

# Overview of MCA's Large Business Mailers Market Research on Postal Services

Prepared for the Malta Communications (MCA) by the National Statistics Office (NSO)

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# Introduction

- 24 selected companies split into 5 main types:
  - Utility services
  - Electronic communication services
  - Financial intermediaries (incl. insurance companies)
  - Government departments & entities
  - Investigation & security activities
  
- All 24 companies successfully interviewed
- Survey was conducted face-to-face during the month of October 2006

# Survey Findings

- Trends in **volumes** of addressed letters **sent**
  - Monthly amount sent to **national** destinations
    - Increased – 50%
    - Decreased – 17%
    - Remained the same – 33%
  - Monthly amount sent to **international** destinations
    - Increased – 25%
    - Decreased – 21%
    - Remained the same – 54%

- Trends in **volumes** of addressed letters **received**
  - Monthly amount received from **national** destinations
    - Increased – 33%
    - Decreased – 25%
    - Remained the same – 42%
  - Monthly amount received from **international** destinations
    - Increased – 17%
    - Decreased – 29%
    - Remained the same – 54%

- Usage of other postal service providers
  - 13 companies use other postal service providers apart from Maltapost
  - Main reasons:
    - For international delivery (62%)
    - Reliable / guaranteed / tracking (46%)
    - Faster / more efficient (39%)
  - Mean score - level of quality for services provided by other postal service providers: 1.9  
**(1= very good to 5 = very bad)**



- Services provided by Maltapost
- Mean scores for level of satisfaction with services provided by Maltapost

<b>Latest collection times</b>	2.7
<b>Time at which post is delivered</b>	2.6
<b>Duration taken to deliver letters</b>	2.4
<b>Information available about the services</b>	2.3
<b>Value for money</b>	2.7

**(1 = very satisfied to 5 = very dissatisfied)**

- Maltapost's Post Office services/facilities
  - 19 companies make use of such services / facilities ... mainly to
    - Post letters (18)
    - Register letters (18)
    - ... and least for
    - Paying bills (3)
  - 4 out of 19 companies were unsatisfied with the Post Office services/facilities

- Maltapost's Registered Mail service
  - All 24 companies made use of Maltapost's Registered Mail service in the last 12 months, of which...
    - 20 are satisfied with the service
    - 13 find the rates appropriate
    - 18 are confident in safe delivery
    - 22 expect the service to be more efficient than normal mail service
    - 20 find times of delivery/collection convenient

- Maltapost's Parcel Post service
  - 11 companies made use of Maltapost's Parcel Post service in the last 12 months, of which...
    - 5 find the rates appropriate
    - All 11 are confident in safe delivery
    - 10 are satisfied with the service

- Maltapost's Bulk Mail services
  - 22 companies made use of Maltapost's Bulk Mail services in the last 12 months, of which...
    - 12 found the rates appropriate
    - All 22 intend to use the service in the next 12 months  
*(the 2 companies that did not make use in last 12 months, do not intend to use the service)*
  - Mean score for level of satisfaction with the service: 2.2  
**(1 = very good to 5 = very bad)**

- Maltapost's addressed advertising services
  - 5 companies made use of Maltapost's **addressed advertising** 'direct mail' services in the last 12 months, of which...
    - All 5 found the rates appropriate
    - 3 were satisfied with the service and 2 were neutral
    - 2 intend to use Maltapost's addressed 'direct mail' service in the next 12 months

- Maltapost's unaddressed advertising services
  - 3 companies made use of Maltapost's **unaddressed advertising** 'direct mail' services in the last 12 months, of which...
    - All 3 found the rates appropriate
    - 1 was satisfied with the service and 2 were neutral
    - 2 intend to use Maltapost's unaddressed 'direct mail' service in the next 12 months

- Letterbox standards/security measures
  - 13 companies were aware of the appropriate letterbox standard size, of which only 1 company had a letterbox that does not conform to the appropriate standard size
  - 13 companies were satisfied with Maltapost's security measures to ensure that mail sent reaches its intended recipient safely (8 unsatisfied & 3 do not know)



- Maltapost's complaint handling mechanism
  - 18 companies were aware of Maltapost's complaint handling procedures, of which...
    - 10 were satisfied with such procedures
  - 15 companies made a complaint to Maltapost in the last 12 months, of which 2 stated that they were compensated. (1 satisfied with the amount & 1 neutral)

- Maltapost's complaint handling mechanism
  - Mean score, to rate the way complaint was dealt with: 2.8  
**(1 = very well to 5 = very badly)**
  - Most common types of complaint:
    - Mis-delivery (5)
    - Delay (4)
    - Mail delivery or collection (3)
    - Loss or substantial delay (2)

- Conclusion
  - Mean score to rate whether the service provided by Maltapost has improved or worsened over the last 12 months: 2.8  
**(1 = much better to 5 = much worse)**
  - Mean score to rate the **overall quality** of postal services provided by Maltapost: 2.6  
**(1 = very good to 5 = very bad)**



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