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

I. PREFACE

A. Purpose and Content

USPS-FY11-38 consists of four electronic documents. The first three are survey instruments used by the Postal Service to develop measures of customer experience for fiscal year 2011: (a) the Residential Customer Survey used to survey residential postal customers; (b) the Large Business Customer Questionnaire used to survey large commercial customers; and (c) the Small/Medium Business Customer Survey used to survey small and medium size businesses. The fourth document contains summary customer experience measurement survey data generated by the use of the three survey instruments.

B. Predecessor Document

USPS-FY10-38 was previously filed with Commission in connection with the Annual Compliance Report for FY 2010.

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	2,209,596	325,539
Small/Medium Business	4,532,935	307,331
Large	47,146	4,360

* 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_FY11' file.

II. ORGANIZATION

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

The ‘Residential Survey FY11' file contains the USPS Residential Survey instrument, which is subject to variation as described below in section III.

The ‘Large Business Survey FY11’ file contains the USPS Large Commercial Business Survey instrument.

The ‘Sm-Md Business Survey FY11’ 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 FY11’ 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 2011 were:

Quarter 1: Do you agree or disagree that each of the following items demonstrates that the USPS provides efficient service. (Strongly Agree, Somewhat Agree, Neither Agree nor Disagree Somewhat Disagree, Strongly Disagree, Don’t Know):

- Clerks moving quickly to handle packages, apply postage, and accept payment
- Adding clerks at the window if the line gets too long
- Clerks being well-informed about postal policies, products, and services
- Fast-moving lines
- Clerk dedicated to retrieving customers’ packages or “hold mail” from the back office

Quarter 2: When you need to telephone your local Post Office with a question or problem, how important are each of the following aspects of the experience? (Extremely Important, Very Important, Somewhat Important, Somewhat Unimportant, Very Unimportant, Not important At All):

- Being able to reach a person quickly when I call
- Having someone take responsibility for my question/problem rather than transferring me
- Answering my question or addressing my problem the same day
- Receiving accurate information that I can understand
- Being treated in a courteous manner when I call

Quarter 3: Thinking about your recent Postal Service Mail Delivery, how frequently did you experience any of the following: (Not at all, 1 time, 2 times, 3 times, 4 or more times, Don’t Know):

- Received mail intended for a different address
- Received advertising mail too late to take advantage of special offers
- Received damaged mail
- Mail was delivered after 5:00 p.m.
- Carrier did not pick up outgoing mail

Quarter 4: Rate your: (Strongly Agree, Somewhat Agree, neither Agree nor Disagree, Somewhat Disagree, Strongly Disagree, Don't Know):

Experience with letters or packages recently RECEIVED:

Attempted delivery notice left only if no one can accept a letter or package

Experience with letters or packages recently SENT:

USPS offers convenient postage payment options for sending packages

Letter carrier consistently picks up my outgoing mail

Recent experiences with the POST OFFICE you visit most often:

Postmaster/supervisor is easy to reach if I have a question

Signs for products and services provide information I need

Most RECENT CONTACT:

Followed through with any actions that were promised

Seems to genuinely care about my question or problem