

**Becky Yaich**

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**From:** Neil Wolch  
**Sent:** Wednesday, October 07, 2009 10:00 AM  
**To:** 'Whiteman, Greg - Washington, DC'; 'Smith, Bob - Washington, DC'; 'Michelson, Robert - Washington, DC'  
**Cc:** Lisa Brunning; Jeff Resnick; Becky Yaich  
**Subject:** 5-Day Delivery: Pretest Results/Recommendations  
**Attachments:** USPS 5-Day Delivery - Pretest Findings - 10-7-2009.doc; Qre - USPS 5-Day 10-6-09 - All Segments Except Consumer - Changes Highlighted.docx; USPS 5-Day Delivery Product and Applications.xls

**Importance:** High

Hi Greg and Bobs,

As you know, we conducted a pretest of the telephone interviews for the National, Premier, and Preferred segments yesterday. The attached memo describes what we experienced and includes some recommendations on how to improve the interviews. Please take a look and let us know what you think. There are some pretty critical issues here, so it might be worth a call to discuss. Lisa and I are pretty free, so just let us know if/when you would like to talk.

I've also attached a file that relates applications to the products that might be used; this is explained in the memo.

Finally, the latest version of the questionnaire is attached. This covers all segments except consumers. We have highlighted the adjustments made since the last version you saw (which was dated Sept. 23 and covered all segments). The changes are largely "technical," to facilitate programming/interviewing.

We are updating the timeline and will send that later today.

Best regards,

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