

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

Postal Regulatory Commission  
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**Periodic Reporting of Service Performance  
Measurements and Customer Satisfaction**

**Docket No. RM2009-11**

**REPLY COMMENTS  
OF THE  
MAIL ORDER ASSOCIATION OF AMERICA  
ON  
PRC NOTICE OF PROPOSED RULEMAKING**

The Mail Order Association of America (MOAA) submits these Reply Comments in response to Postal Regulatory Commission Orders No. 292 and 320, which allowed interested persons to submit Reply Comments in the above-entitled proposed rulemaking by December 1, 2009.

It is important to mailers and the future of the Postal Service that the Service develops more information about the actual level of service being afforded at the product level. That information would be useful both to mailers and the Postal Service since maintaining volumes at the highest possible level will be dependent, at least in part, in maintaining overall service at the highest level possible.

The Postal Service has stated that it is unable to report at the product level for Standard Mail but fails to provide any information about when it will be possible to provide the information. The Service should provide a schedule for full reporting under a reasonably rapid timetable. The Service's current financial difficulties should not

prevent the necessary planning of needed systems and implementation plans. In fact, providing mailers with the maximum data is important to achieving the goal of returning the Service to financial health.

Also, the Postal Service should immediately provide the maximum data possible under existing systems.

At the same time, however, MOAA believes that the Commission should be sensitive to the concerns expressed by the Postal Service about the cost of providing service data. Therefore, MOAA urges the Commission to weigh carefully the final rule within the context of administrative burden, costs and benefits.

Respectfully submitted,

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