

My submission isn't really strategic, more to do with post office service. I live in a small town in New Brunswick where we pick up the mail at the post office. On the reasonably frequent occasions that I get a package, the staff put a card into my mailbox, and I take it to the counter to redeem the delivery.

The problem is I leave for work shortly after 7:30am, and don't usually get back until almost 6pm. The post office doesn't open until 8:30am, and closes at 5pm, and isn't open on the weekend. This sometimes makes collecting the package difficult, especially as staff apparently have a procedure whereby they return packages to sender after a certain period. Usually I get around this by attaching a note to the card in the mailbox asking staff to hold the package until I can pick it up, and they accommodate me.

But my point is this: Service at my local post office is essentially retail. The counter staff realize this, and are friendly and anxious to please. But most shops I know are open to accommodate the hours when customers can conveniently use them, even some, such as liquor stores, where the staff are employed by government and are unionized. Why isn't the post office like this, staying open in the evenings and for part of the weekend?

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