What is it?
Stikky is a small and smart NFC sticker that can be stuck in the doorframe of an address and contains a unique identification code and a digital link to the digitized version of this physical address: the address account. When the door is closed, Stikky is not visible and not usable. With NFC compatible devices, Stikky can be scanned after which several actions with regard to certainty can be performed. In this way, a so-called ‘triangle of certainty’: connecting consumer, address and parcel (delivery). This results in improved parcel matching that can raise the threshold for fraud as well as increase the First-Time-Right.

Why is it necessary?
Logistics service providers such as PostNL see that in order to stay relevant in a digital era, they need to improve their services by making them safer and seamless. Therefore, they need to better know their consumer, which is difficult to realize in online environments where distinguish real from fake is increasingly challenging. A solution was sought by PostNL that is able to generate the required certainty by itself. Stikky solves the problem of address uncertainty within the logistics service context.

How does it work?
The identification code of a Stikky is used to link it to the corresponding physical address. This is done already during the initial activation at the depot where this link is entered into a database. In this database, it is possible to see to which physical address a Stikky belongs, which consumer accounts have connected with this Stikky, which date it is registered on in the system and which employee has registered and activated the Stikky.

Stikky can be placed together and be activated together with the deliverer during the moment of delivery. The alternative way to acquire Stikky is by receiving it as a postal item in your mailbox.

The Track & Trace code (that is occasionally being checked) can function as a communication channel where consumers can be informed about Stikky and be nudged to submit a request for one.