providers for customer service. Customer satisfaction among private clients across the Baltic countries stands at an impressive 92%.

As part of the Service Excellence Month campaign in March, Omniva was named the best public sector service organisation in Estonia based on customer feedback. The Estonian Tax and Customs Board took second place, and the NGO Uuskasutuskeskus came third.

Among all organisations, the most praise went to the Pärnu Kaubamajakas shopping centre. Omniva stood out among private sector companies, earning a strong second place. Third place went to Viru Keskus.

"Our customers consistently highlight our agents' friendly, helpful, and clear communication style, as well as our ability to resolve even complex issues quickly and efficiently," said Helina Kuljus, Head of Customer Excellence at Omniva. "Customers appreciate that our service agents take the initiative to follow up when needed and keep track of progress. Many note that their trust in Omniva has been built over time through consistently high-quality service."

In addition, Omniva customer service agent Mariliis Gorbovtsova earned second place in Estonia's 2025 Best Service Representative competition!

Omniva's second-level customer service has also recently received high international recognition. PostEurop's PRIME network – which brings together universal postal service providers from around the world – ranked Estonia among the global top 10 out of 150 member countries for customer service.

"This means that in international collaboration with other postal operators, we are able to provide top-quality service – offering timely, informative responses on international shipments," explained Kuljus.

Omniva continuously measures and monitors its customer service performance through two

key indicators: CSAT (customer satisfaction with service) and FCR (first contact resolution – solving the customer's issue during the first interaction).

Private customer satisfaction across all three Baltic countries is currently at 92%, and 92% of customer issues are resolved at first contact. For business clients, CSAT stands at 83%, with an FCR rate of 86%.

"Within the company, Customer Support is a vital partner to management, technology, business, and sales teams. Our specialists have a deep understanding of Omniva's products, services, and processes – and play a key role in their ongoing development," said Kuljus.

In the second half of 2025, Omniva's Customer Support focus will shift towards reducing manual work, implementing smart solutions and tools, optimising workload and roles, and continuing to improve service quality, customer satisfaction, and learning from feedback and experience.

Source: Omniva

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