

U **SC**
S **tudent**
P **ostal**
S **urvey**

Presented By
Jenny Allen & Stephanie Cheng



USC



Preview

- Introduction
- Literature Review
- USC Survey
- Recommendations



USC



Literature Review Concerns

- Postal Rate Increases
 - Consumer
 - Small Business
- Monopoly Protection
 - Perceived Inefficiencies
 - Threats to Private Business



USC



Literature Review Recommendations

- “Business-like” Changes
 - Discontinue Saturday Mail Service
- Move Toward Privatization
 - Provide Employee Stock Option Plan
 - Sell USPS Stock
 - End First-Class Mail Monopoly

The logo for the University of Southern California (USC) is displayed in white, serif capital letters on a dark red background. The letters are bold and spaced out.

USC

USC Survey Background

- Overview
 - Group Survey
 - Class Survey
- Survey Questions
 - Group Survey
 - Class Survey



USC



Group Survey Overview

- Demographics
- USPS Services
- Post Office Clerks
- Internet Stamps
- Vending Machine Purchasing
- Postal Rate Increases

The logo for the United States Congress, featuring the letters "USC" in a white, serif font on a dark red background. The logo is positioned in the bottom left corner of the slide, partially overlapping a vertical red bar that contains a faint image of a classical building and a globe.

USC

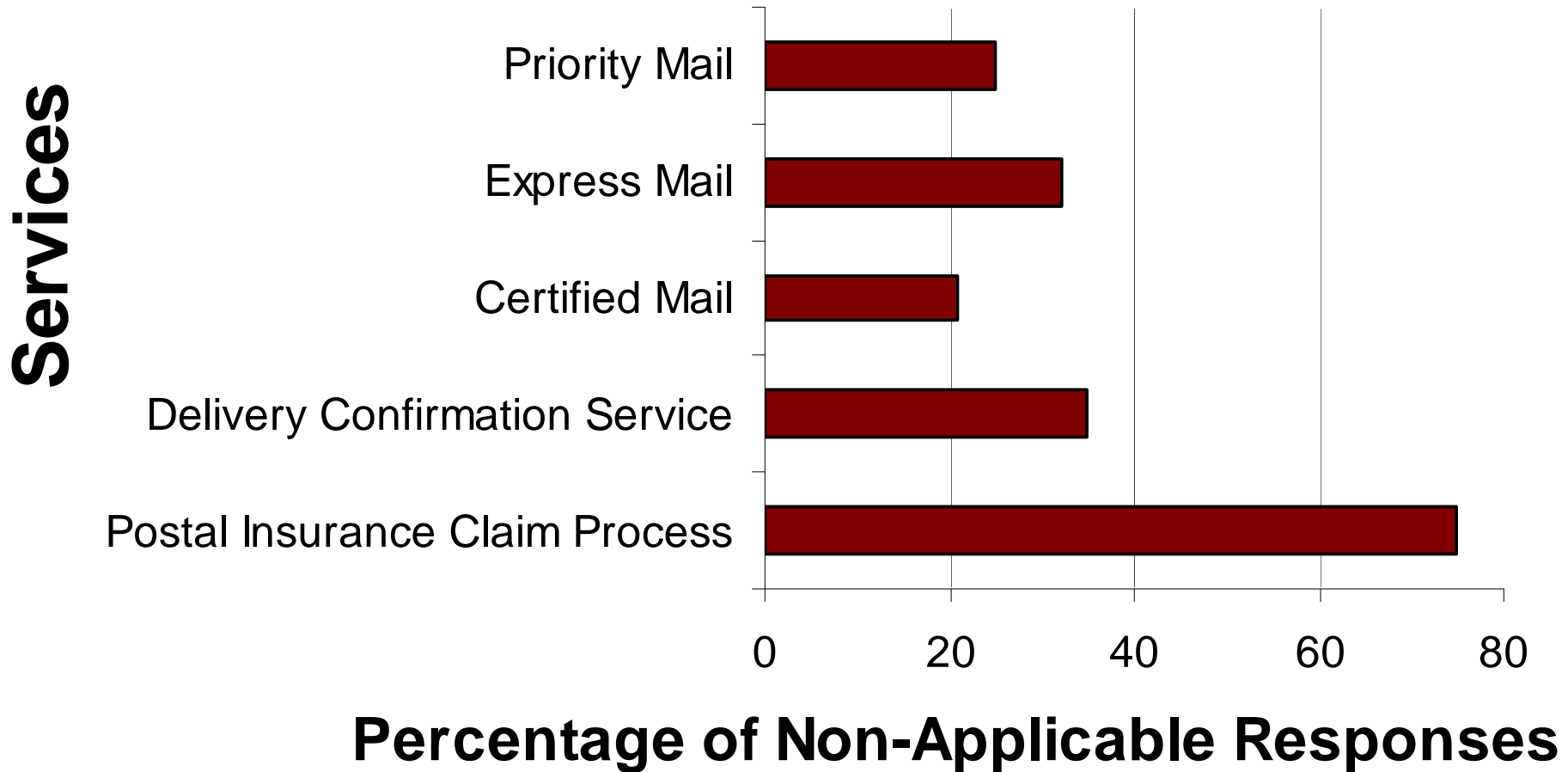
Demographics

- Sample Size
 - 49 Males
 - 51 Females
- Fairly Balanced Age Groups
- 82% with Incomes Over \$50,000
- 78% Caucasians
- 45% Visit U.S. Post Office Once a Month

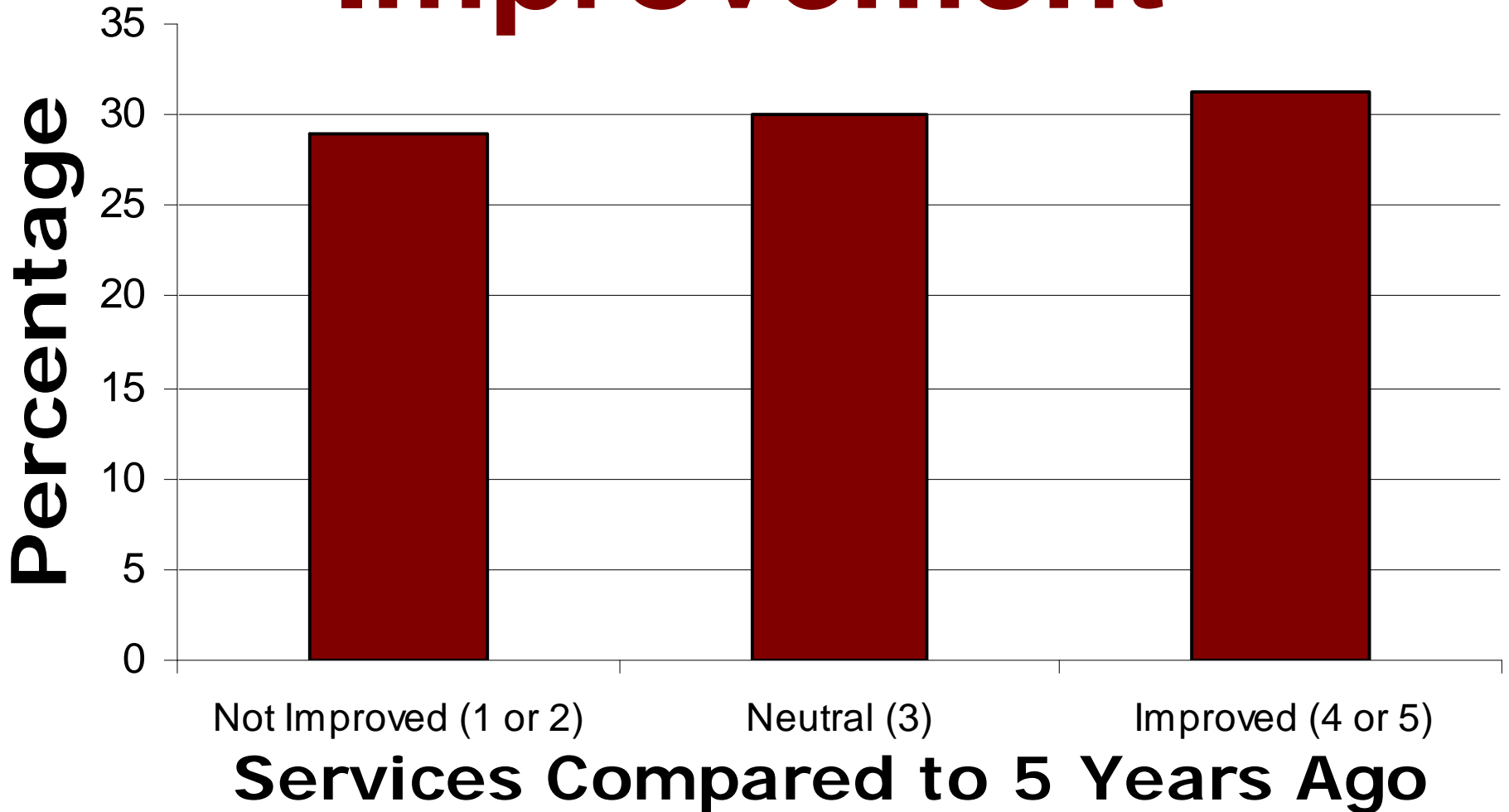
Positive Responses



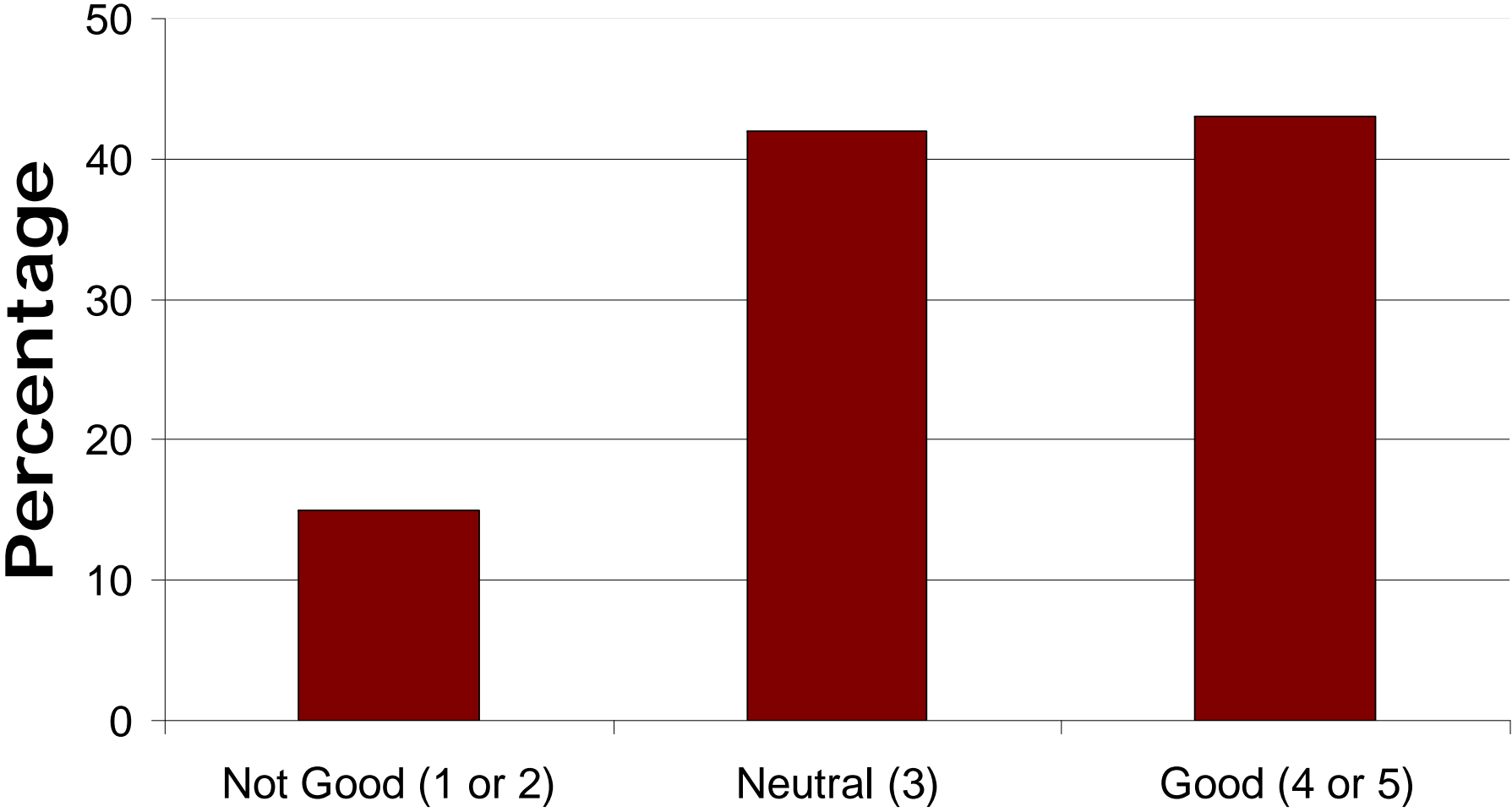
Services Used



Lack of Perceived Improvement

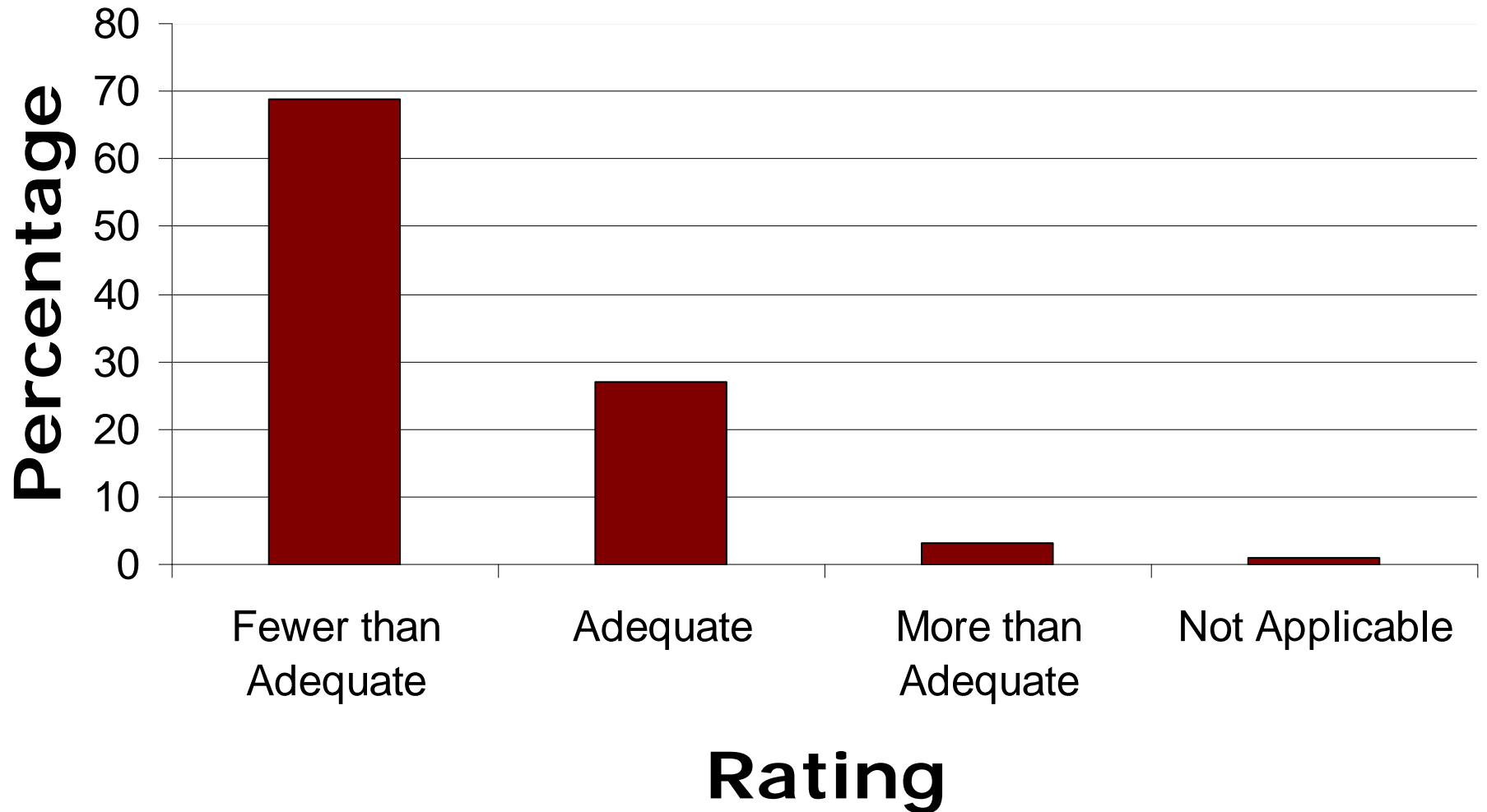


Overall Ratings

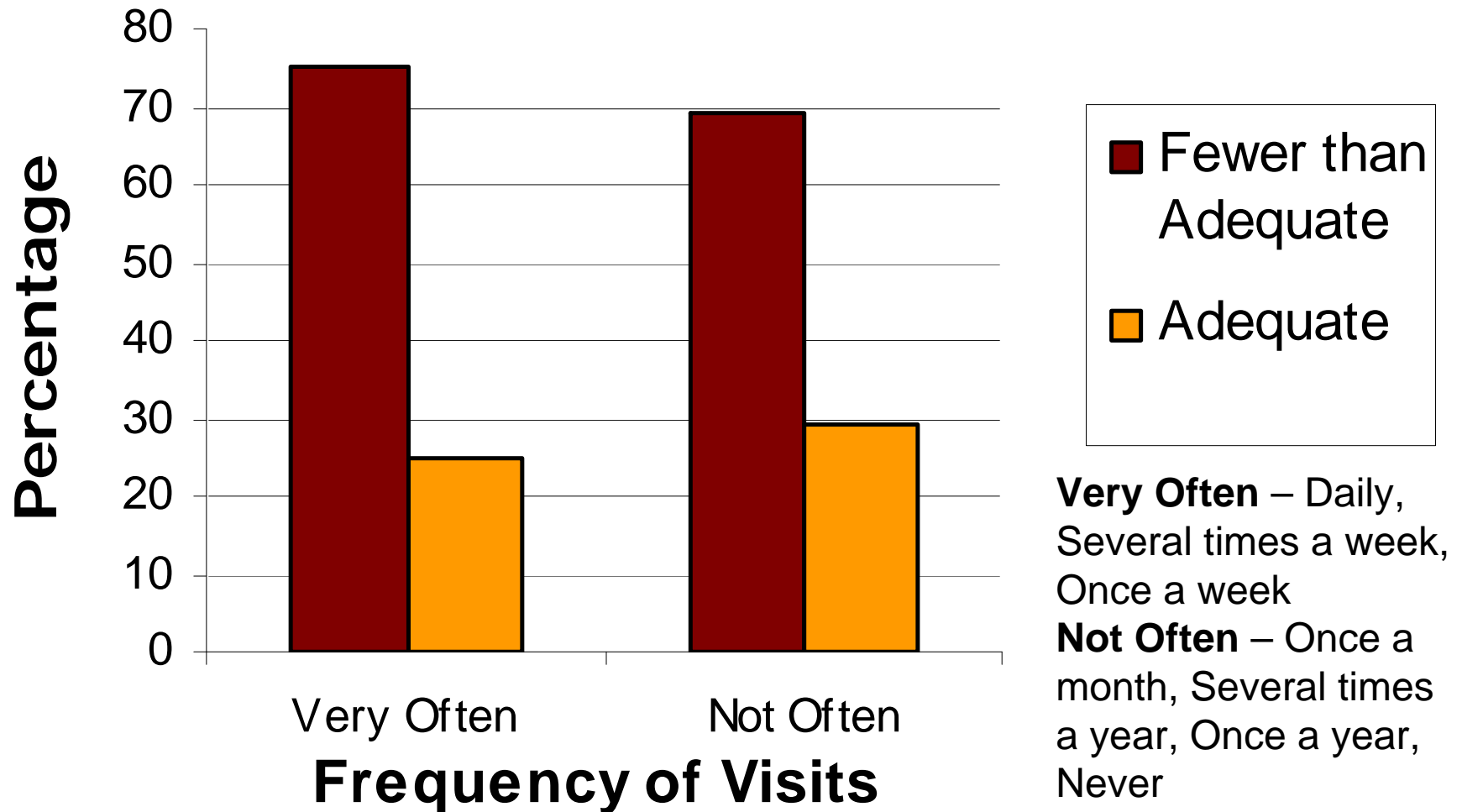


Services Overall Ratings

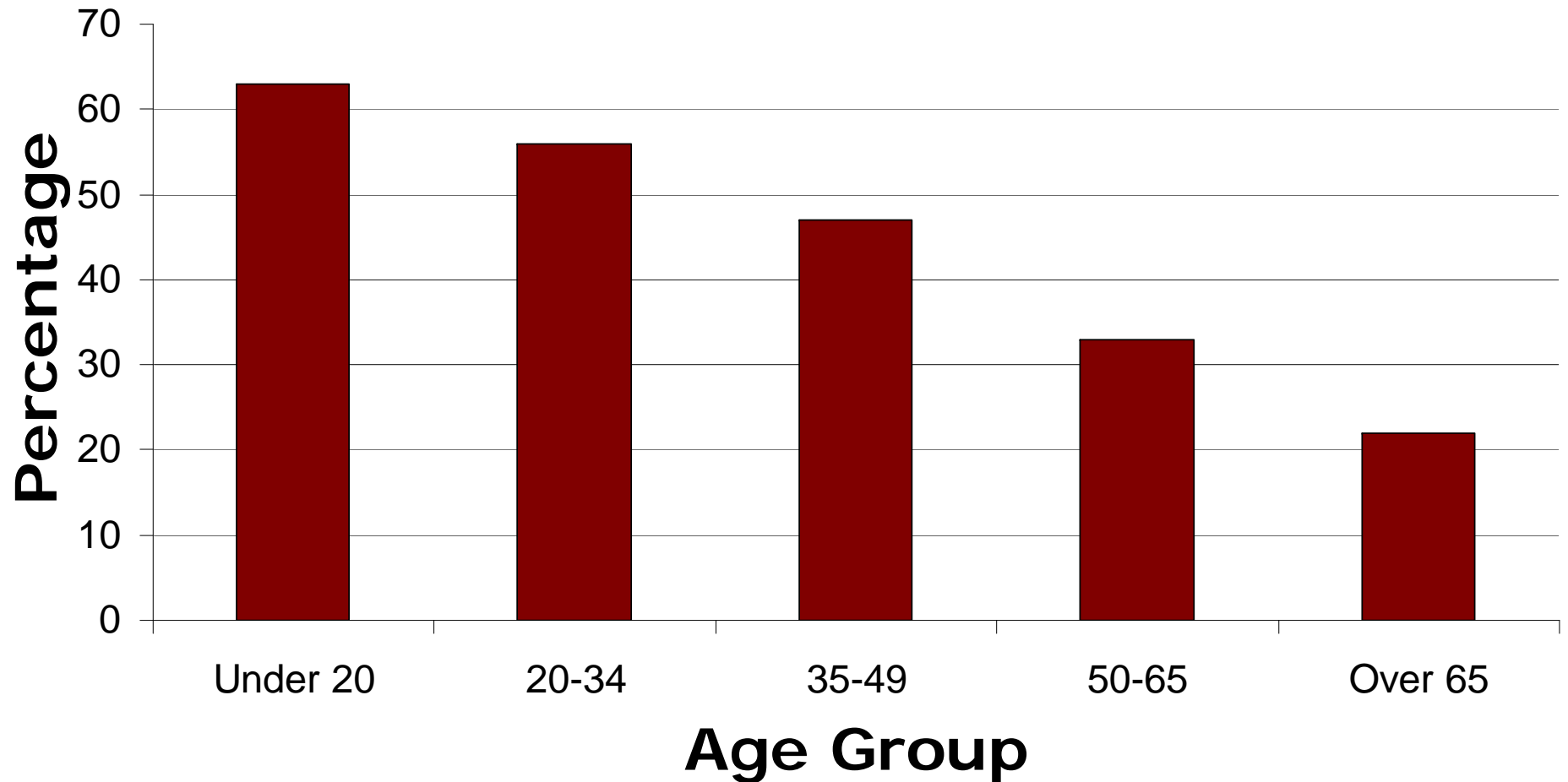
More Post Office Clerks Needed



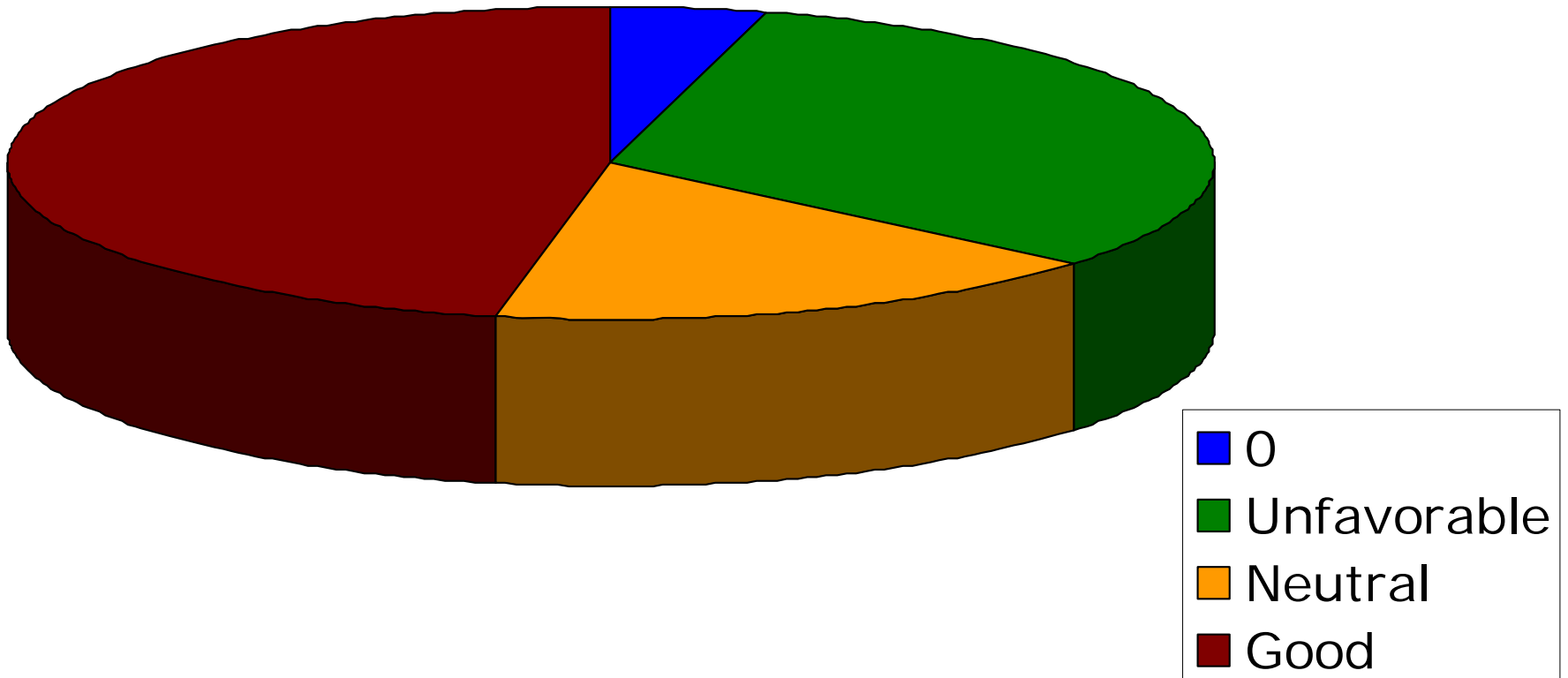
More Post Office Clerks Needed



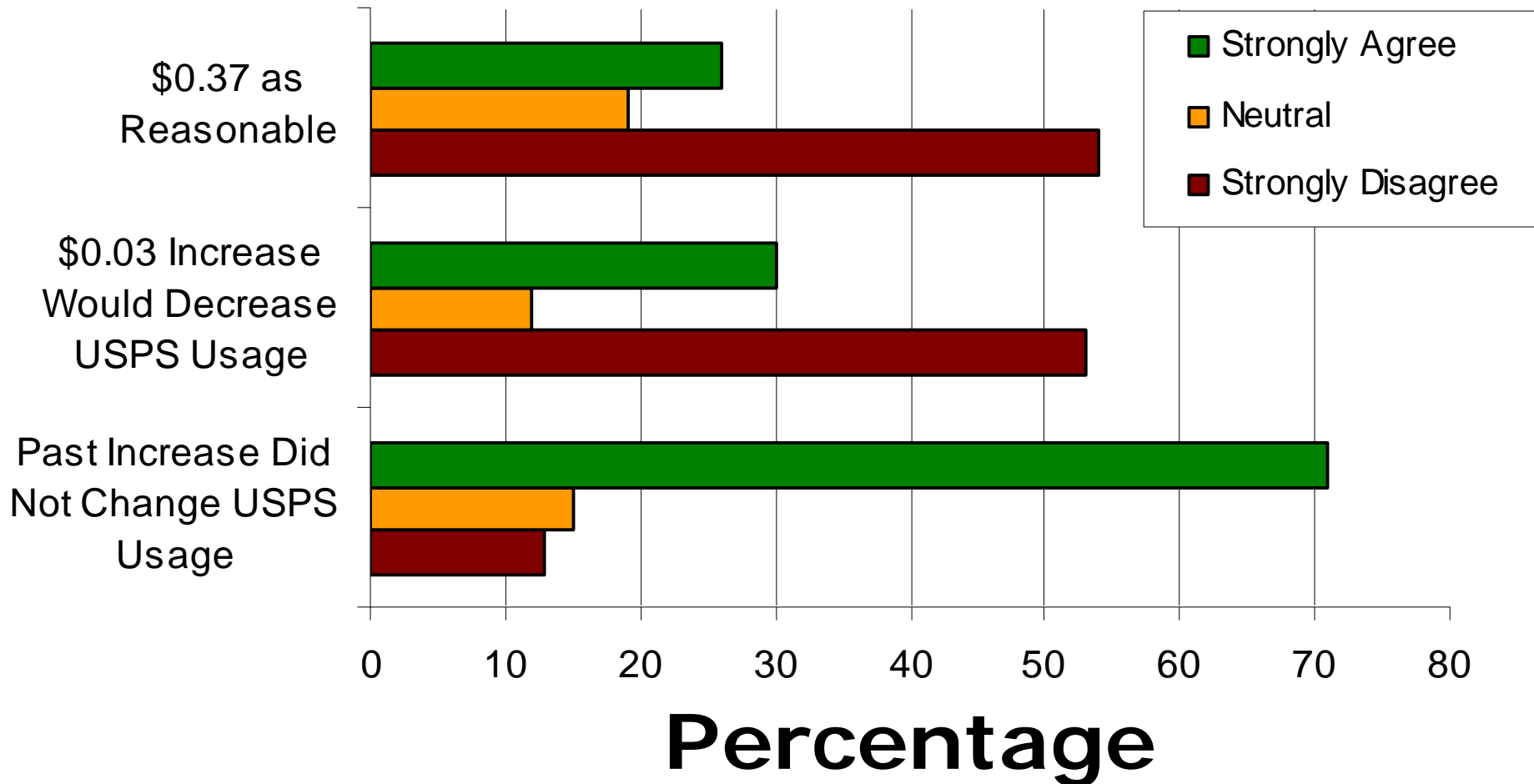
Youth Will Use Internet for Stamps



Credit Card Payment Preferred



Views on Postal Rate Increases



Class Survey Overview

- Demographics
- Postal Services
- Rate Increases

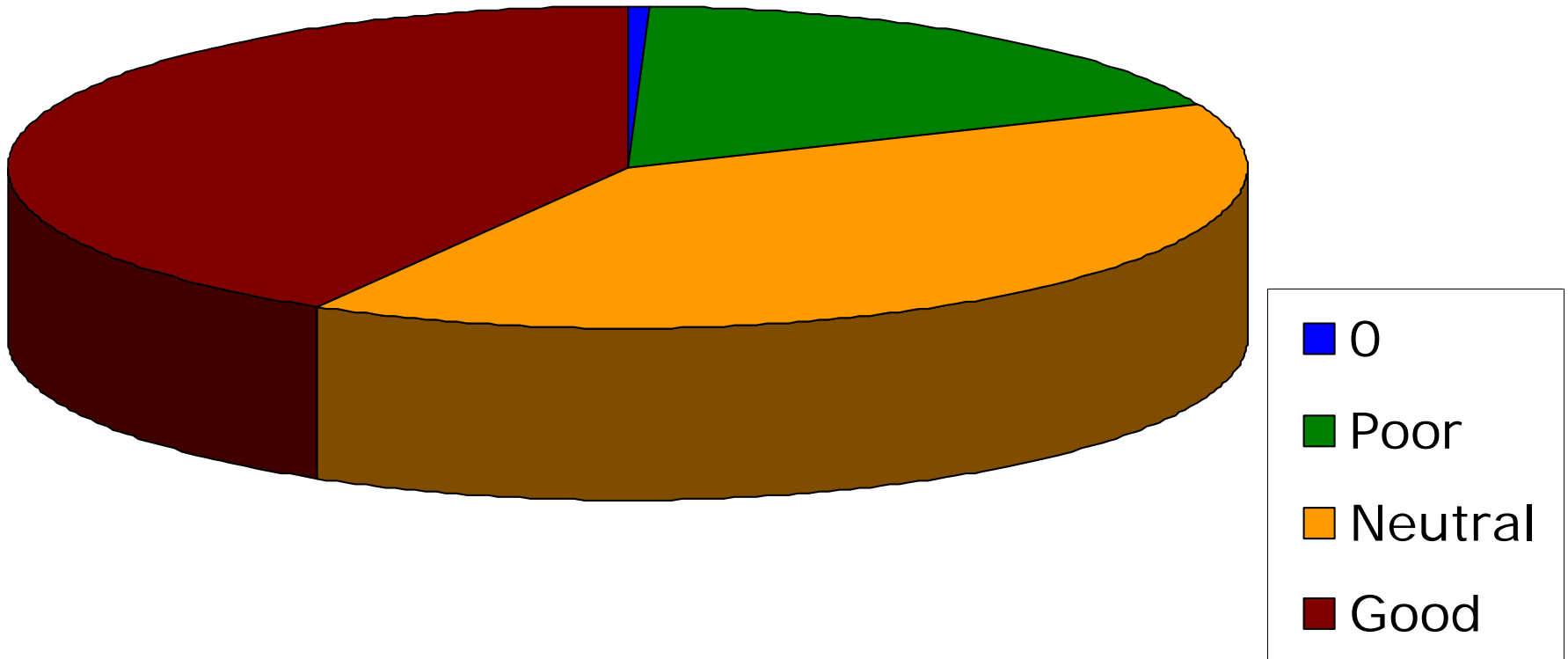
The logo for the University of Southern California (USC), consisting of the letters "USC" in a white, serif font on a dark red background.

USC

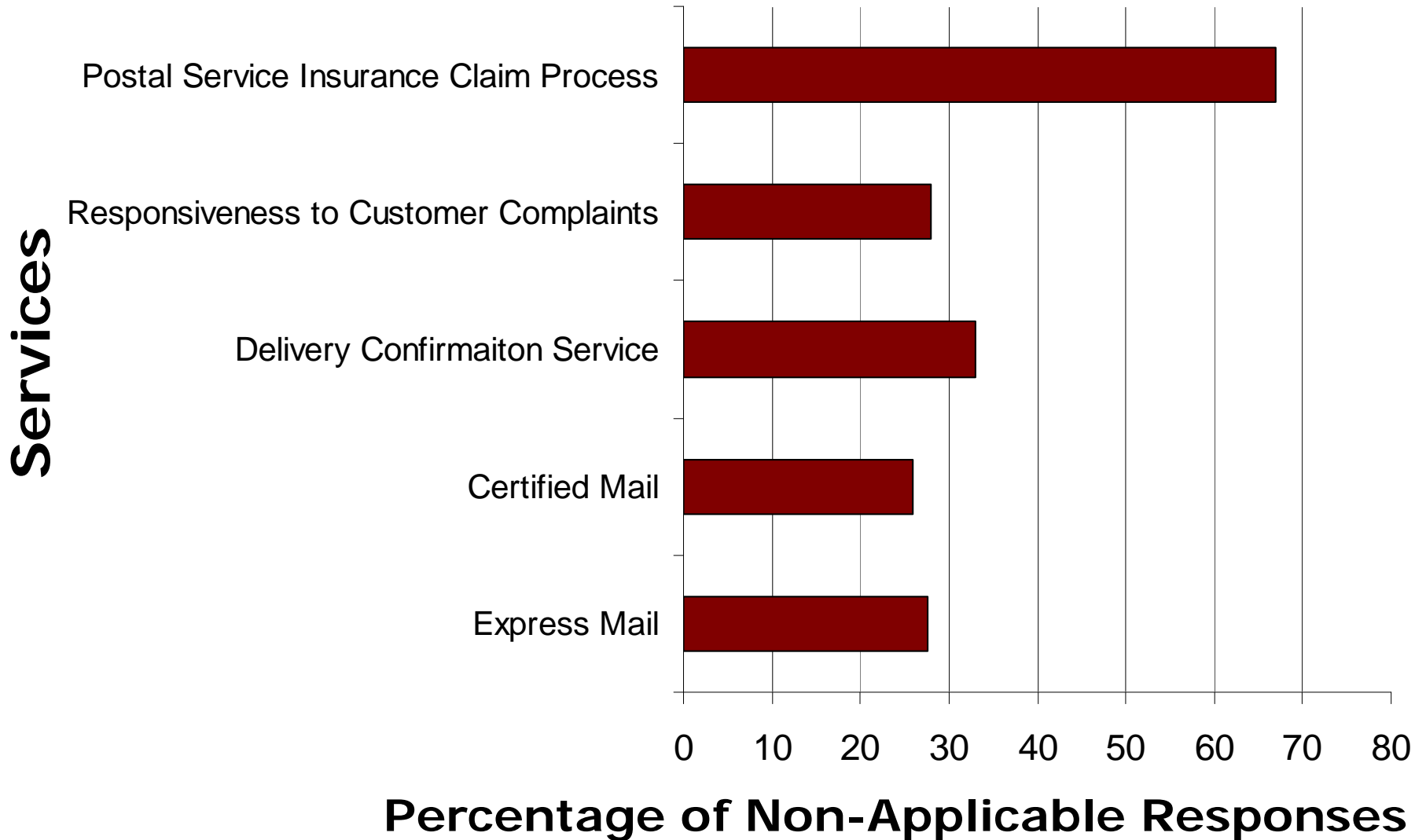
Demographics

- Sample Size
 - 225 Males
 - 235 Females
- Fairly Balanced Age Groups
- 53% with Incomes Over \$50,000
- 58% Caucasians
- 32% Visit U.S. Post Office Once a Month

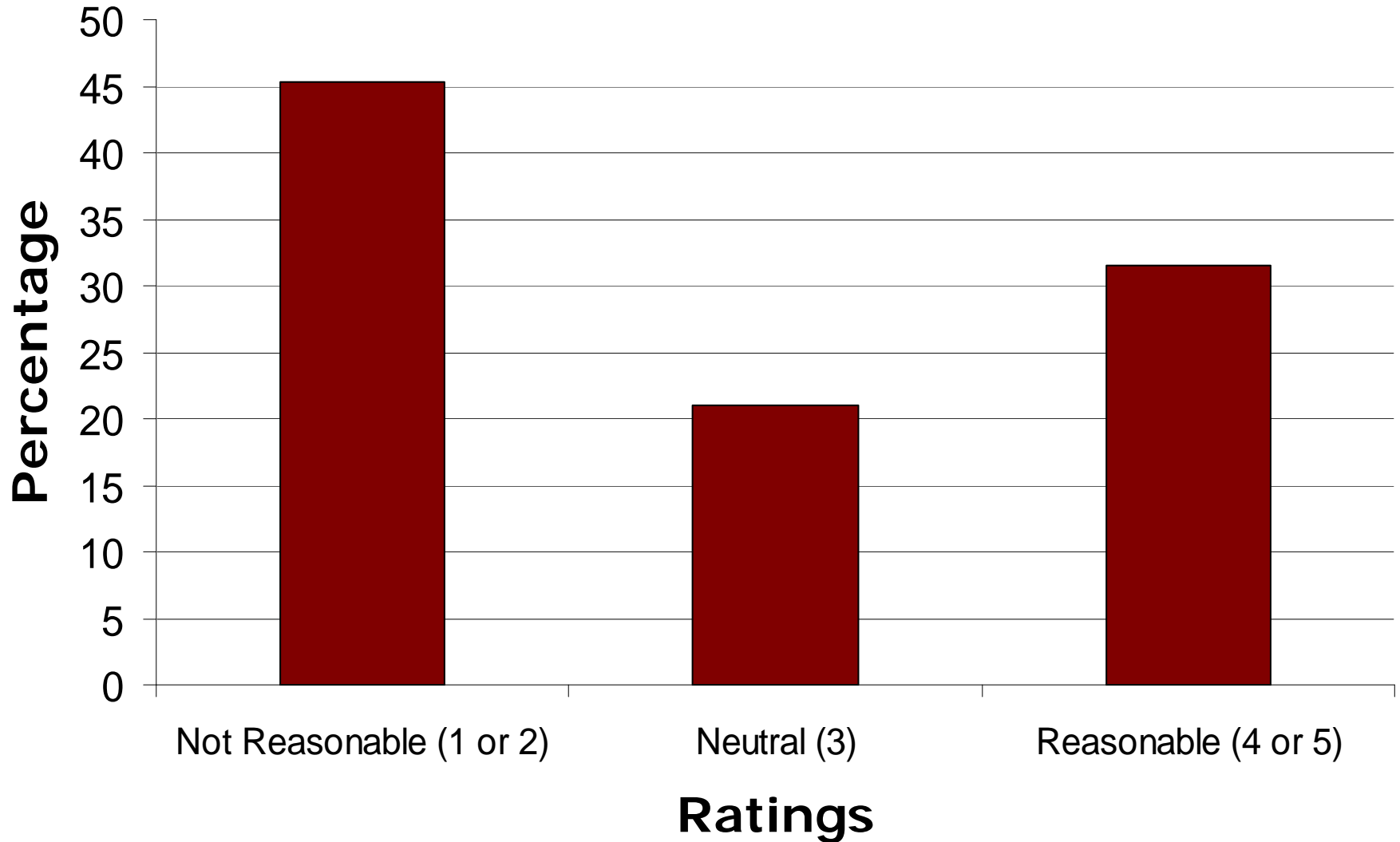
Overall Favorable Rating



Services Used



37 Cents: Reasonable?



Overall Findings

- General Satisfaction with USPS
- Lack of Awareness
- Need for Post Office Improvements
- Opposition to Rate Increases

The logo for the United States Chamber of Commerce (USC) is displayed in white, bold, sans-serif capital letters on a dark red background. The logo is partially obscured by a vertical red bar on the left side of the slide.

USC

Advertise or Discontinue Services

- Review Profitability of Services
- Create Comprehensive and Cohesive Services
- Combine Similar Services

The logo for the University of Southern California (USC), featuring the letters "USC" in a white, serif font on a red background.

USC

Make Consumers Feel Welcome

- Advertise “Hassle-free” Post Office Environment
- Add Comfort Services

The logo for the University of Southern California (USC) is displayed in white, serif capital letters on a dark red background. The letters are bold and spaced out.

USC

Improve Post Office Staffing

- Analyze Post Office Congestion
- Arrange Work Schedules
- Act Local

The logo for the University of Southern California (USC) is displayed in white, serif capital letters on a dark red background. The letters are bold and spaced out.

USC

Focus on Technology Sales

- Promote Vending Machine Sales
- Improve Credit Card Access
- Develop Internet Sales

The logo for the University of Southern California (USC), featuring the letters "USC" in a white, serif font on a red background.

USC

Adjust Postage Rate When Necessary

- Understand Affect on Usage
- Communicate with Consumers
- Consider Larger, Less Frequent Postage Rate Increases
- Provide Competitive Postal Rates
- Offer Stamps Denominated in Services

The logo for the United States Postal Service, featuring the letters "USC" in a white, serif font on a red background.

USC

Conclusion:

Questions & Answers



USC

