

ORIGINAL

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

MAILING ONLINE SERVICE

RECEIVED
AUG 21 4 35 PM '98
Docket No. MC98-1

RESPONSE OF UNITED STATES POSTAL SERVICE
WITNESS GARVEY TO INTERROGATORY OF
THE OFFICE OF THE CONSUMER ADVOCATE
REDIRECTED FROM WITNESS ROTHSCHILD
(OCA/USPS-T4-33)

The United States Postal Service hereby provides the response of witness Garvey to the following interrogatory of the Office of the Consumer Advocate: OCA/USPS-T4-33, filed on August 11, 1998, and redirected from witness Rothschild.

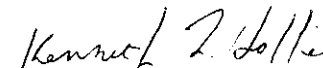
The interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

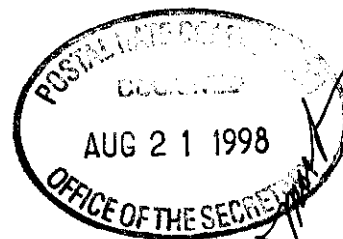
By its attorneys:

Daniel J. Foucheaux, Jr.
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Kenneth N. Hollies

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August 21, 1998



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OCA/USPS-T4-33. Please refer to your response to OCA/USPS-T4-8.

- a. When was the decision made that the quantitative phase of the NetPost study be submitted as testimony in this docket?
- b. In your response you state, "Our goal ... was to provide an indication of whether there was sufficient interest to justify further evaluation of NetPost." Based upon the response rate to the quantitative survey, is it your opinion that there is sufficient public interest to justify continued evaluation of NetPost? Please explain the rationale for your response.

RESPONSE:

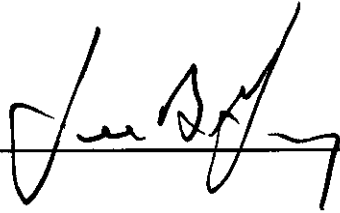
- a. The quantitative study was initiated to provide basic information for technical design and business case planning. The Postal Service needed to quantify the size of the possible volume represented by implementing the concept of Mailing Online service. Investment in technical research and development required both justification and some basis for design scaling. This research provided an idea of the scale of a fully implemented national service offering. When it became clear in the fall of 1997 that Mailing Online was a viable concept for the Postal Service to pursue, the decision was made to seek authority for a market test and an experimental classification. At that point the quantitative research was evaluated and deemed substantially sufficient for the limited purposes of these filings.
- b. The question presumes a correlation between the response rate to a complex research survey instrument and public interest in the subject of that survey. The specific indicator sought here was not of a general public interest, but rather the taking of a measurement of an intent to translate

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interest into action. We believed that public interest in this service had been demonstrated sufficiently by focus group participants to justify continued evaluation. We sought here to quantify the interest more specifically as projected mail volume for business planning and technical research and development.

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.



Dated: 8/21/98

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.



Kenneth N. Hollies

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