FCM Subgroup Participant Responses on Service Performance Measurement Questions
Responses Received as of July 17, 2007

The following questions were sent to participants on the First-Class Mail subgroup of MTAC workgroup 114, Establish Service Standards and Measurement. Responses are noted below (with company names withheld at this point).

Question 1: Does your business need access to aggregate service performance measurement data? If so, what type of data and how frequently should it be reported by the USPS to be of value to your business?

Responses:

Mailer A. The postal service should have aggregate data available at the necessary 3 or 5-digit pair level for one day standard and at the 3-digit pair level for greater than one day standards. The data should be available by delivery day, week and month for customers to obtain on either a push or pull basis. Should business pay, depends on IM and Confirm use and what frequency the business requests. The USPS will have the data for its own use, why not share.

Mailer B. Yes. Monthly would be adequate, we would want to evaluate all 3 digit pairs performance.

Mailer C. Access to aggregate performance information on a monthly basis (minimum) is greatly desired. The data should be made available to all mailers for all 3 digit pairs.

Mailer D. Yes, we'd like to see aggregate USPS information on a monthly or accounting period basis - preferably three digit origin to three digit destination. If expense and statistical validity become issues, we could live with a quarterly reporting cycle.

Mailer E. As a business mailer of statements and direct mail we very much need and want service performance data for our mailings as well as system wide aggregate performance. We use this data like most mailers in to monitor in home dates for direct mail so we can time it with other media activities. On the First Class side we use performance date for accounts receivables and collections.

Mailer specific data needs to be available near real time while system data should ideally be monthly but quarterly would be acceptable.

I envision the USPS capturing service performance data daily and making it available via the web in a data warehouse so users can get only what they need in the way of granularity to better manage their business.

As service provider we "sell" the USPS everyday so the more visibility our customers have into the level of service provided the easier it is to keep them in the mail or begin using mail in the case of direct mail.

Mailer F: Access to more detailed information than is currently publicly available would be very useful for the remittance industry. The level of frequency could be monthly or even bi-monthly. The remittance

industry would be concentrating on inbound mail only preferably segregated to remittance addresses. This is an important point because remittance recipients are generally "privileged" with caller-box service and/or unique zip code. The industry would want to see the data for originating plants individually, not all 2-day standards or 3-day standards lumped together. The most frequent use of the information would be to confirm or refute individual customer complaints that mail from XYZ is taking a long time to have the payment credited.

The industry realizes that the measurement it ideally wants is so different from other participants in First-Class mail that expecting a special measurement only for that segment may not be realistic. If given exactly what it would specify, the industry would want to know both the day and hour that an item was available for recipient pickup. In other words, under this best of formats, the industry would know that mail originated from city X gets to remittance processors at this facility most often in 2 days and can be made available between 9p and 2a for example. The industry would not be surprised if the Postal Service and Commission decided that this type of measurement is too specialized and costly to provide. The industry would make use of more generic delivery data by originating plant, such as 91% was delivered by day-2, and the trend of that data (more is coming on time or less is coming on time) to help with customer service issues. In some cases remittances processors with multiple sites, might use this data to begin recommending redirection of payments from certain originations to a different destination, if the trend of delivery changed significantly enough.

Mailer G. We need access to two types of aggregate data. First, we need access to the data related to all the mail we process. Since we process mail for many customers, that means aggregating data from the mail of numerous mailers.

Second, we need aggregated data for our market area. For example, a presort bureau in Pittsburgh, PA, needs data on service performance for mail entered in the Pittsburgh area for both local mail and outside local area mail. Presort bureaus need to be able to demonstrate to customers that the service their mail is receiving is the same as mail entered directly by mailer/customers as single-piece First-Class Mail or as a single-mailer prepared and entered discounted mail or mail processed and entered via other presort bureaus.

In short, data aggregated at the national or even large areas (i.e., New England or even by USPS areas such as the Great Lakes area) are not of great value. On the other hand, data aggregated by USPS Districts or, even better, by USPS P&DCs would be much better.

Question 2: How would access to aggregate service performance measurement data help your business add value to the mail, grow its use of mail, or better manage its business?

Mailer A. Adding value to the mail - delivery consistency and internal business units' awareness of either timely receipt or aggregate problems and their probable impact on parochial mail will increase value.

Grow use - belief that parochial and aggregate both match and are used in problem resolution; monitor and fix problems, volume will follow.

Better manage - marketing, strategic planning, call center, customer service, operations and management will all have data that will promote more timely and precise decisions and actions.

Mailer B. When we receive question or complaints for existing customers it will help significantly in identifying the scope of an issue. If we see consistent good performance in a 3 digit area we usually would consider a reported problem as an anomaly. 3 digits areas with consistent problems would be escalated through the BSN. We produce mail at multiple plants. Being able to evaluate 3 digit pair information would enable us to produce where service best meets our existing or new customer needs. Our customers and potential new customers often ask for this information. I believe having it available will build confidence in the USPS's commitment to provide dependable and consistent delivery.

Mailer C: We receive customer inquiries almost daily. Although we are able to track our delivery performance and provide details to our customers through the use of CONFIRM, they always ask if the problem is isolated to "our" mail only. Without aggregate data we are not able to provide this level of detail.

Mailer G: We would use aggregated data to encourage mailers/customers to start, increase, or continue to use the US mail.

Mailer D: We have extensive Planet Code service performance metrics generated from all our 32 locations to all 3 digit zip code areas. Our reporting system aggregates three digit destinating information to the USPS District and Area level. Access to aggregate service performance data will enable us to compare our service metrics against 'average business mail' performance. Through our technology, process integration and work share initiatives we expect to be well above average, and these comparisons will help identify areas for both improvement by working with the USPS, and potential market advantage for our clients. As with all aspects of intelligent mail, an accurate measure of mail visibility will enhance its value