

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

### I. PREFACE

#### A. Purpose and Content

**USPS-FY12-38** consists of four documents. The first three are survey instruments used by the Postal Service to develop measures of customer experience for fiscal year 2012: (a) the Residential Customer Survey, which was 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 the three survey instruments.

#### B. Predecessor Document

USPS-FY11-38 was previously filed with Commission in connection with the Annual Compliance Report for FY 2011.

#### 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 (those 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	2,110,628	304,102
Small/Medium Business	4,231,285	325,530
Large	48,493	3,861

\* This is the number of surveys which were sufficiently complete to be analyzed and have their results reported.

Note that 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 2012 were:

Quarter 1: If you have used the [www.usps.com](http://www.usps.com) Web site recently, please indicate your agreement with each statement below. (Strongly Agree, Somewhat Agree, Neither Agree nor Disagree, Somewhat Disagree, Strongly Disagree, Don't Know)

- a. Useful to find pricing information
- b. Useful to find USPS regulations
- c. Useful to track items I send or receive

- d. Useful to ship packages
- e. Useful to purchase stamps and other USPS products

Quarter 2: Please indicate your agreement with each statement based on your most recent telephone contact with your local Post Office. (Strongly Agree, Somewhat Agree, Neither Agree nor Disagree, Somewhat Disagree, Strongly Disagree, Don't Know)

- a. Time it took for a Postal employee to answer the phone was reasonable.
- b. If placed on hold, my time waiting to speak with a USPS employee was reasonable.
- c. I was provided the information I needed by the first person who spoke with me.
- d. Followed through with any actions that were promised.
- e. Seemed to genuinely care about my question or problem.

Quarter 3: Please indicate your agreement with each statement based on your experience using USPS Self-Service Mailing and Shipping Center (automated kiosk machine). (Strongly Agree, Somewhat Agree, Neither Agree nor Disagree, Somewhat Disagree, Strongly Disagree, Don't Know)

- a. Self-service Mailing and Shipping Center is easy to use.
- b. Self-service is a better option than a retail associate to complete my mailing needs.
- c. Allowed me to complete transaction needed.
- d. Quickly allowed me to complete transaction.
- e. I would recommend the Self-Service Mailing and Shipping Center to friends.

Quarter 4: Please indicate your agreement with each statement based on your most recent telephone contact with your local Post Office. (Strongly Agree, Somewhat Agree, Neither Agree nor Disagree, Somewhat Disagree, Strongly Disagree, Don't Know)

- a. Time it took for a Postal employee to answer the phone was reasonable.
- b. If placed on hold, my time waiting to speak with a USPS employee was reasonable.
- c. I was provided the information I needed by the first person who spoke with me.
- d. Followed through with any actions that were promised.
- e. Seemed to genuinely care about my question or problem.

#### **D. Input/Output**

None.

## **II. ORGANIZATION**

In addition to this preface, USPS-FY12-38 contains four files:

The 'Residential Survey\_FY12' file contains the USPS Residential Survey instrument, which is subject to variation as described above in Section I.C.

The 'Large Business Survey\_FY12' file contains the USPS Large Commercial Business Survey instrument.

The 'Sm-Md Business Survey\_FY12' file contains the USPS Small & Medium Business Survey instrument, which is subject to variation as described above in Section I.C.

The 'CEM Question Response Counts\_FY12' file is a workbook containing summary customer experience data generated through use of the three survey instruments.