

USPS Market Dominant Product Customer Experience Measurement (CEM) Survey Instruments And Results

I. PREFACE

A. Purpose and Content

USPS-FY10-38 consists of the electronic copies on CD-ROM of four documents. The first three are survey instruments used by the Postal Service to develop measures of customer experience for fiscal year 2010: (a) the Residential Customer Survey used to survey Residential postal customers; (b) the Large Business Customer Questionnaire, which was used to survey Large Commercial business customers; and (c) the Small/Medium Business Customer Survey, which was used to survey small and medium size businesses. The fourth document consists of summary customer experience measurement survey data generated by use of these instruments.

B. Predecessor Document

USPS-FY09-38 was previously filed with Commission in connection with the Annual Compliance Report for FY 2009.

C. Methodology

Randomly selected Residential customers are mailed surveys and given the option of returning them by mail or completing them online. Small and Medium-sized business customers (with fewer than 250 employees at one site) are also randomly selected to be mailed surveys and can choose to respond by mail or online. Large business survey customers with 250 or more employees at one location are mailed an invitation and asked to complete an online survey.

Survey Type	Number of Surveys Initiated	Number of Surveys Received*
Residential	2,562,293	359,340
Small/Medium Business	4,150,705	345,384
Large	47,998	3,643

* This is the number of surveys which are sufficiently complete to be analyzed and results reported.

D. Input/Output

The Survey and Questionnaire files rely on no input data. These files merely contain CEM instruments, but no actual data. Annual summary CEM data are reported in the ACR. Additional output data are contained in the 'CSM Question Response Counts_FY10' file.

II. ORGANIZATION

The survey instruments and data are provided on the accompanying CD-ROM.

The 'Residential Survey_FY10' file contains the USPS Residential Survey instrument, which is subject to variation as described below in section III.

The 'Large Business Survey_FY10' file contains the USPS Large Commercial Business Survey instrument.

The 'Sm-Md Business Survey_FY10' file contains the USPS Small & Medium Business Survey instrument, which is subject to variation as described below in section III.

The 'CSM Question Response Counts_FY10' file is a workbook containing summary customer experience data generated through use of the three survey instruments.

III. SURVEY CONTENT VARIATION

Question 20 in the Residential and Small/Medium Business surveys is a “rotating” question with the subject of the question changing quarterly. The four rotating questions asked in FY 2010 were:

Quarter 1: If you have used the www.usps.com Web site recently (for your business), please indicate your agreement (Strongly Agree, Somewhat Agree, Neither Agree nor Disagree, Somewhat Disagree, Strongly Disagree) with each statement below. *(If you have not used the Web site, skip to Q21.)*

- Useful to find pricing information
- Useful to find USPS regulations
- Useful to track items I send or receive
- Useful to ship packages
- Useful to purchase stamps and other USPS products

Quarter 2: Compared to other delivery service companies, please rate (Much Better, Somewhat Better, About the Same, Somewhat Worse, Much Worse) the services provided to you (your business) by the USPS on:

- Wait time in line
- Delivers as promised
- Is secure and trusted
- Building customer relationships
- Offers services and products that meet your needs

Quarter 3: The Postal Service offers many products and services for customers. One of these products is Priority Mail®. Based on your experience as a residential (business) customer, please indicate your agreement ((Strongly Agree, Somewhat Agree, Neither Agree nor Disagree, Somewhat Disagree, Strongly Disagree) with the following aspects of our Priority Mail® service.

USPS provides the information I need to use Priority Mail®
Free Priority Mail® packaging supplies are easy to obtain
Priority Mail® flat rate boxes are a convenient option
Priority Mail® is delivered in 2-3 days
Priority Mail® is a good value for the price

Quarter 4: The USPS offers several ways for customers to purchase stamps. Please review the list of options for purchasing stamps below. For the options you have used, please indicate how likely (Very Likely, Somewhat Likely, Neither Likely nor Unlikely, Somewhat Unlikely, Very Unlikely) you are to use the option when you need stamps again.

Post Office window
Grocery Store or Other Store
Automated Postal Center (APC Self-Service)
Stamps by Mail
Stamps Online