

**ORIGINAL**

BEFORE THE  
POSTAL RATE COMMISSION  
WASHINGTON, D.C. 20268-0001

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POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

MAILING ONLINE SERVICE

Docket No. MC98-1

RESPONSE OF UNITED STATES POSTAL SERVICE  
WITNESS GARVEY TO INTERROGATORIES OF  
THE OFFICE OF THE CONSUMER ADVOCATE  
(OCA/USPS-T1-40-42)

The United States Postal Service hereby provides responses of witness Garvey to the following interrogatories of the Office of the Consumer Advocate: OCA/USPS-T1-40-42, filed on August 17, 1998.

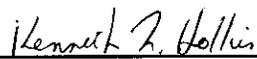
Each interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

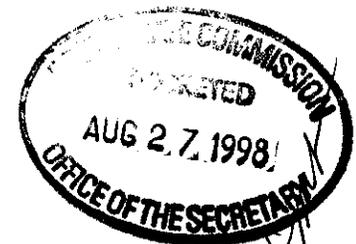
UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.  
Chief Counsel, Ratemaking

  
\_\_\_\_\_  
Kenneth N. Hollies

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August 27, 1998



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OCA/USPS-T1-40. Please refer to your response to DBP/USPS-T1-3(c).

- a. Please explain fully the relevance of the use of Priority Mail and Express Mail to screen candidates for inclusion in the expanded (market) test of Mailing Online.
- b. Define "multiple recipients" as you use the term in this response. Would two recipients qualify as "multiple recipients" in the screening process? If not, please explain fully why not.
- c. Please confirm that a "no" response to the question "Are you part of a small business?" would exclude individuals from the market test. Please explain your answer fully, including the reasons for excluding individuals from the market test.

RESPONSE:

- a. The market test of Mailing Online is part of the PostOffice Online market testing. PostOffice Online includes another service named Shipping Online which allows online users to calculate a rate for Priority and Express Mail packages, compose a shipping label for printing on their desktop printer and pay the appropriate postage and fees using a credit card. The requirement to consider using Priority and Express Mail would qualify potential users of this aspect of PostOffice Online.
- b. The defining of "multiple recipients" will lie in the hands of registrants filling out the screening questionnaire. It is meant to imply more than one, a condition that would be satisfied with two recipients. Our intent is to discourage frivolous or personal one-time uses during the market test.
- c. Confirmed. Given that a key purpose of the test is to validate our marketing assumptions, and that we are limiting the number of participants to 5000, it was necessary to put some restraints in place that make sure actual registrants provide us with data to achieve that goal. Significant appeal to, and usage of, the PostOffice Online by small

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businesses is one of our assumptions. To ensure validation of that assumption, we choose to limit participation, during the market test only, to self-identified small businesses.

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OCA/USPS-T1-41. How will the Postal Service solicit potential customers for the Mailing Online expanded (market) test? Please explain your answer fully.

**RESPONSE:**

Potential customers for the Mailing Online expanded (market) test will come from the pool of customers signing up for the market test of the PostOffice Online.

Solicitation of PostOffice Online prospects will involve a variety of marketing techniques identified as being suitable for eliciting target customers in the market test area. In Boston, New York and Philadelphia, PostOffice Online will be advertised via spot cable television, business print, local newspapers, business journals, Internet banners and direct mail. In Hartford and Tampa, PostOffice Online will be advertised via business print, local newspapers, business journals, Internet banners and direct mail.

All PostOffice Online advertising will feature the full array of products and services available, including Express Mail, Priority Mail and First Class and Standard Mail, without focusing on any one specific product. All PostOffice Online advertising will direct customers to register at the URL, [www.postofficeonline.com](http://www.postofficeonline.com), where they will be able to access the Shipping Online (Express Mail, Priority Mail) and Mailing Online services.

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OCA/USPS-T1-42. Please refer to Appendix B your testimony, the "Market Test Data Collection Plan."

- a. Please explain by what methods the Postal Service intends to determine "customer reactions" to Mailing Online service.
- b. Please define and describe the "available data" which will be reviewed more frequently during the expanded (market) test.
- c. Please define and describe the "operational statistics" that the Postal Service intends to report for each Accounting Period.
- d. Please describe the types of "customer feedback data" that the Postal Service intends to report for each Accounting Period.

**RESPONSE:**

- a. We will use such broad and informal methods as voluntary customer surveys, both e-mail and telephone, as well as more formal one-to-one interviews of users to determine customer reactions to Mailing Online service. It will also be possible to gather comments from customers sent via an e-mail link on the PostOffice Online navigation bar and submitted directly to the help desk via telephone. Of course, customer reactions are also inherent in their choices among various service options.
- b. Available data will include: formatted reports of MOL activity and job characteristics such as submitted in USPS-LR-6/MC98-1; customer feedback data gathered from the activities described in response to part (a); and other raw data made available for analysis from such sources as server activity logs.
- c. Operational statistics will be primarily composed of formatted reports of MOL activity and job characteristics similar to those submitted in USPS-LR-6/MC98-1.

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- d. Customer feedback data will be contained in Accounting Period reports of help desk activity.

**DECLARATION**

I, Lee Garvey, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

  
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Dated: 8/27/98

## CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

  
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Kenneth N. Hollies

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