

CEM Non-Responder Study

Prepared by:

 Maritz® RESEARCH

September 20, 2012



Purpose



The main purpose of this study was to explore the reasons why customers fail to return completed CEM surveys.

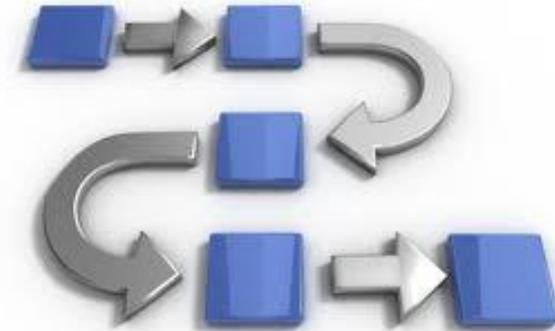
Results can be used to guide future CEM re-design initiatives, including the pilot of new versions of the CEM surveys as part of the CESA's current Market Research Assessment.

*This study was fielded in place of the traditional non-responder study included in the original program contract.

Methodology

Sample

Most recent Residential and Small/Medium Business survey non-responders with email addresses in the sample supplier database.



	Residential	Small/Med Business
Invitation Sample was sent email invitations to online survey.	6/28/12 6:00 PM	6/29/12 9:00 AM
Reminder All who had not yet responded were emailed a reminder with a final request for participation.	7/5/12 1:00 PM	7/5/12 1:00 PM
Cut-off	8/18/12	8/18/12
Total Number of Respondents	250	280

E-Mail Invitation Design Alternatives

5 Different Email Templates – Differ in location of survey link (within preview pane vs. not) and Single graphic vs. full image background (i.e. more engaging graphical design)



1



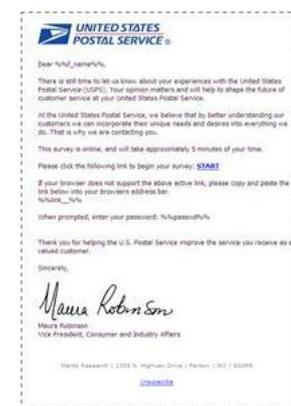
2



3



4



5

2 Different From Addresses - Customized vs. Standardized

1. USPS Customer Relations
2. USPS

2 Different Subject Lines - Engaging vs. Standard

1. Your Opinion Matters to Us
2. USPS Satisfaction Survey

Response Rates

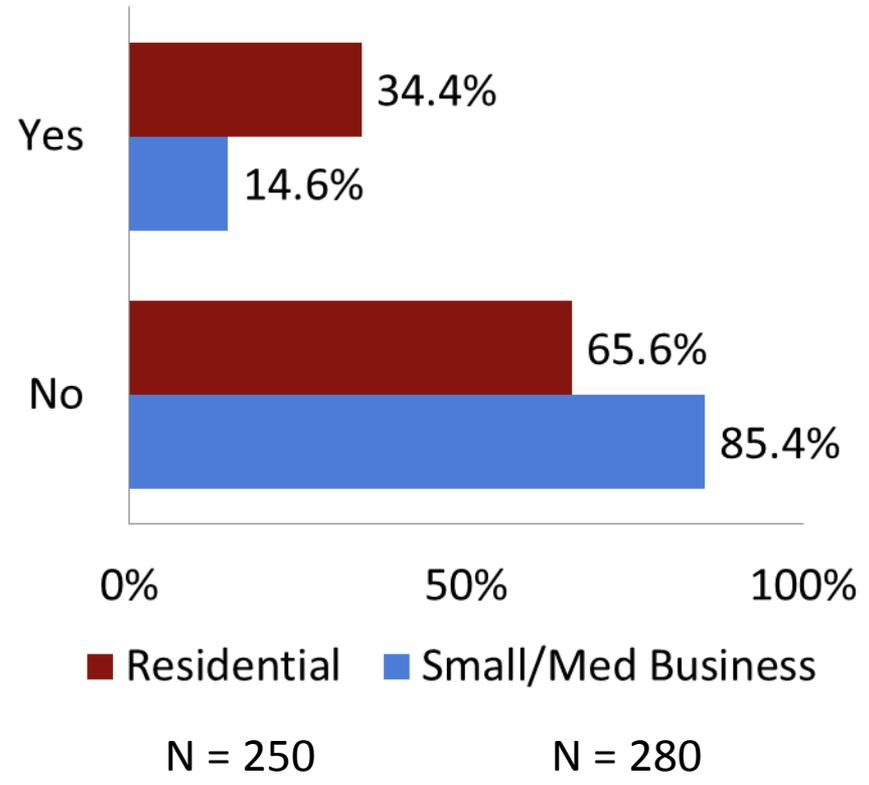
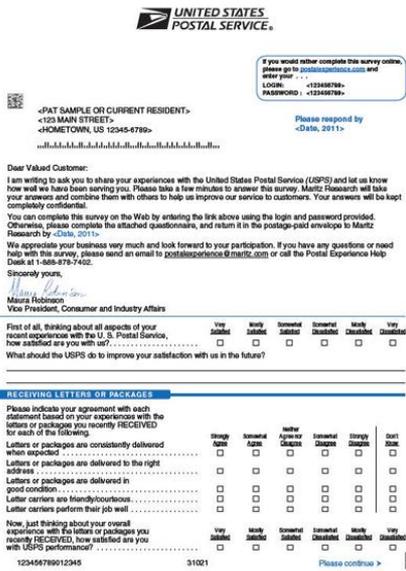
Calculation of response rates by the various email invitation design alternatives

Sample Cell	From Address	Subject Line	eMail Template #	Residential Response Rate	Small/Medium Business Response Rate
A	USPS	USPS Satisfaction Survey	5	1.42%	3.15%
B	USPS Customer Relations	USPS Satisfaction Survey	5	1.82%	2.89%
C	USPS	Your Opinion Matters to US	5	1.71%	2.06%
D	USPS Customer Relations	Your Opinion Matters to US	5	2.15%	1.68%
E	USPS Customer Relations	Your Opinion Matters to US	3	0.85%	2.80%
F	USPS Customer Relations	Your Opinion Matters to US	4	1.89%	2.36%
G	USPS Customer Relations	Your Opinion Matters to US	1	0.98%	2.32%
H	USPS Customer Relations	Your Opinion Matters to US	2	1.72%	2.61%
Total				1.57%	2.48%

Topline Results

Most customers do not recall receiving the survey.

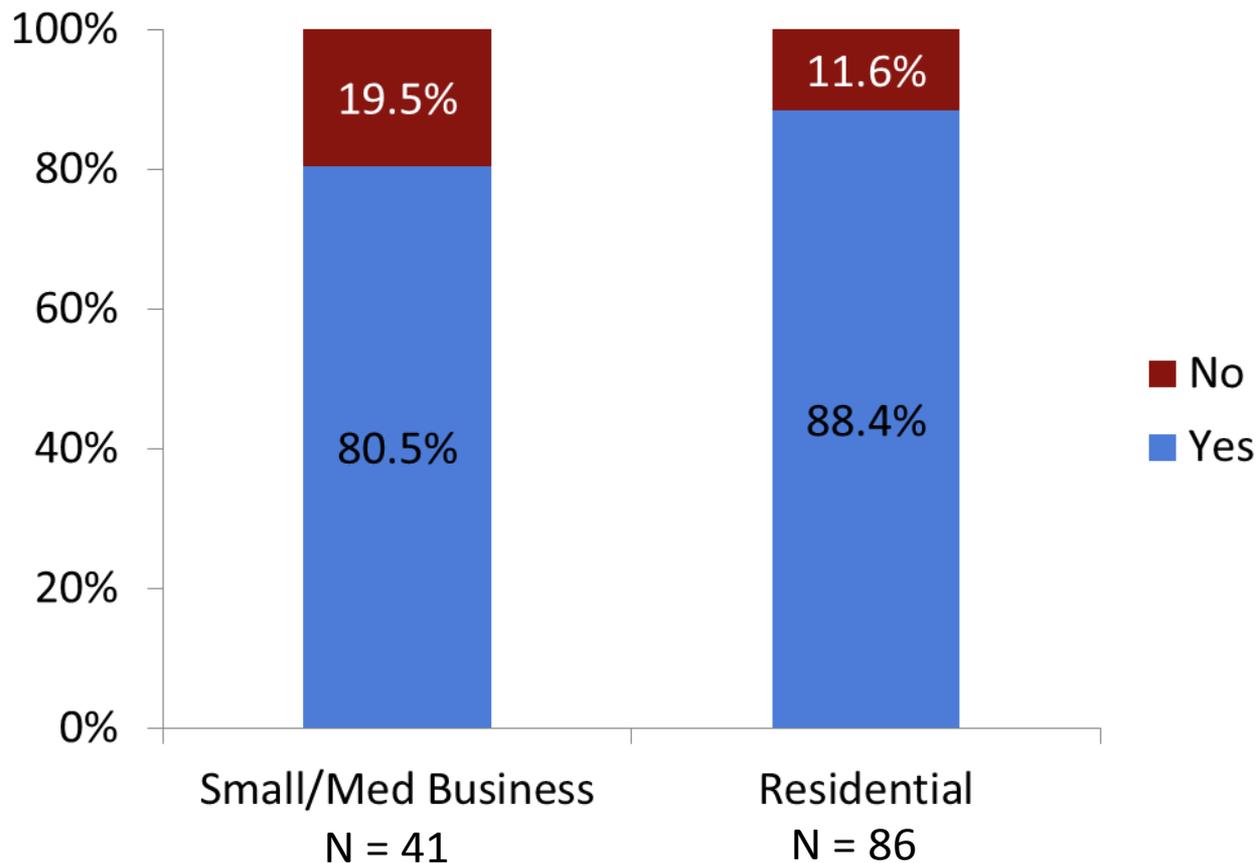
Q1: Please look at the envelope and survey images below. Do you recall receiving this survey or envelope from the United States Postal Service (USPS)?



● Yes
● No

Of those that remember receiving the survey, a vast majority open the envelope.

Q2: We are interested to know if you opened the envelope after receiving it. Did you open the envelope? (only those that answered Yes to previous question)



Why not open envelope? - answers to open-ended probe

Q3: Would you be willing to share with us why you did not open the envelope? What were the factors that caused you to not open the envelope?

Small/Medium Business

Busy time at work.

I don't think much of the Post Office. They won't react to survey results.

I have already completed several related surveys.

I knew what it was and didn't want to bother. I'm no more running a business than your kid's lemonade stand. Only reason I logged on to the survey is that I hope you'll stop e-nagging me about it. It's not like you need 100% participation for statistically significant results.

I was pretty mad at USPS and while angry don't like to fill out surveys

No time.

Not enough time. Too busy.

just too busy at that moment to reply

Residential

I RECEIVE ENOUGH JUNK MAIL! I TALKED TO THE BAY CITY POSTMASTER ABOUT SENDING ME A NOTICE EVERYTIME MY CUSTOMERS DO NOT PUT ENOUGH POSTAGE ON A ENVELOPE! THAT HAPPENS 5 TO 7 TIMES A MONTH. SEEMS SENSELESS TO SEND ME A NOTICE THAT THEY WERE A NICKEL SHORT WHEN IT SUPPOSELY COST THE POST OFFICE AT LEAT 42 CENTS. HE SAID THEY ALWAYS DID IT THAT WAY! THAT IS WHAT THE POST OFFICE PROBLEM IS. NO CHANGE! THEY DID GET RID OF THE HORSES!

I didn't give that much attention because of too much busy.

I put it aside for later and returned to it later only to then misplace it.

I was busy with a family emergency and forgot all about it.

I've been working seven days a week, and the envelope was, unfortunately, buried on my kitchen table under a mountain of tutoring materials.

Misplaced and forgot about it

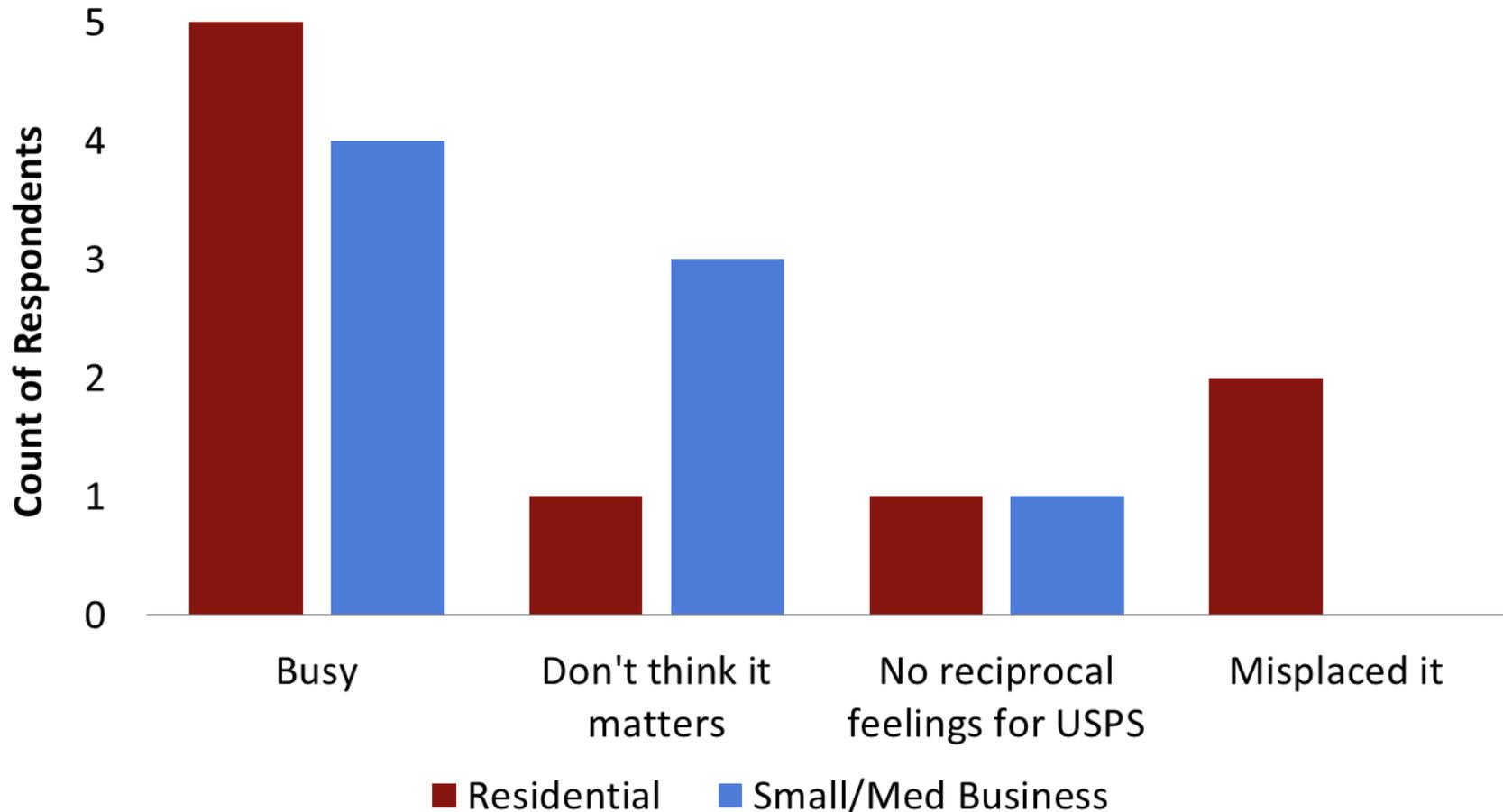
No time for a lengthy written survey

Was not interested and did not think my opinion mattered.

don't like question and busy

Categorizing the answers to open-ended probe shows that most customers were too busy to open envelope.

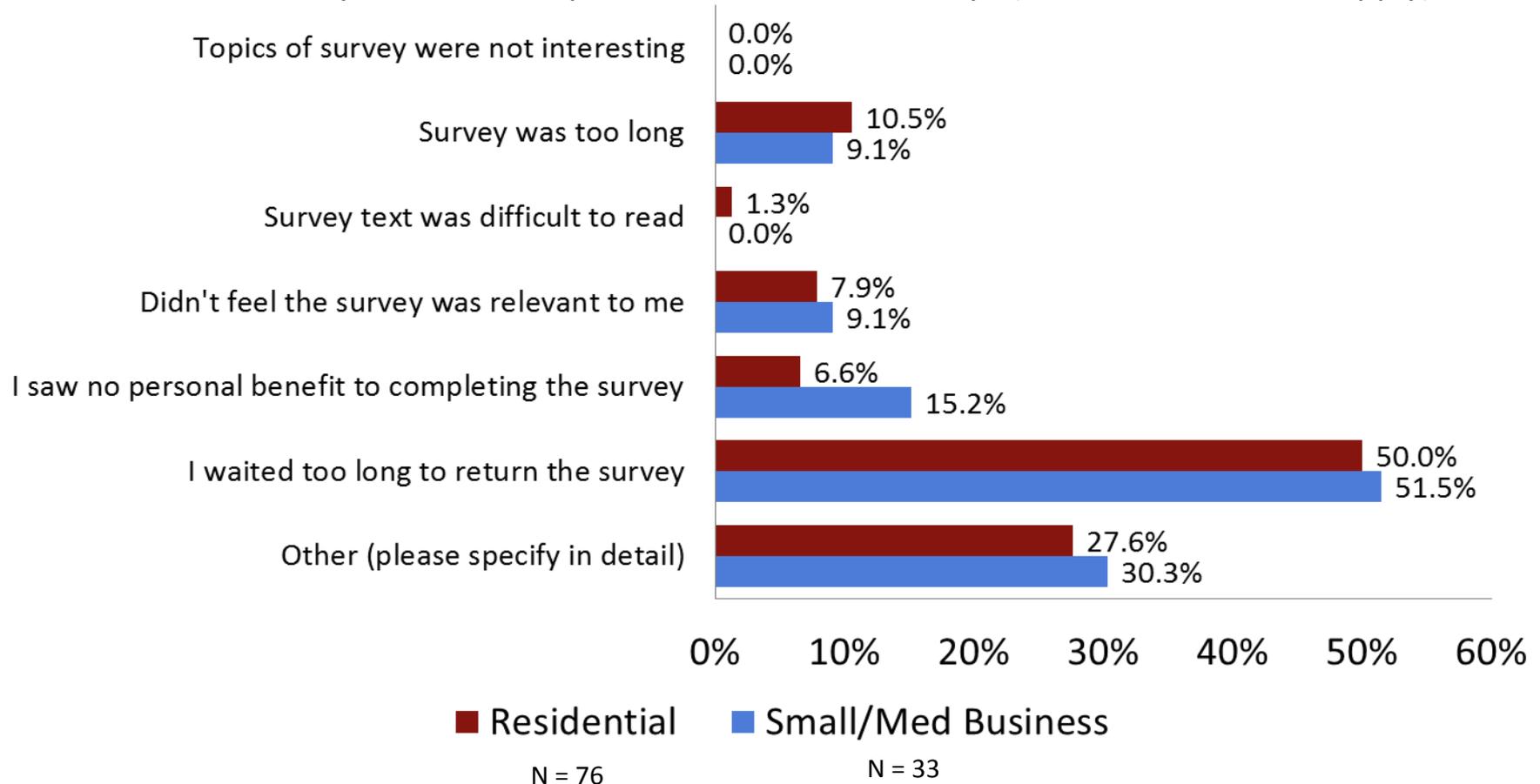
Q3: Would you be willing to share with us why you did not open the envelope? What were the factors that caused you to not open the envelope?



Most customers did not participate because they waited too long to complete the survey.

(If answered YES to opening the envelope)

Q4: Would you be willing to share with us why you did not participate in the survey? What were the factors that caused you to not complete and return the survey? (Please select all that apply)



Why not participate? Other (please specify in detail)

Small/Medium Business

"when putting mail on hold with instructions that said I will pick up mail, at the end of the HOLD period, the mail was delivered, 3 out of the last 4 times. If they do not listen to me, for a special "project" why would I take the time to fill our a survey, for which they probably not listed to my suggestions."

Forgot about it

I (Sheri - Director of Operations) took the survey, filled it out and sent it back

I completed the survey and dropped it in the mail at post office

I did not have the time to do it. I am self employed and extremely busy. sorry.

I filled it out and sent it back. The fact that it was lost or destroyed only reinforces my opinion of the ineptness and lack of accountability at the USPS.

I was on vacation and forgot to answer it

Just didn't complete

The USPS sent a survey asking how they were doing. This was triggered by my having filed a change of address form with the USPS. The USPS sent the survey to my OLD address. The USPS then placed a yellow sticker on the USPS survey envelope directing me to inform the sender of my new address! The USPS then forwarded the survey to my new address of which they were previously advised -- the very event which triggered the survey in the first instance! Does this not strike you as ludicrous? Do you REALLY want me to respond to this survey under these conditions?? REALLY???

got busy at work

Why not participate? Other (please specify in detail)

Residential

I did complete the survey and mailed it back. It must have gotten lost. I have that turns up missing several times a month. Most recently my car payment coupon never arrived to my house.

I didn't have time

I didn't have time to complete it at the time I received it, and then it got misplaced.

I filled it out and mailed it. You should have received it about more than a month ago.

I get busy and too much time goes by.

I had just moved and had no time to complete the survey.

I just forgot

I missed placed it

I returned the survey

We were concerned about retribution from the local postal service.

Who cares? You do whatever you want anyway it's the government.

continue postponing for other commitments

forgot about it

forgot to return

just waste of time, we'll be closed or not

misplaced after moving

misplaced the survey

moving and didn't have time

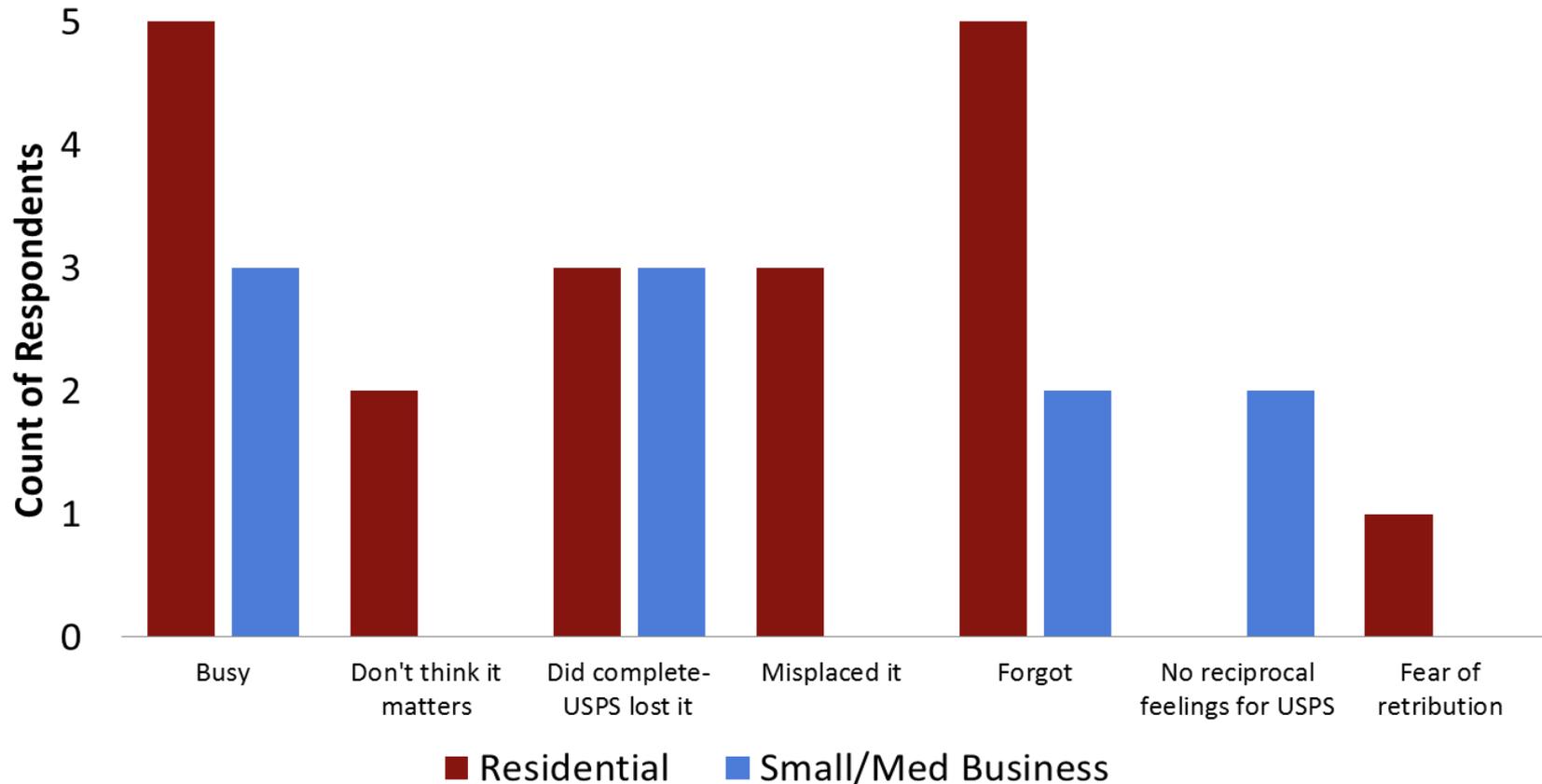
put it aside and forgot about it

roommate threw it away and forgot about it

very busy

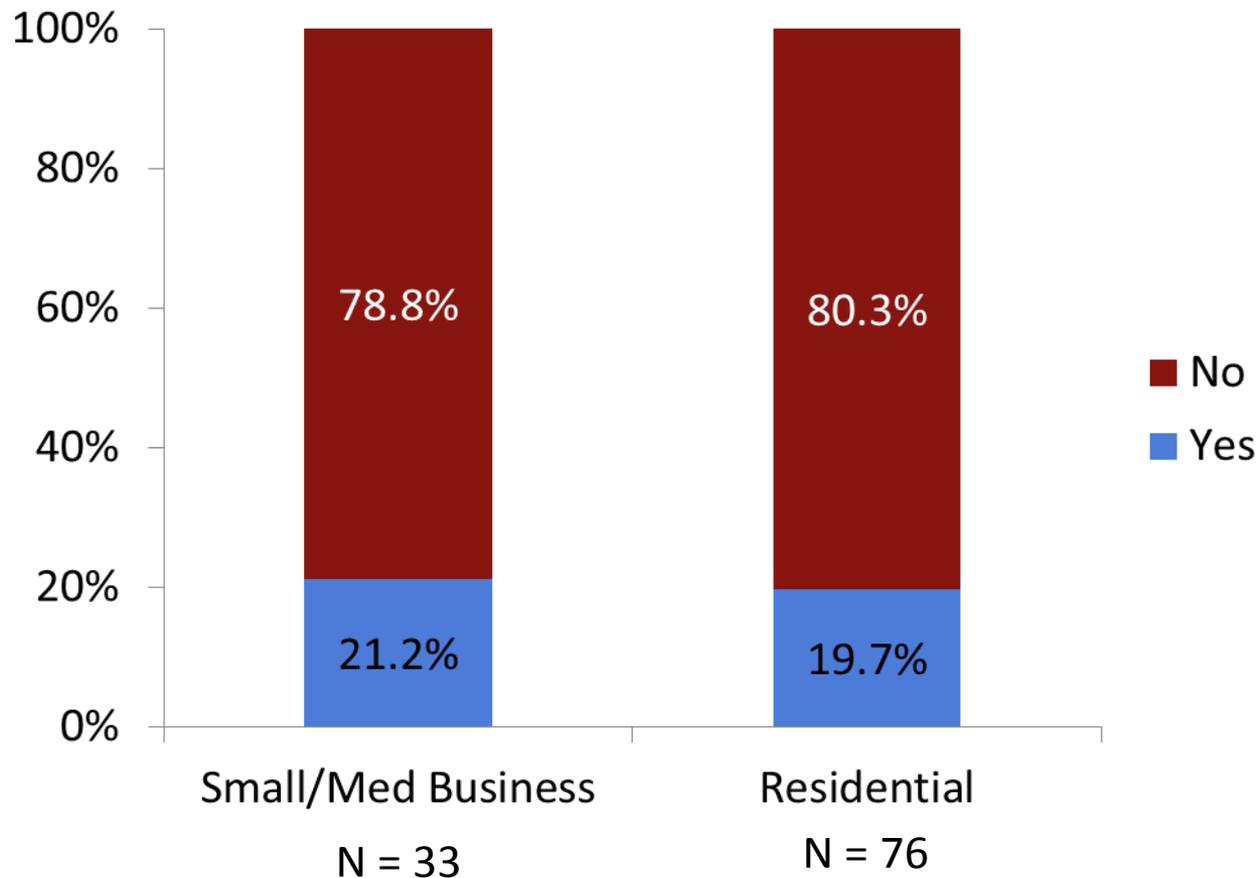
Categorizing the answers to “other” shows that most customers were too busy to complete survey or they forgot about it.

Why not participate? Other (please specify in detail)



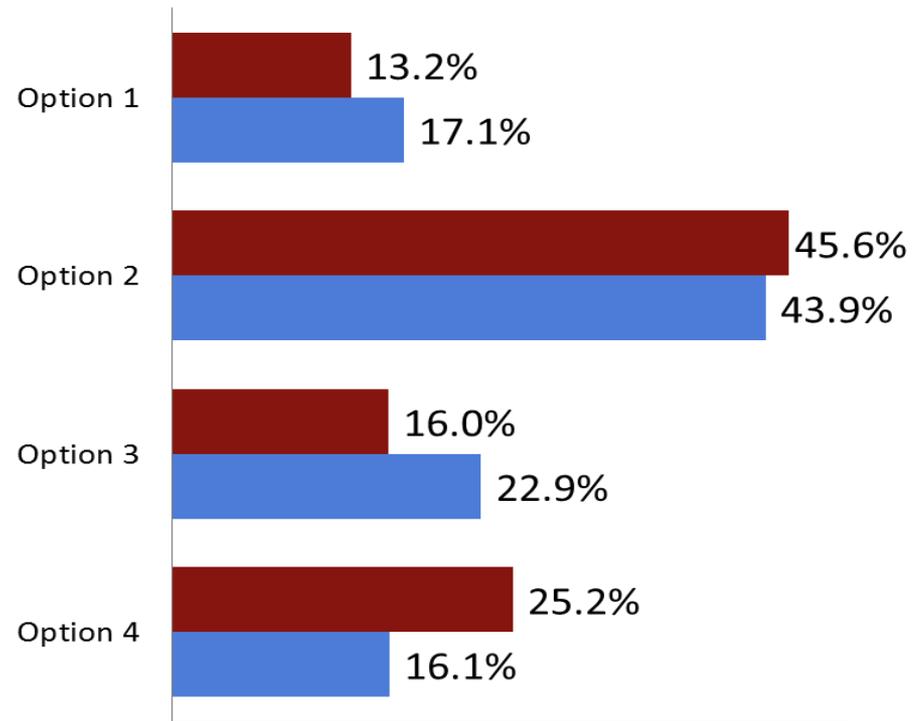
Most customers did not notice the online option.

Q5: Did you notice the option to complete the survey online in the top right corner of the survey's first page? (only answered if Yes to Q2 – opened envelope)



The all-blue envelope with logo was the favorite.

Q6: Please look at each of the four images below. Which of these envelopes would you most likely open if you received it in the mail?



0% 10% 20% 30% 40% 50%

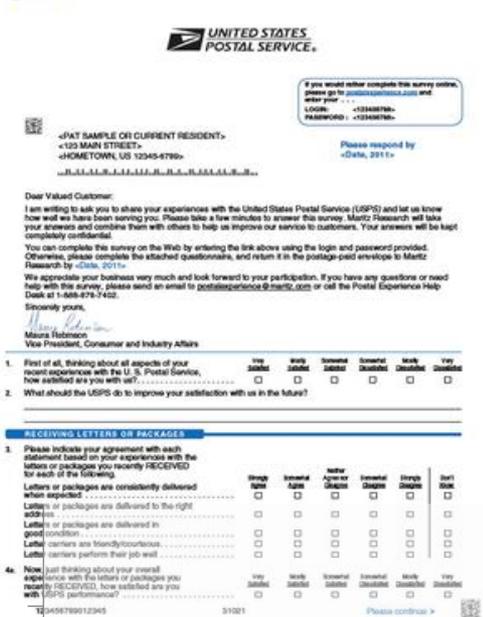
■ Residential ■ Small/Med Business

N = 250

N = 280

Q7: Please look at each of the three images below. Based on appearance, which of these surveys would you most likely complete and return if you received it in the mail?

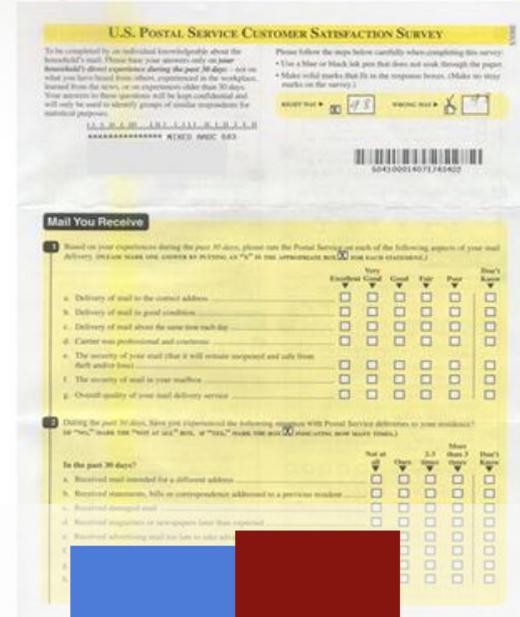
Design #1



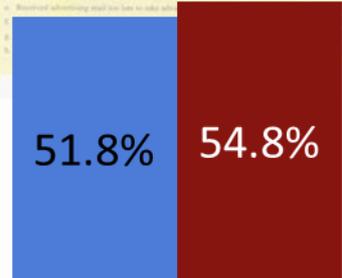
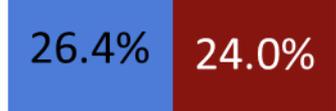
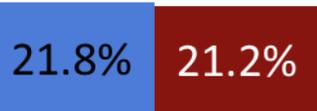
Design #2



Design #3



60%
50%
40%
30%
20%
10%
0%



Design 1

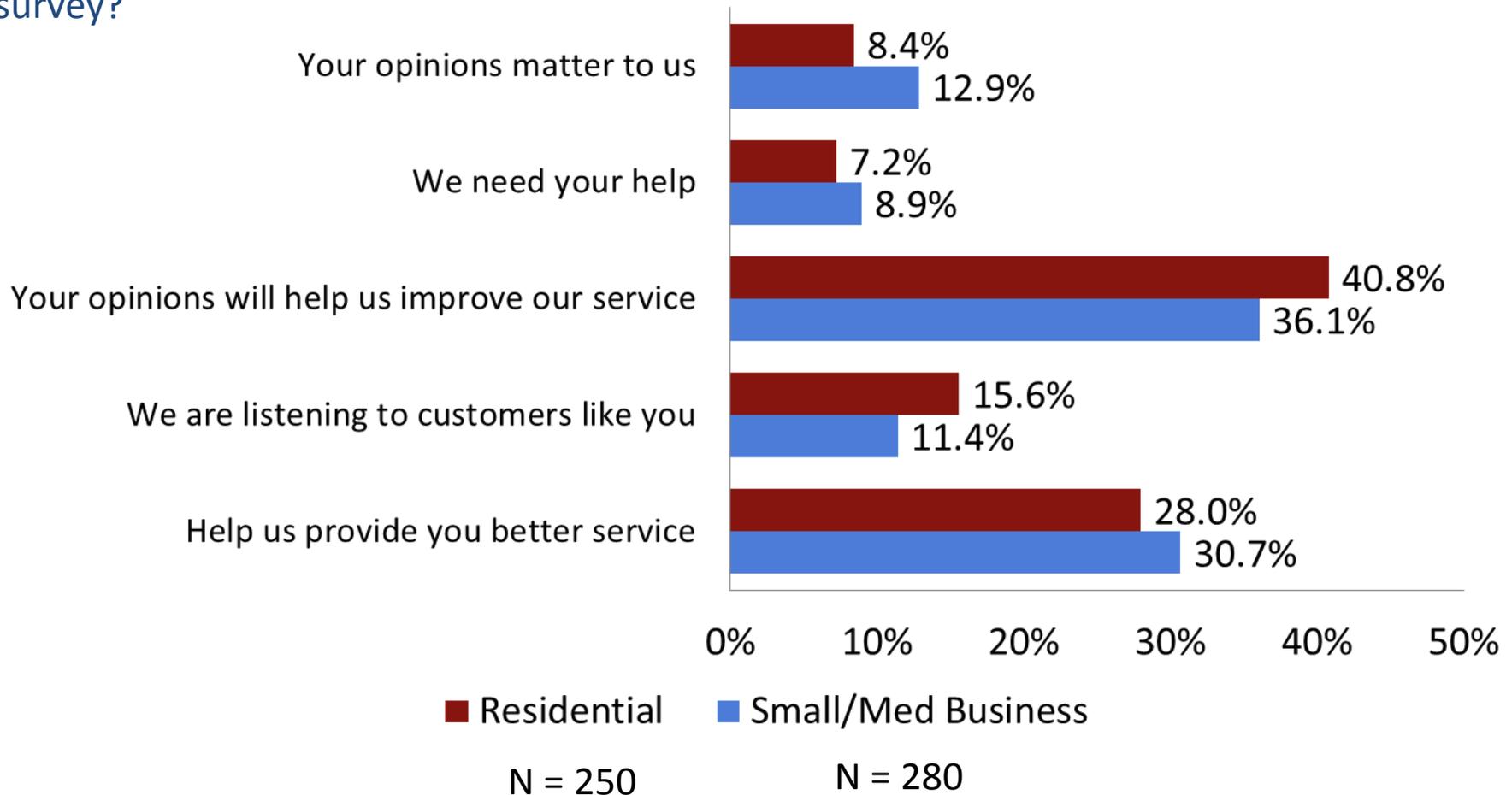
Design 2

Design 3

■ Small/Med Business N = 280 ■ Residential N = 250

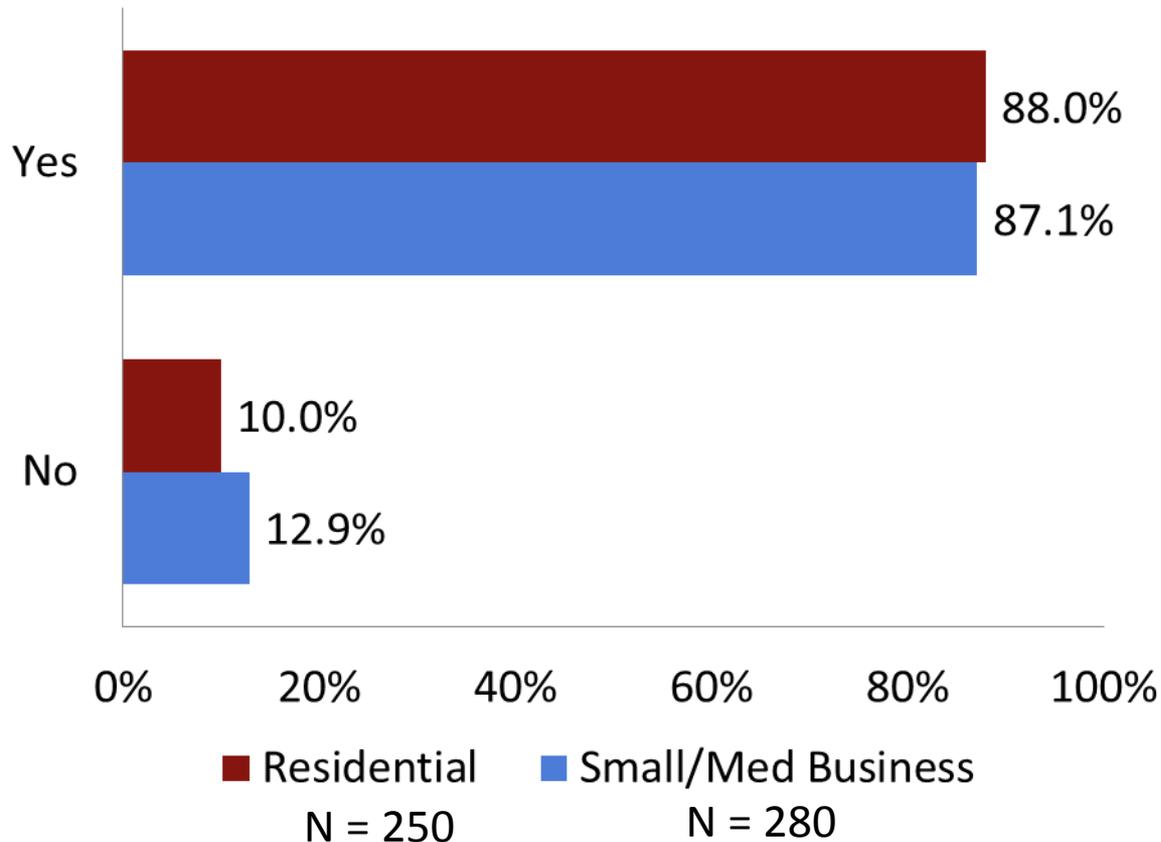
Appeals that involve the customer in helping with improved service are most motivating.

Q8: Which of the following statements would most likely prompt you to participate in a survey?



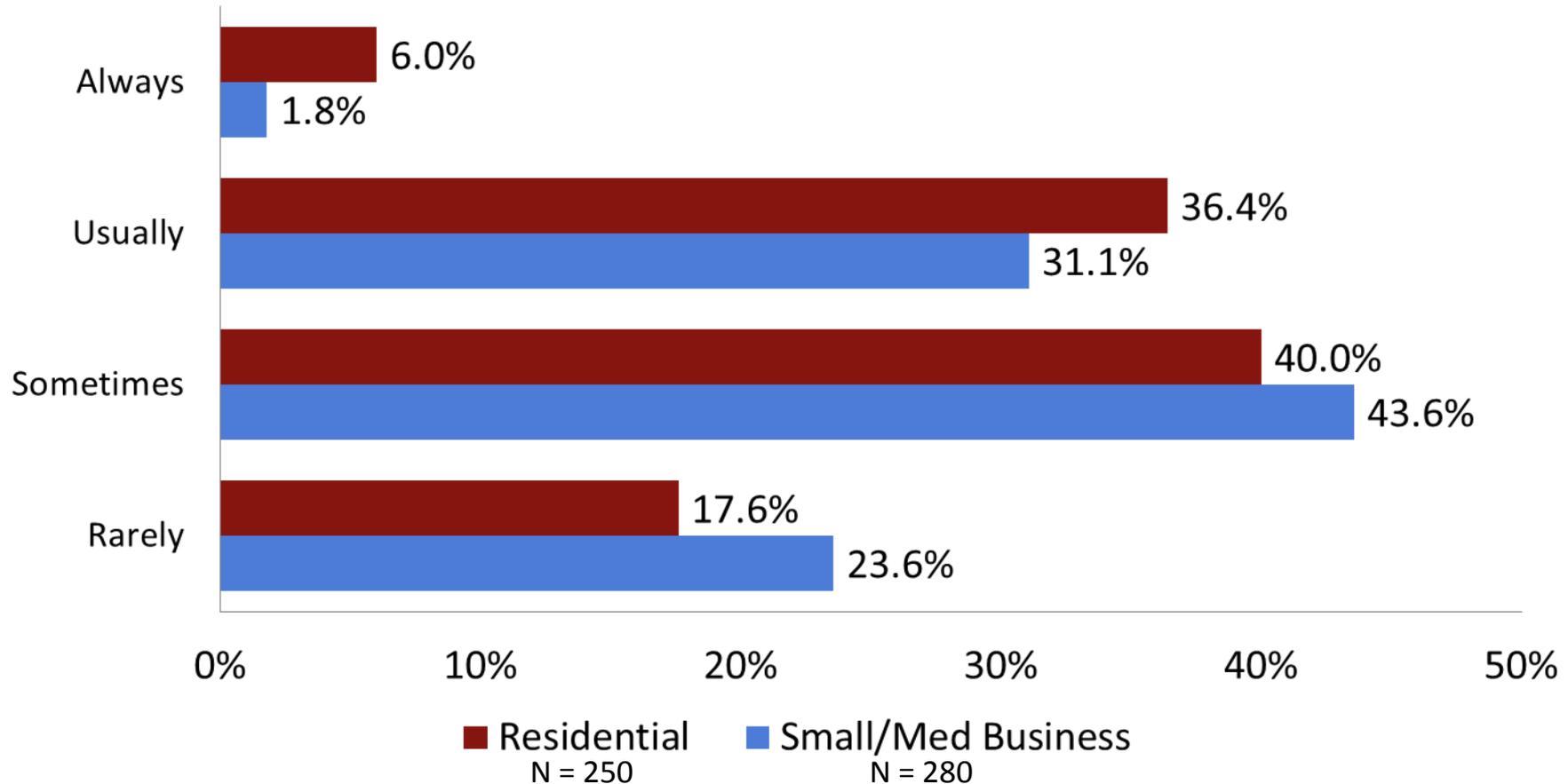
Expedited shipping methods have a great potential for getting customers to open envelope.

Q9: Do you always open mail sent to you using expedited shipping methods (Priority, Express, Overnight, etc.)?

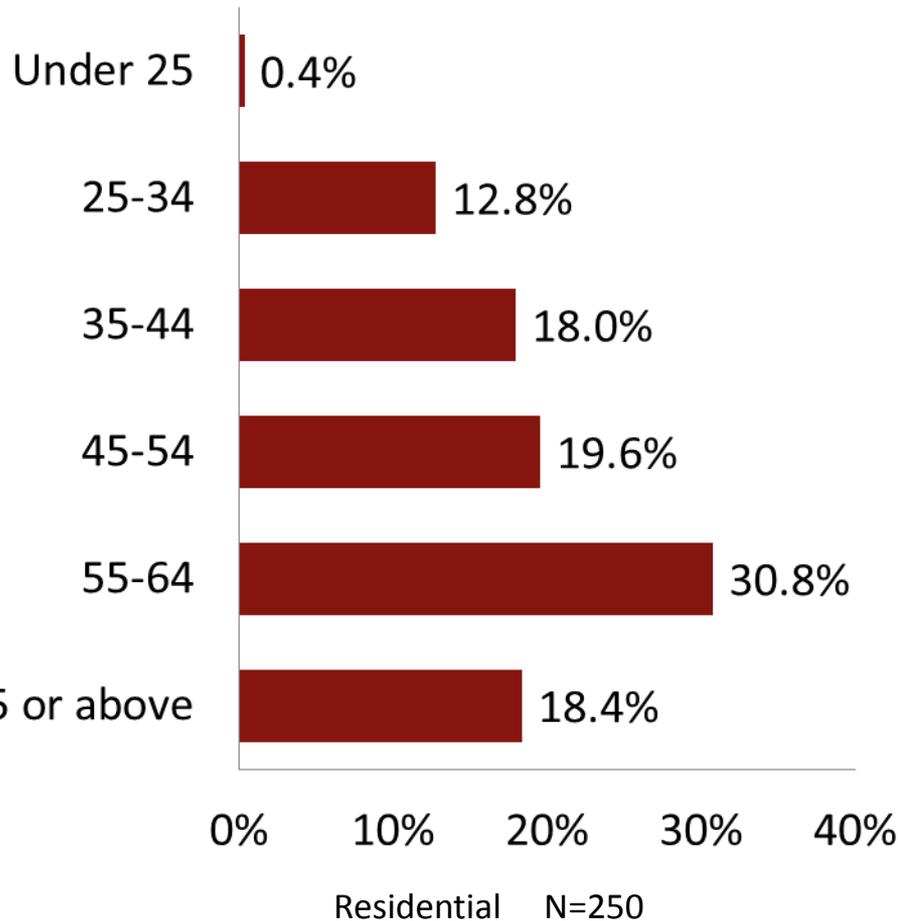


Non-responders still say that they do generally complete surveys.

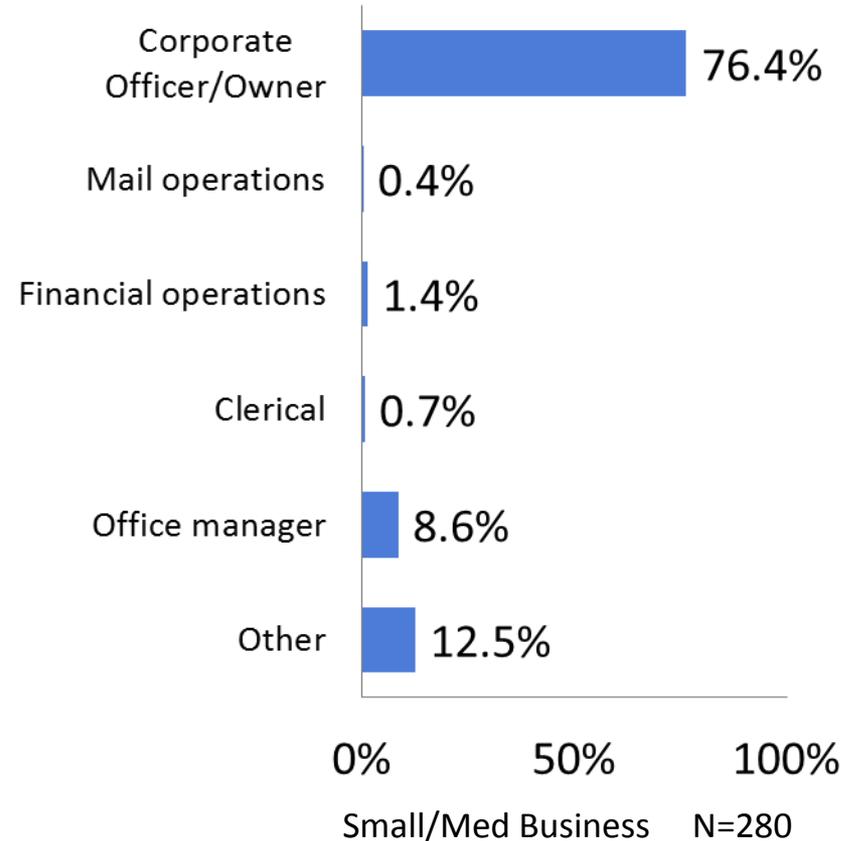
Q10: In general, when you receive any type of survey by mail or email, how often do you complete it?



Q12: Thank you for completing this survey! For classification purposes only, please indicate your age below:



Q12: Thank you for completing this survey! For classification purposes only, please indicate which of the following best describes your job position:



Cross-Tabulations of Key Questions with Demographics

Younger customers prefer Design 1 and Design 2 slightly more than older customers.

Design #1



If you would rather complete this survey online, please go to postalexperience.com and enter your:
 Login: +123456789
 Password: +123456789

434T SAMPLE OR CURRENT RESIDENT
 4123 MAIN STREET
 4HOMETOWN, US 12345-6789

Please respond by
 4Date, 2011

Dear Valued Customer:
 I am writing to ask you to share your experiences with the United States Postal Service (USPS) and let us know how well we have been serving you. Please take a few minutes to answer this survey. Market Research will take your answers and combine them with others to help us improve our service to customers. Your answers will be kept completely confidential.
 You can complete this survey on the Web by entering the link above using the login and password provided. Otherwise, please complete the attached questionnaire, and return it in the postage-paid envelope to Market Research by 4Date, 2011.
 We appreciate your business very much and look forward to your participation. If you have any questions or need help with the survey, please send an email to postalexperience@marco.com or call the Postal Experience Help Desk at 1-888-878-7402.
 Sincerely yours,
 Maureen Robinson
 Vice President, Consumer and Industry Affairs

1. First of all, thinking about all aspects of your recent experiences with the U. S. Postal Service, how satisfied are you with us?	Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied	Very Dissatisfied
2. What should the USPS do to improve your satisfaction with us in the future?	<input type="checkbox"/>					

RECEIVING LETTERS OR PACKAGES

3. Please indicate your agreement with each statement based on your experiences with the letters or packages you recently RECEIVED for each of the following.	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
Letters or packages are consistently delivered when expected	<input type="checkbox"/>					
Letters or packages are delivered in good condition	<input type="checkbox"/>					
Letter carriers are friendly/courteous	<input type="checkbox"/>					
Letter carriers perform their job well	<input type="checkbox"/>					
4. Now, just thinking about your overall experience with the letters or packages you recently RECEIVED, how satisfied are you with USPS' performance?	Very Satisfied	Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Dissatisfied	Very Dissatisfied
TE34087890112345	51021	Please continue >				

Design #2



434T SAMPLE OR CURRENT RESIDENT
 4123 MAIN STREET
 4HOMETOWN, US 12345-6789

Please respond by
 July 1, 2012!

A Message from the Postmaster General:
 Dear Valued Customer:
 I am writing to ask you to share your experiences with the United States Postal Service (USPS) and let us know how well we have been serving you. Please take a few minutes to answer this survey. Market Research will take your answers and combine them with others to help us improve our service to customers. Your answers will be kept completely confidential.
 You can complete this survey on the Web by entering the link below using the login and password provided. Otherwise, please complete the attached questionnaire, and return it in the postage-paid envelope to Market Research by July 1, 2012.
 We appreciate your business very much and look forward to your participation.
 Sincerely yours,
 Maureen Robinson
 Postmaster General

Start Here!

Respond online today at: postalexperience.com
 and enter your:
 Login: +123456789
 Password: +123456789

OR

Complete this questionnaire and mail it back as soon as possible

If you have any questions or need help with this survey, please send an email to postalexperience@marco.com or call the Postal Experience Help Desk at 1-888-878-7402.
 434T SAMPLE OR CURRENT RESIDENT
 4123 MAIN STREET
 4HOMETOWN, US 12345-6789

Design #3

U.S. POSTAL SERVICE CUSTOMER SATISFACTION SURVEY

To be completed by an individual knowledgeable about the household's mail. Please take your answers only on your household's most recent experience during the past 30 days - not on what you have heard from others, experienced in the workplace, learned from the news, or an experience older than 30 days. Your answers to these questions will be kept confidential and will only be used to identify groups of similar respondents for statistical purposes.

Please follow the steps below carefully when completing this survey:
 • Use a blue or black ink pen that does not wash through the paper.
 • Make careful marks that fit in the response boxes. (Make no stray marks on the survey.)

Survey ID: 50130001407184002

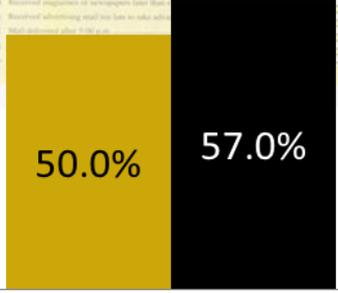
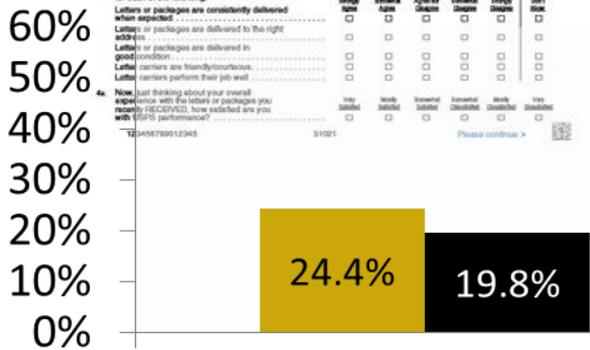
Mail You Receive

3. Based on your experiences during the past 30 days, please rate the Postal Service on each of the following aspects of your mail delivery. (Include "NA" and "DK" as "N" in any statements and "X" for each statement.)

	Excellent	Very Good	Good	Fair	Poor	Very Poor
a. Delivery of mail to the correct address	<input type="checkbox"/>					
b. Delivery of mail to good condition	<input type="checkbox"/>					
c. Delivery of mail about the same time each day	<input type="checkbox"/>					
d. Carrier was professional and courteous	<input type="checkbox"/>					
e. The security of your mail box is well maintained and safe from theft and fire	<input type="checkbox"/>					
f. The security of mail in your mailbox	<input type="checkbox"/>					
g. Overall quality of your mail delivery service	<input type="checkbox"/>					

4. During the past 30 days, have you experienced the following problems with Postal Service deliveries to your mailbox?
 (NA = "Not Applicable", "DK" = "Don't Know", "X" = "More than 3 times")

	Not at all	1	2	3	More than 3	DK
a. Received mail intended for a different address	<input type="checkbox"/>					
b. Received mail from an unauthorized addressee to a previous addressee	<input type="checkbox"/>					
c. Received damaged or illegible mail	<input type="checkbox"/>					
d. Received advertising mail not sent to only you	<input type="checkbox"/>					



Design 1

Design 2

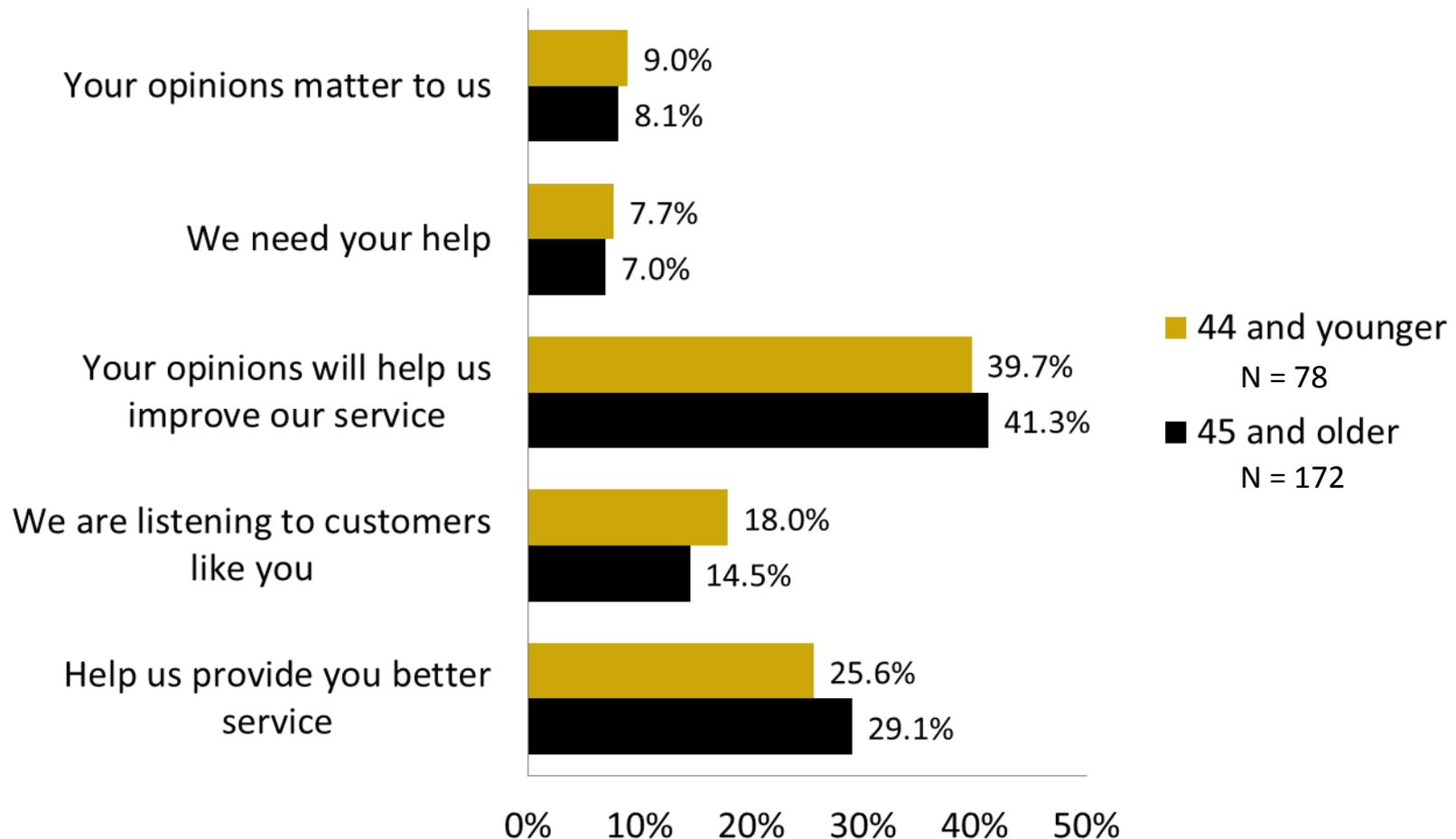
Design 3

■ 44 or younger
 N = 78

■ 45 and older
 N = 172

Q7: Please look at each of the three images below. Based on appearance, which of these surveys would you most likely complete and return if you received it in the mail?

Younger customers prefer hearing that they are “being listened to” slightly more than older customers.



Top 20 frequency keywords – other comments

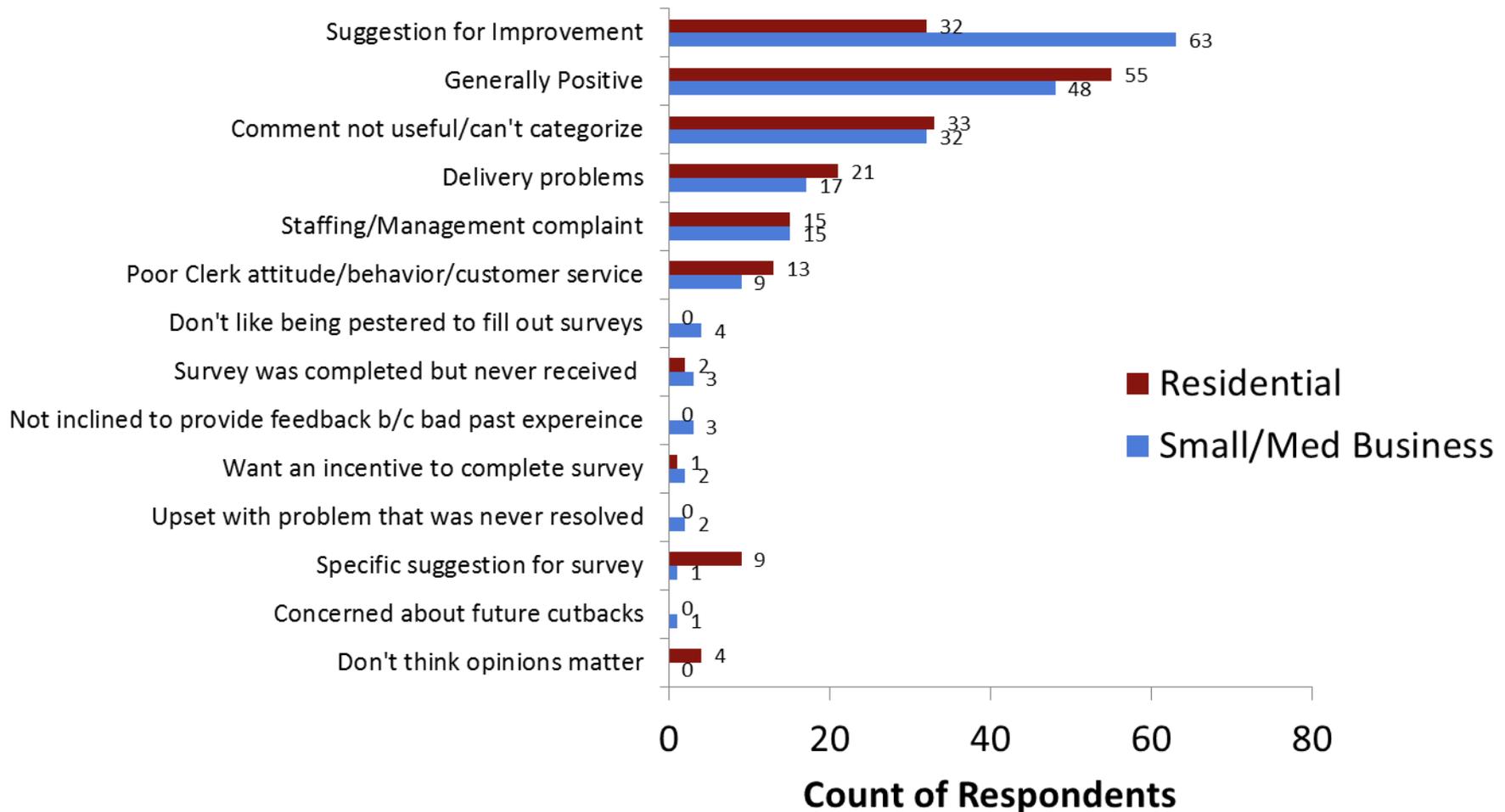
Finally, what feedback would you like to provide the United States Postal Service? What comments or suggestions would you like to share with USPS management?

Small/Med Business	Frequency
mail	101
office	76
usps	68
service	65
post	65
time	41
delivery	35
customer	32
business	32
package	26
people	25
postal	24
good	20
job	20
deliver	20
local	19
box	19
cost	18
line	18
survey	17

Residential	Frequency
mail	114
service	94
office	59
post	52
usps	37
good	31
time	31
delivery	31
postal	25
work	23
customer	22
receive	20
box	20
stamp	20
people	18
job	17
package	17
business	16
deliver	15
survey	14

Categorized - other comments

Finally, what feedback would you like to provide the United States Postal Service? What comments or suggestions would you like to share with USPS management?



Conclusions

- ❑ Most customers don't recall receiving the CEM survey.
- ❑ Among those who do, waiting too long to respond was the top reason for not participating.
- ❑ Non-responders showed larger proportions of younger customers.
- ❑ Several design ideas identified for Market Research Assessment pilot testing include envelope and survey designs, email invites, and appeal text.
- ❑ Expedited shipping (or envelopes labeled like expedited shipping) should result in more customers noticing and opening the survey.