

MCA Market Research

Postal Services – Large Bulk Mailer Survey Results

Published: November 2017

Assess the extent of large bulk mailers' satisfaction with the services provided by MaltaPost (USP)

Monitor a number of postal services aspects: price levels, quality, access and complaints handling

Provide for better regulatory decisions

Grant Thornton Services carried out the survey between April and June 2017 on behalf of the MCA.

A total of 40 organisations have participated in this face-to-face survey.

Each respondent (on behalf of the organisation) was the person responsible for handling mail and other postal articles in that organisation.

To be eligible to participate in the survey the organisation had to:

- » Use the bulk mail service to send addressed letters; and
- » On average had to send more than 750 addressed letters in a year using this service (thus excluding any one-off users of the bulk mail service)

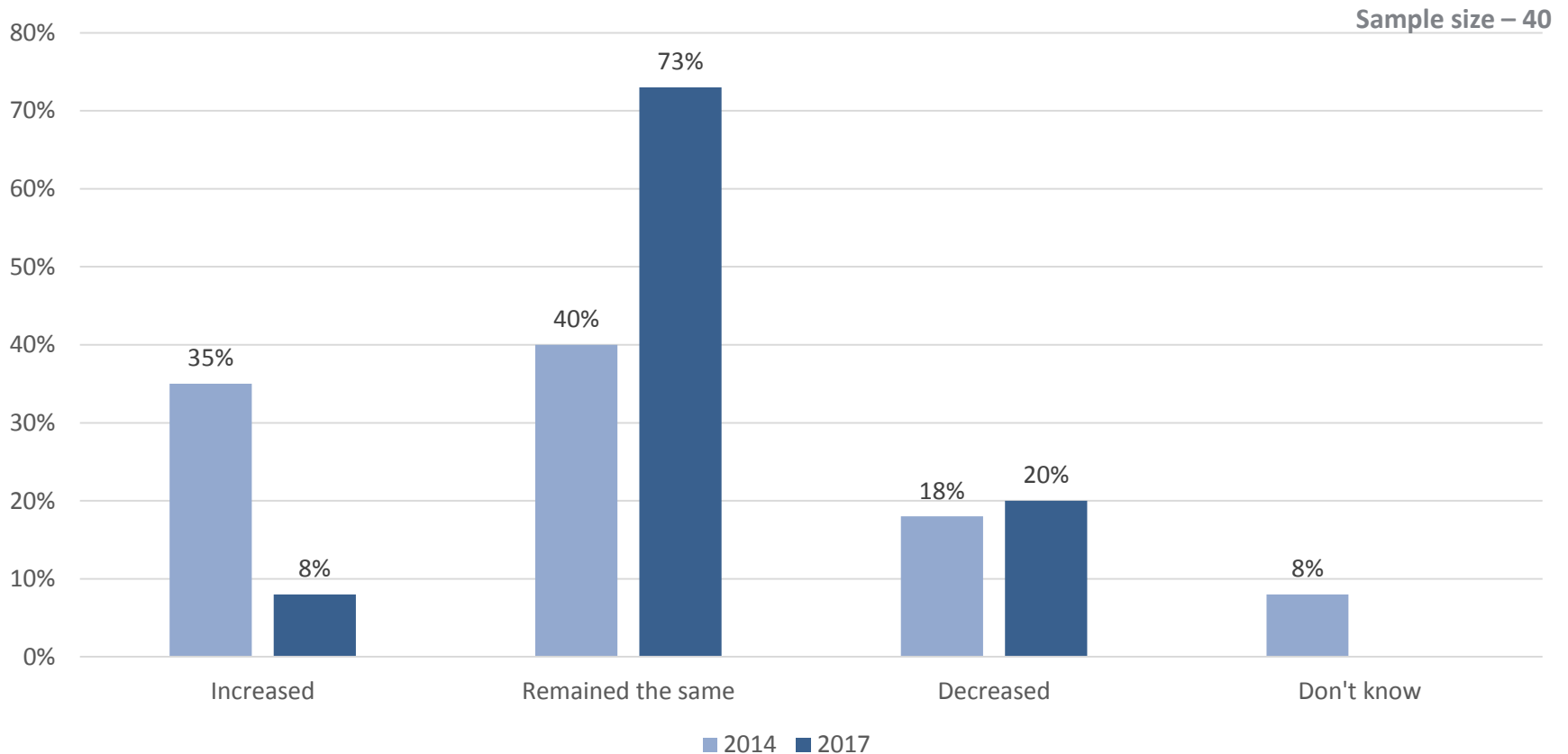
Section 1: Letters



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Sending Letters

Did the number of addressed letters sent increase, decrease, or remain the same over the past 12 months?

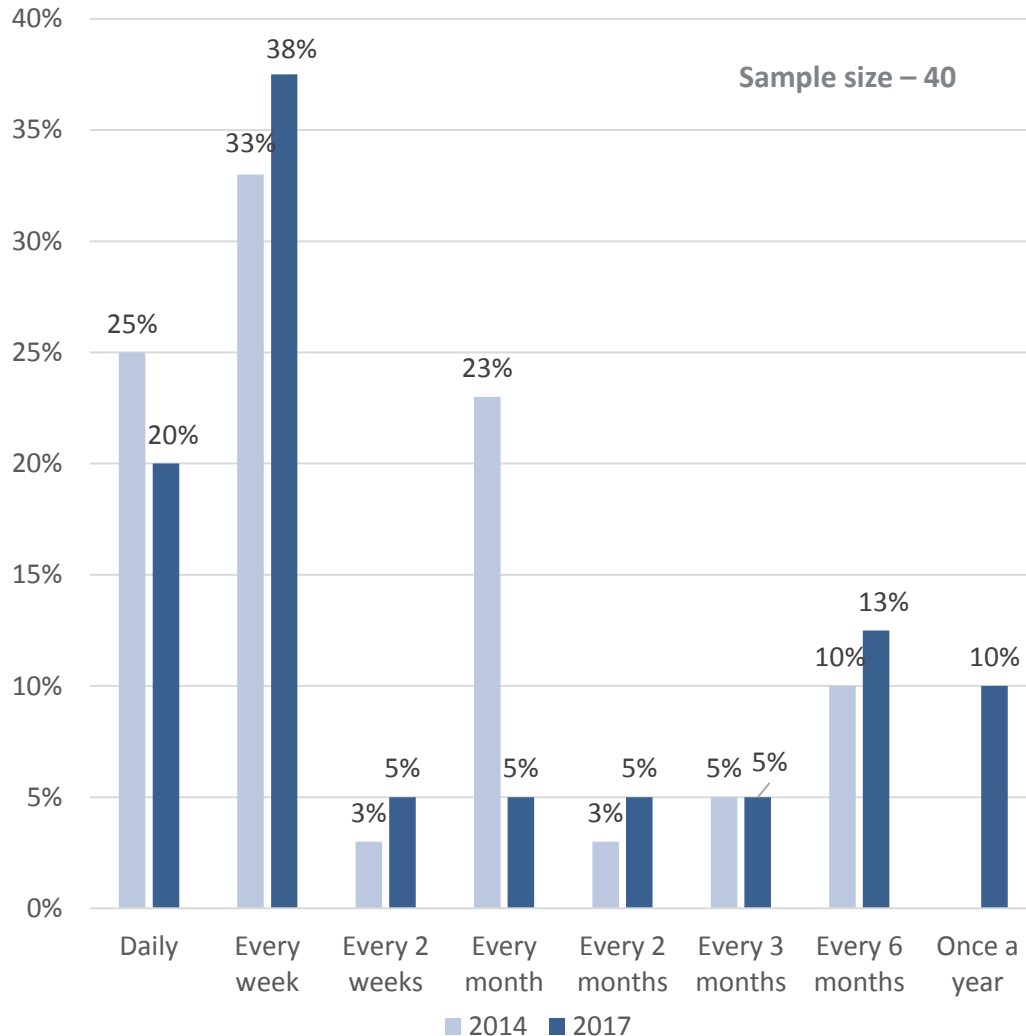


The 3 entities who claimed they sent more letters cited marketing and direct advertising as the main reasons.



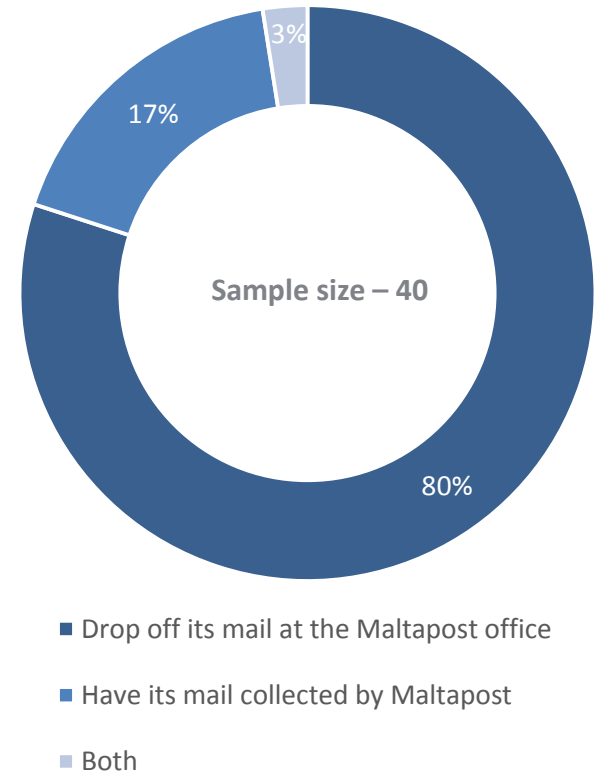
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How often do you use the bulk mail service?



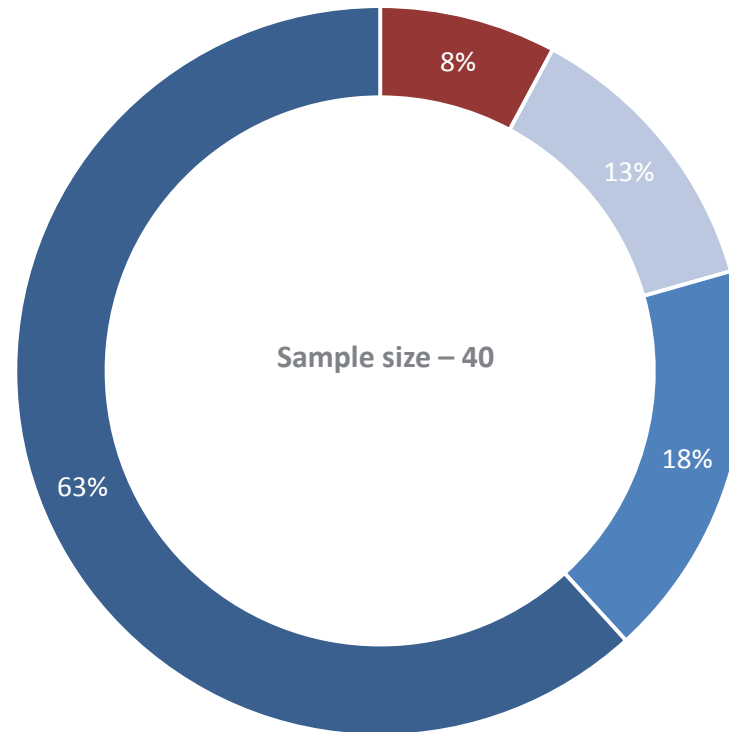
Use of Bulk Mail Service

When making use of MaltaPost's bulk mail service, does the organisation...



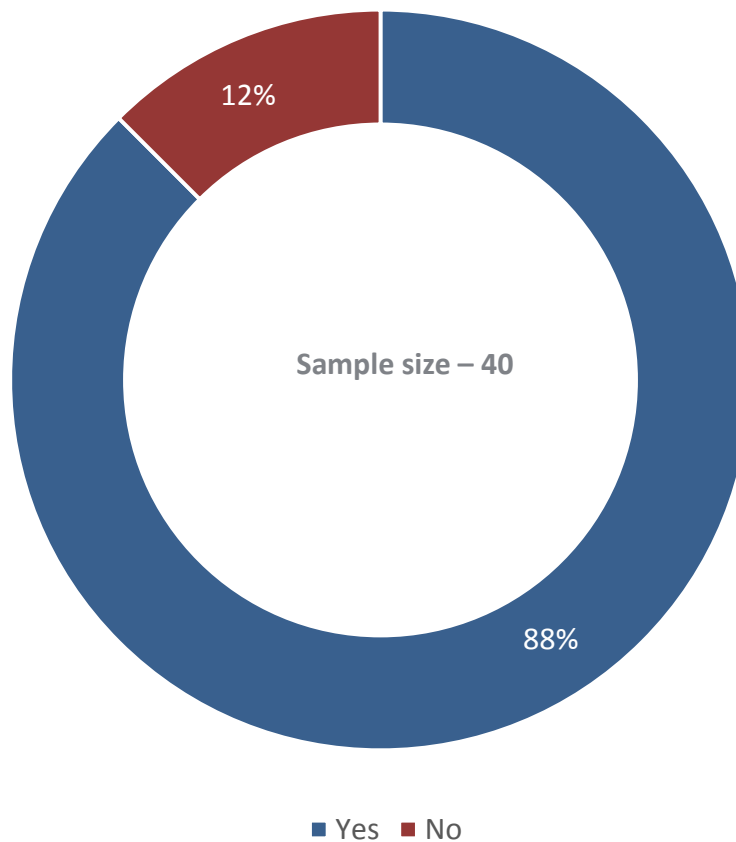
Between 2014 and 2017 bulk mailers have been sending mail less frequently; the majority of bulk mailers still using the service on a weekly basis.

Does the organisation include the post-code when sending a postal article using the bulk mail service?



■ No ■ Yes (<50% of mail) ■ Yes (50-79% of mail) ■ Yes (80-100% of mail)

Is the organisation aware that there is a post-code finder on MaltaPost's website?



The high proportion of respondents who are aware of the post-code finder on MaltaPost's website is consistent with the proportion of respondents who include the post-code when sending a letter.



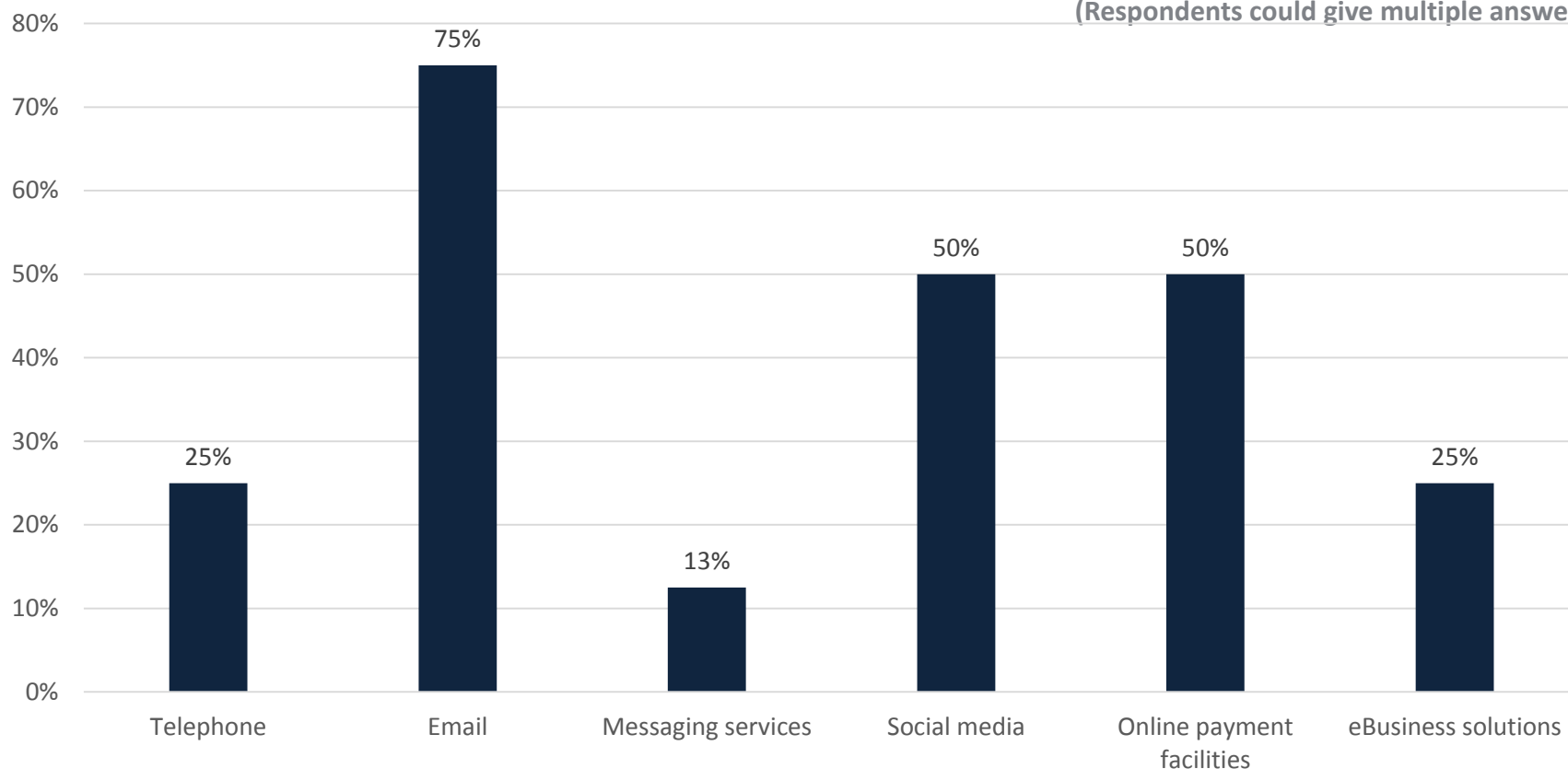
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Decrease in Letters

If there was a decrease in the number of addressed letters sent, what are the main reasons?

Sample size – 8

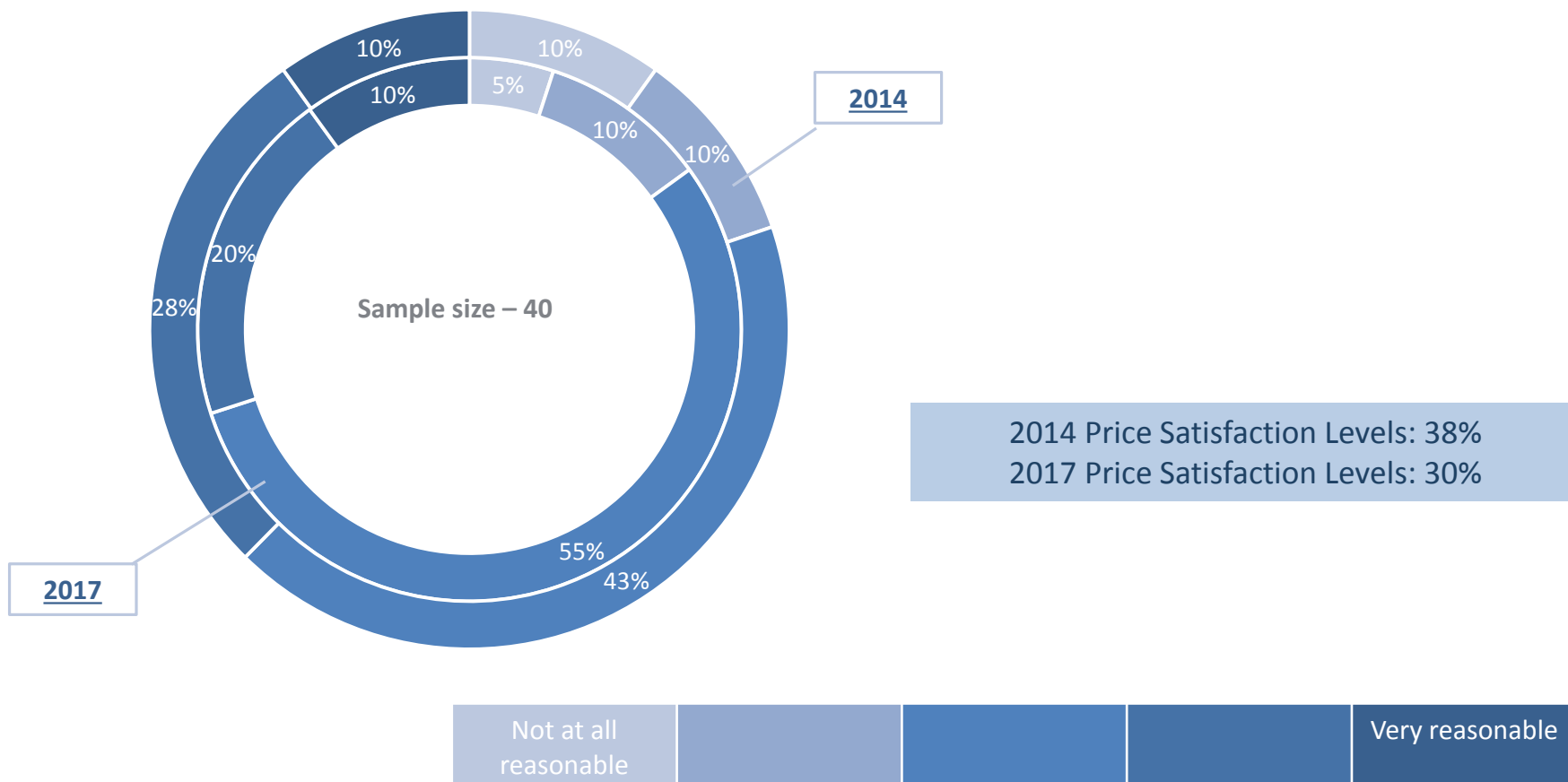
(Respondents could give multiple answers)



Increasing from 57% in 2014 to 75% e-mail continues to be a major threat to postal services, with this medium being indicated as the main reason for decreases in letter mail.

Bulk mail: Price Satisfaction

How reasonable does the organisation find the price of MaltaPost's bulk mail service?





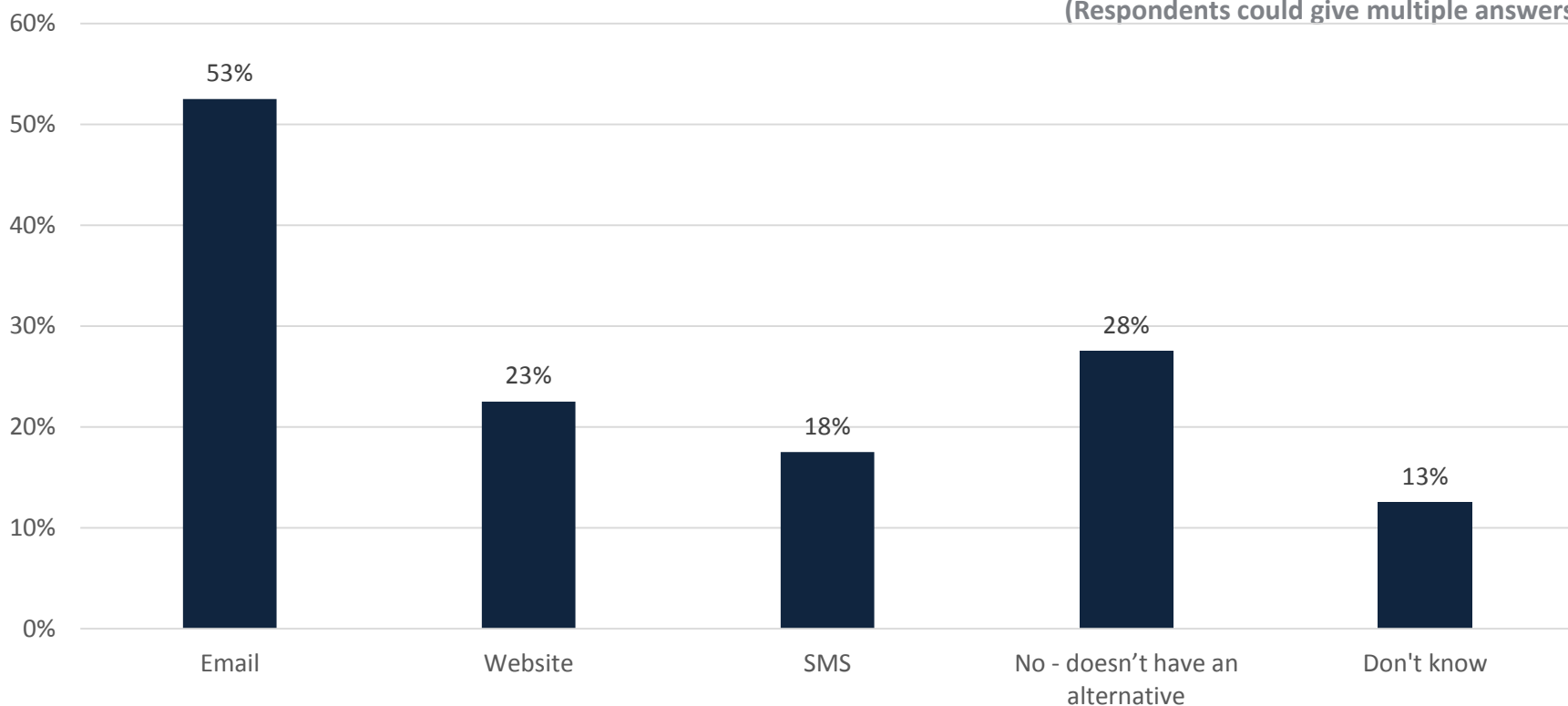
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Non-Postal Alternatives

If the price of MaltaPost's bulk mail service were to increase by 5-10% would the organisation consider switching to non-postal alternatives?

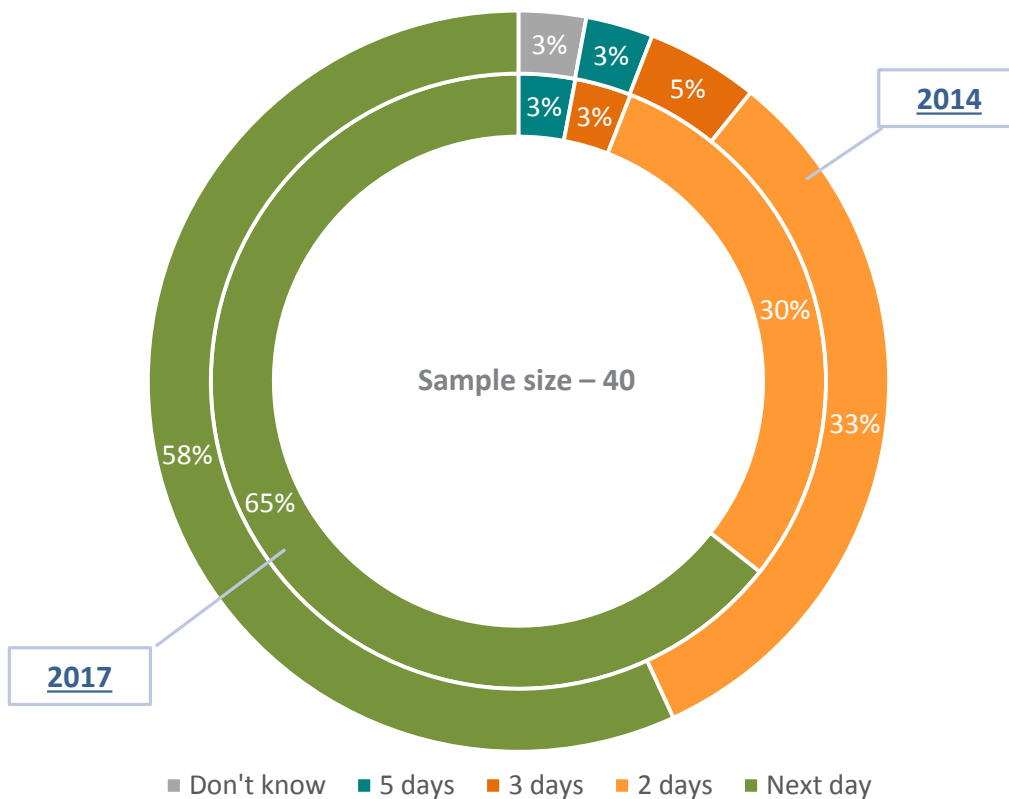
Sample size – 40

(Respondents could give multiple answers)



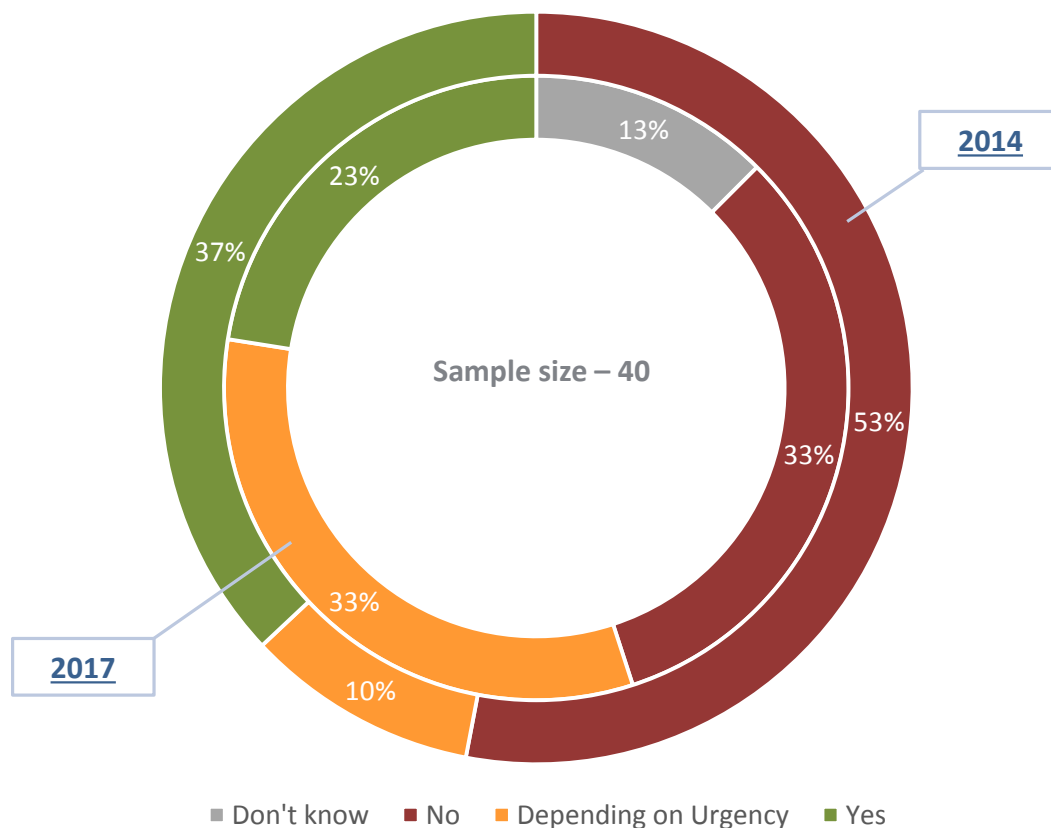
Businesses are already using email as an alternative; in the event of a 5-10% price increase the majority of respondents claimed that their preferred alternative would still be email.

What is an acceptable lead-time (in days) from date of posting a letter using MaltaPost's bulk mail service to actual delivery?



An increasing number of businesses' expectations are leaning towards next-day delivery.

Would the organisation opt for a bulk mail service which is cheaper/discounted for deferred delivery, whereby postal articles are then delivered after 3 days instead of next day?



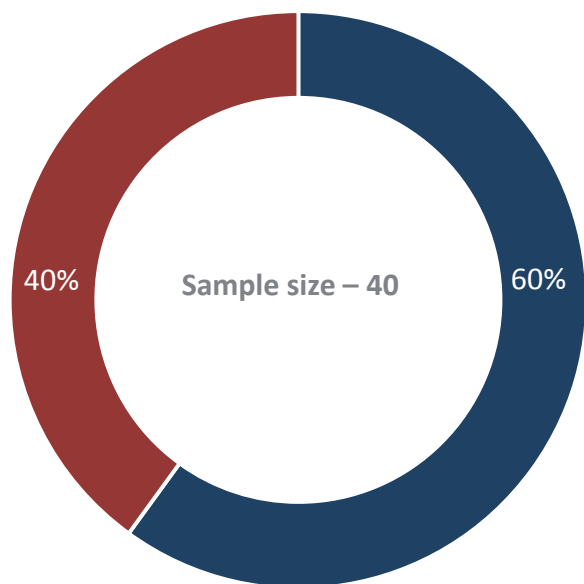
Up from 10% in 2014, 33% of respondents claimed they would opt for a cheaper D+3 service depending on the urgency of their item.



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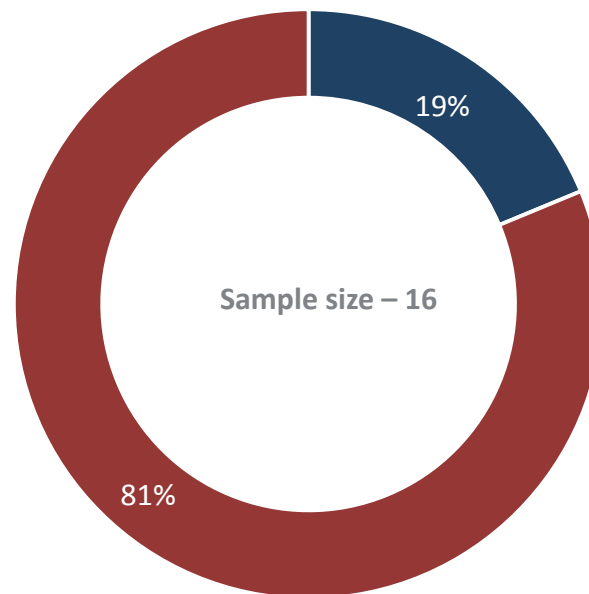
Collection and Delivery of Bulk Mail Letters

Would 5 days a week for the delivery of postal articles by MaltaPost instead of 6 days a week be acceptable to the organisation?



■ Yes ■ No

If not, would the organisation find it acceptable to reduce the frequency of deliveries from 6 to 5 days a week in order to maintain current postal prices?



■ Yes ■ No

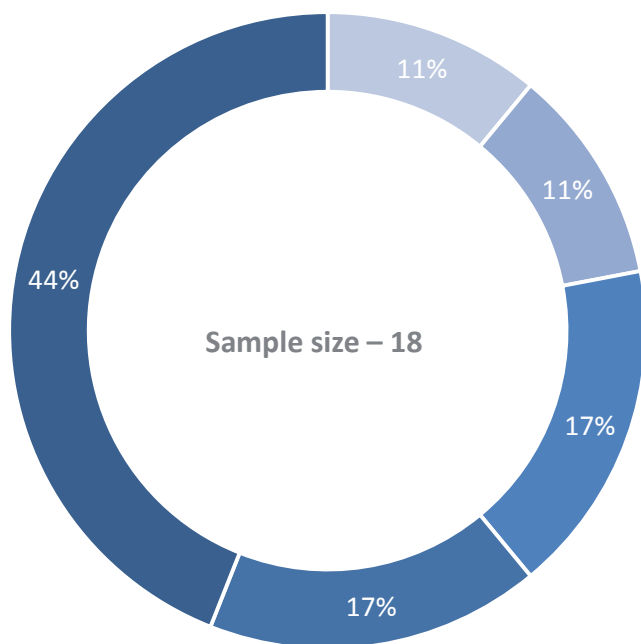
Among entities that indicated a willingness to have a 5-day week delivery service 85% indicated Saturday as the day the organisation would remove delivery from.

Section 2: MaltaPost's Services



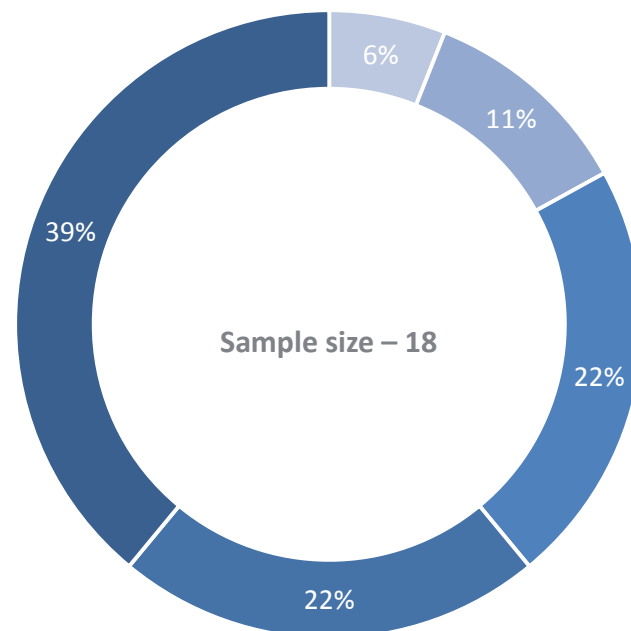
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How useful does the organisation find the P.O. Box service provided by MaltaPost?



P.O. Box & Business Reply Service

How useful does the organisation find the business reply service provided by MaltaPost?



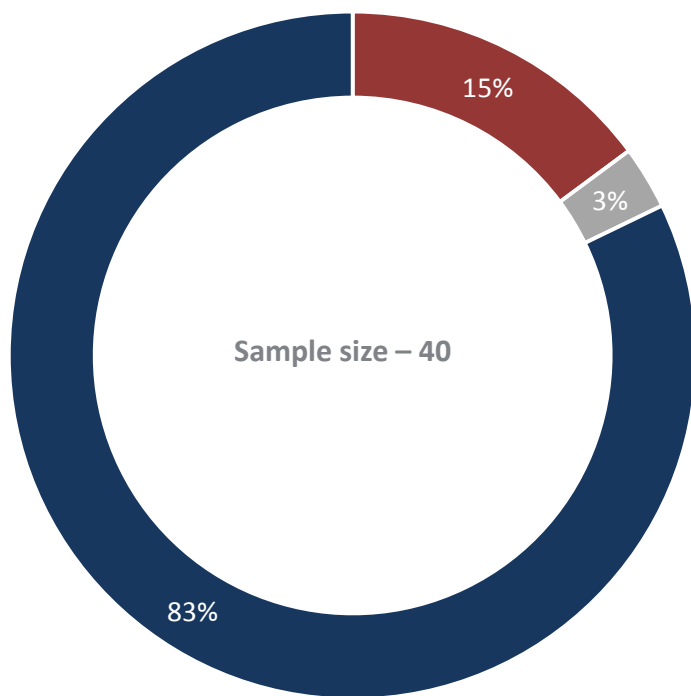
Less than half of the respondents make use of the P.O. Box and Business Reply Services. The majority of P. O. Box and Business Reply Service users find the service useful.



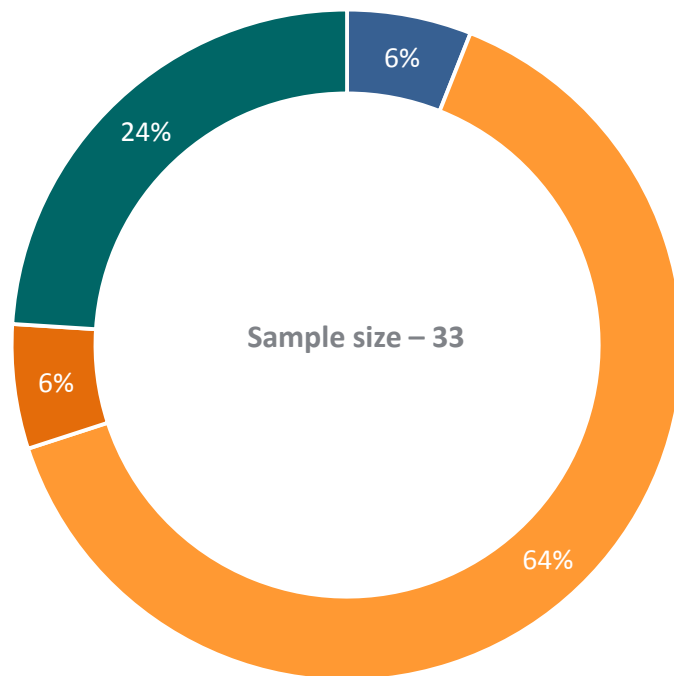
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MaltaPost's Website: Usage

Have you used MaltaPost's website in the past 12 months?



■ No ■ Don't know ■ Yes



■ Yes, once every 6 months ■ Yes, once every few months
■ Yes, every month ■ Yes, every week

In 2014 30% of the respondents claimed to have never used MaltaPost's website. In 2017 15% of respondents did not make use of the website in the last 12 months and 24% of respondents were heavy users.



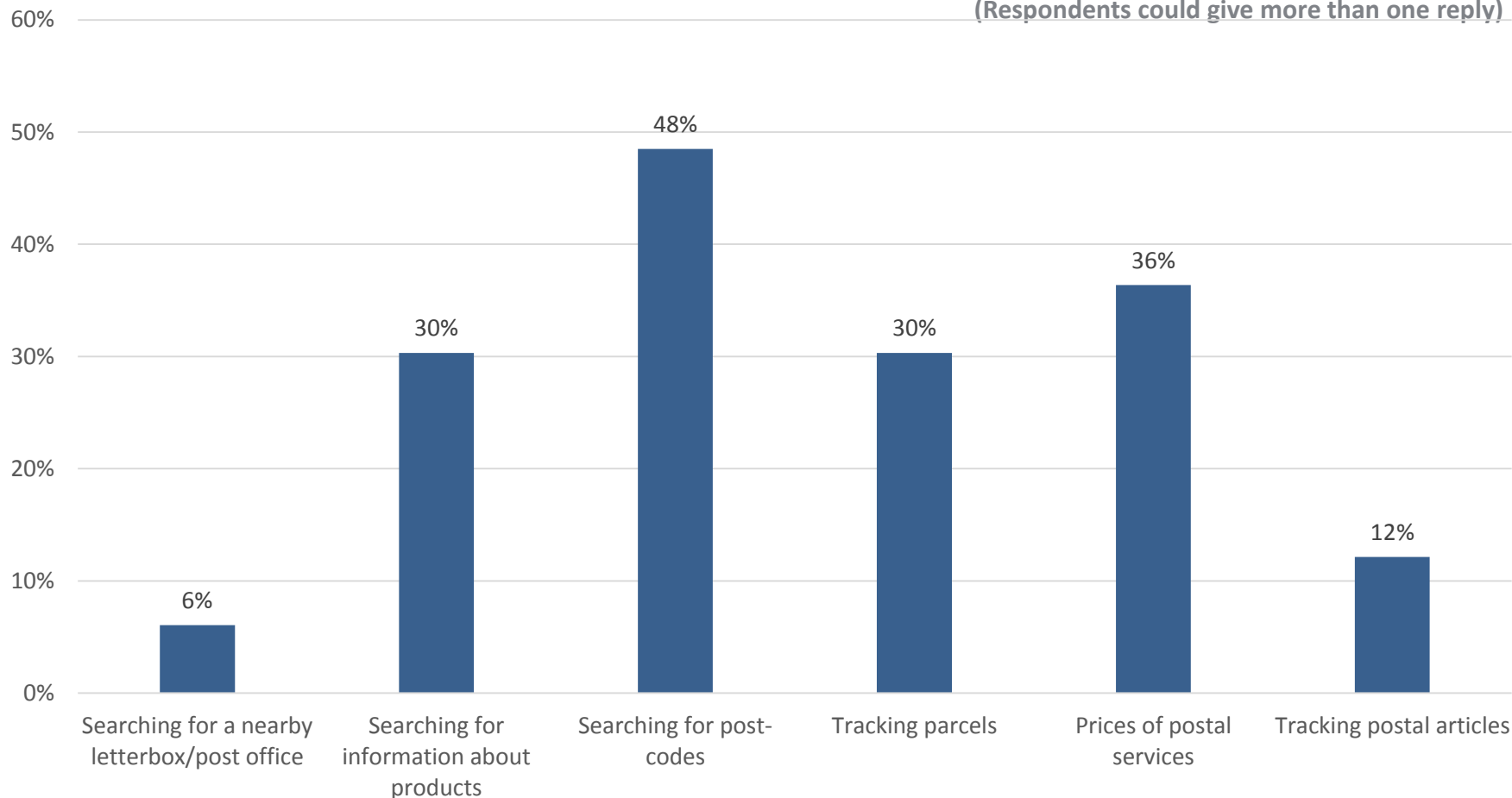
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MaltaPost's Website: Usage

What is/are the main reason/s for using MaltaPost's website?

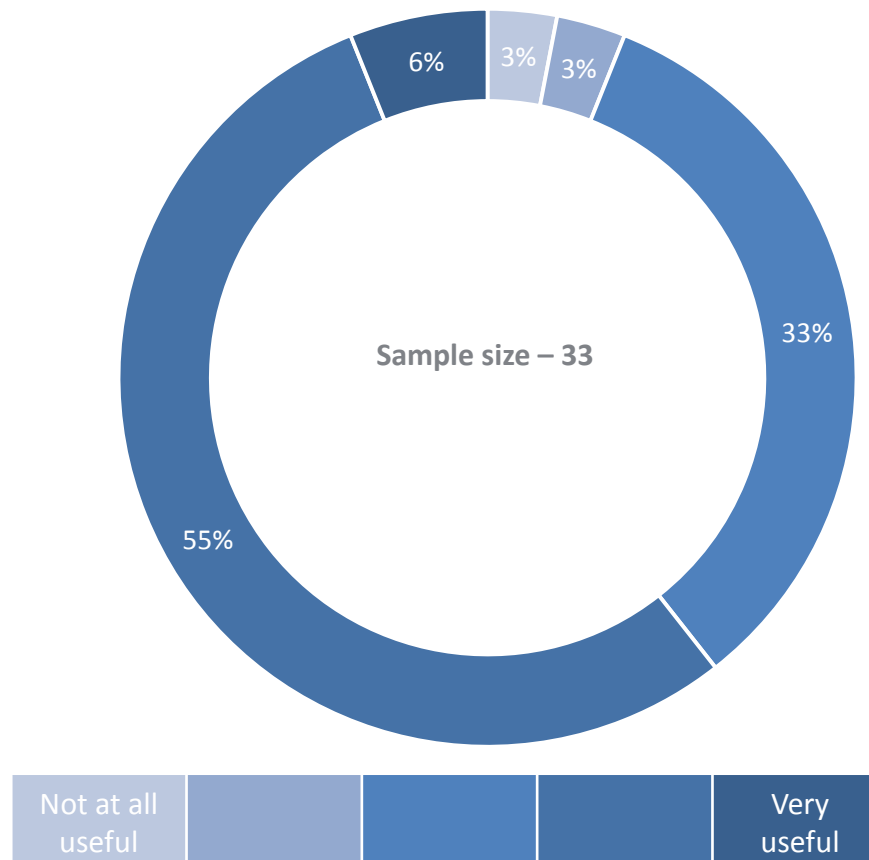
Sample size – 33

(Respondents could give more than one reply)



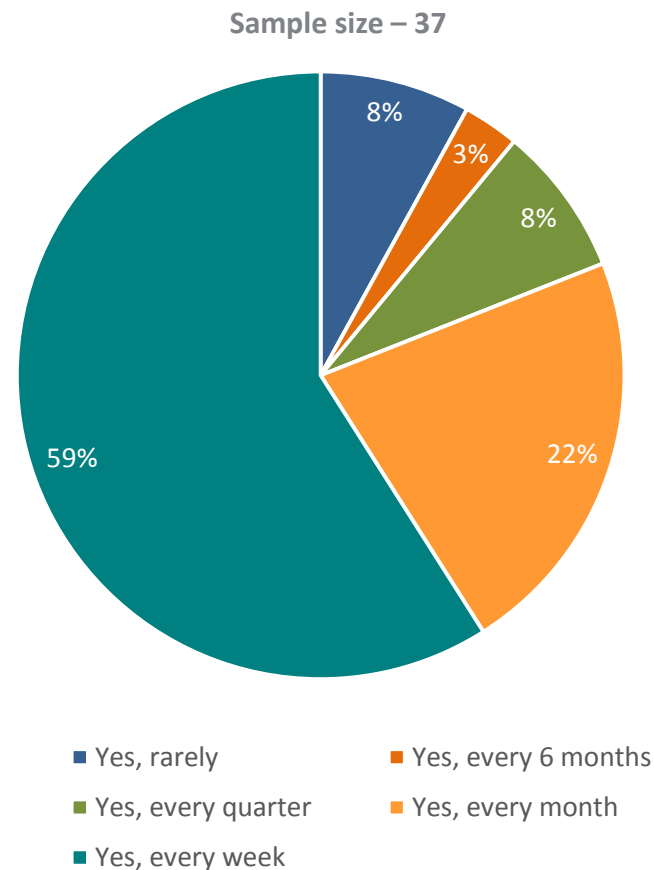
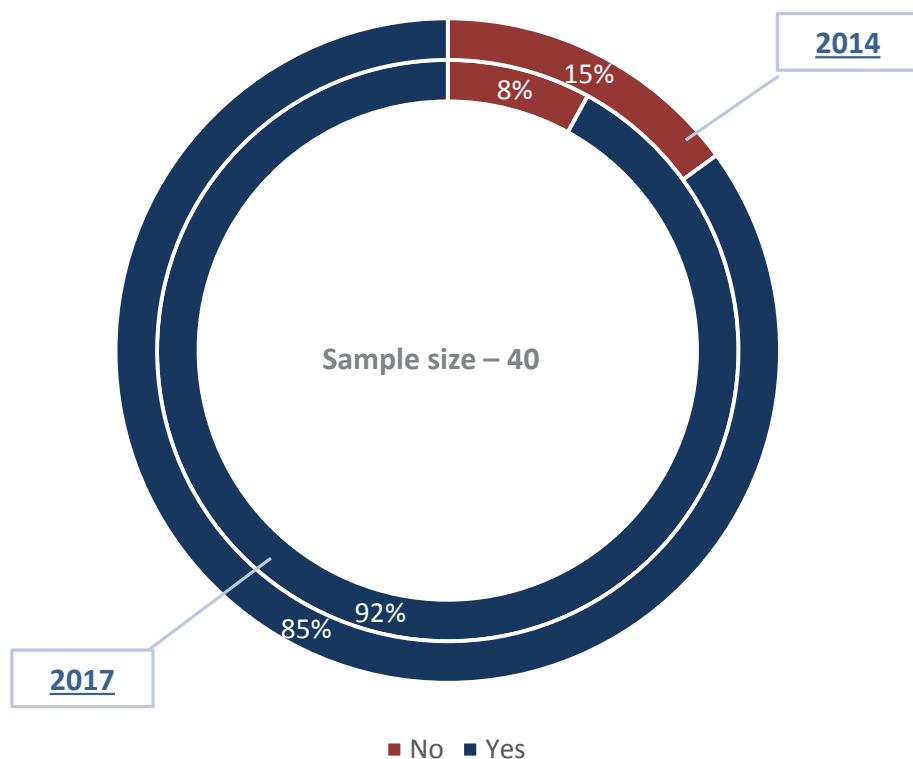
The main reason for using MaltaPost's website was to search for post-codes and prices of postal services.

How satisfied is the organisation with MaltaPost's website?



61% of the respondents are satisfied with the website, consistent with 2014's results.

Has the organisation made use of the post office in the last 12 months?



Increasing from 85% in 2014 to 92% in 2017, the majority of respondents make use of the post office, with most respondents visiting every week.

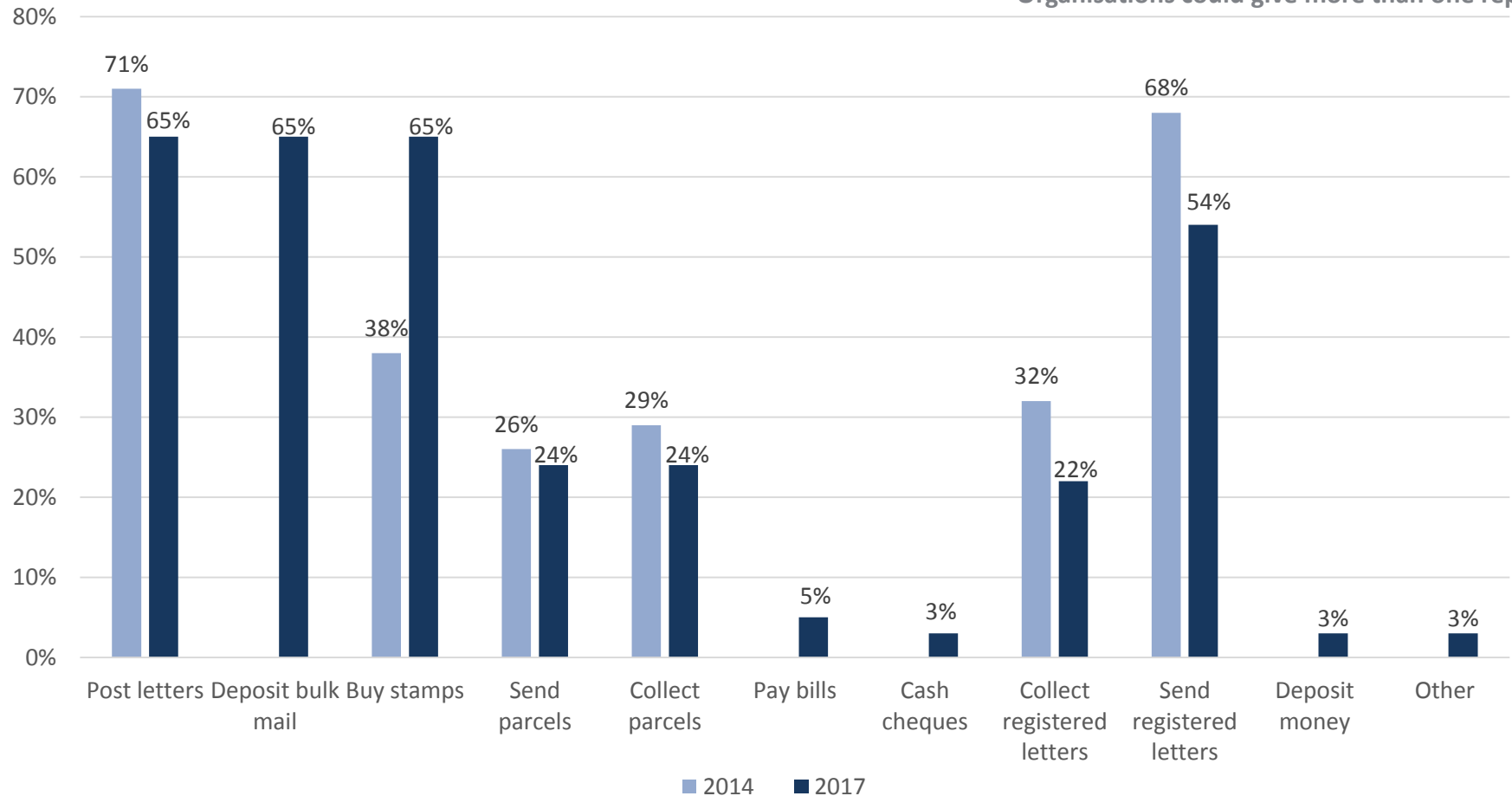


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Post Office Services

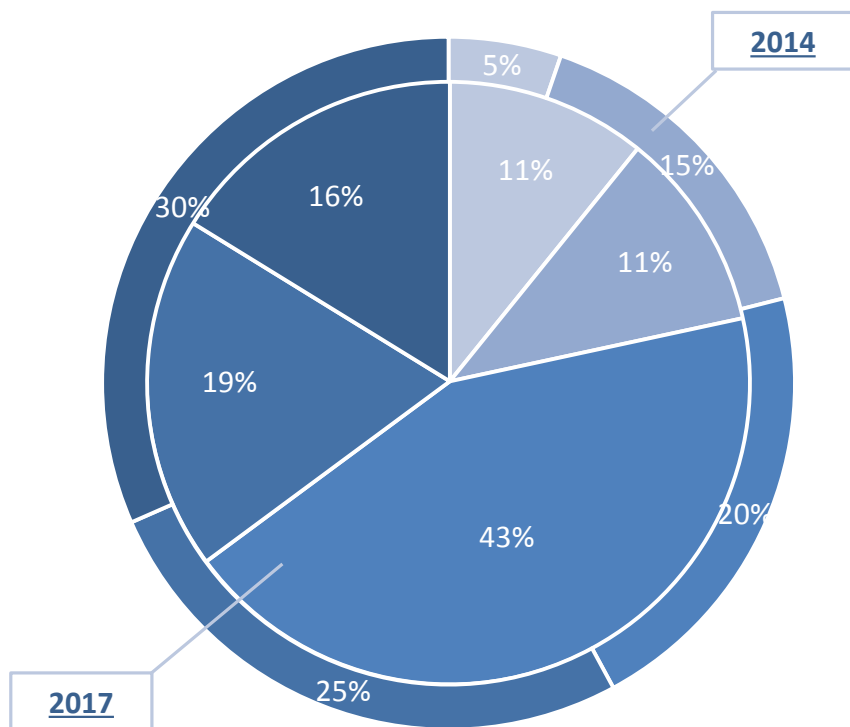
Which post office services did the organisation make use of?

Sample size – 37 organisations
Organisations could give more than one reply



The majority of respondents make use of the post office to post letters, deposit bulk mail and buy stamps.

How satisfied is the organisation with the Post Office's opening hours?



Sample size – 37

The amount of respondents claiming that they are satisfied with the post office opening hours has decreased since 2014: satisfaction currently stands at 35% whereas in 2014 it was 55%.

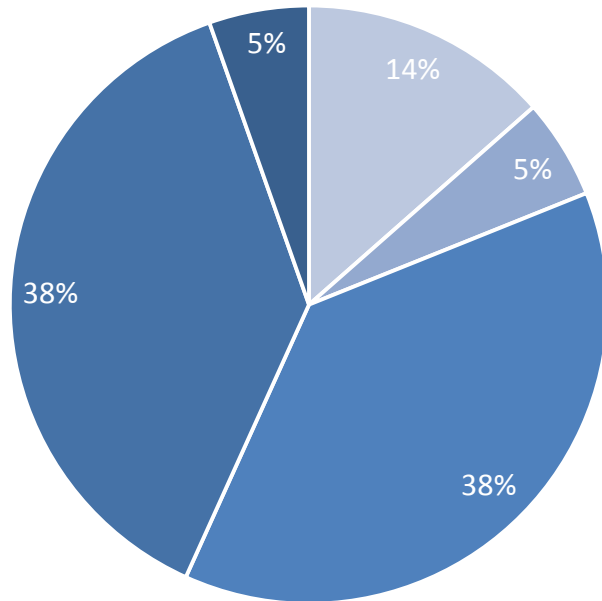




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How reasonable does the organisation find the waiting time at the post office?

Sample size – 37



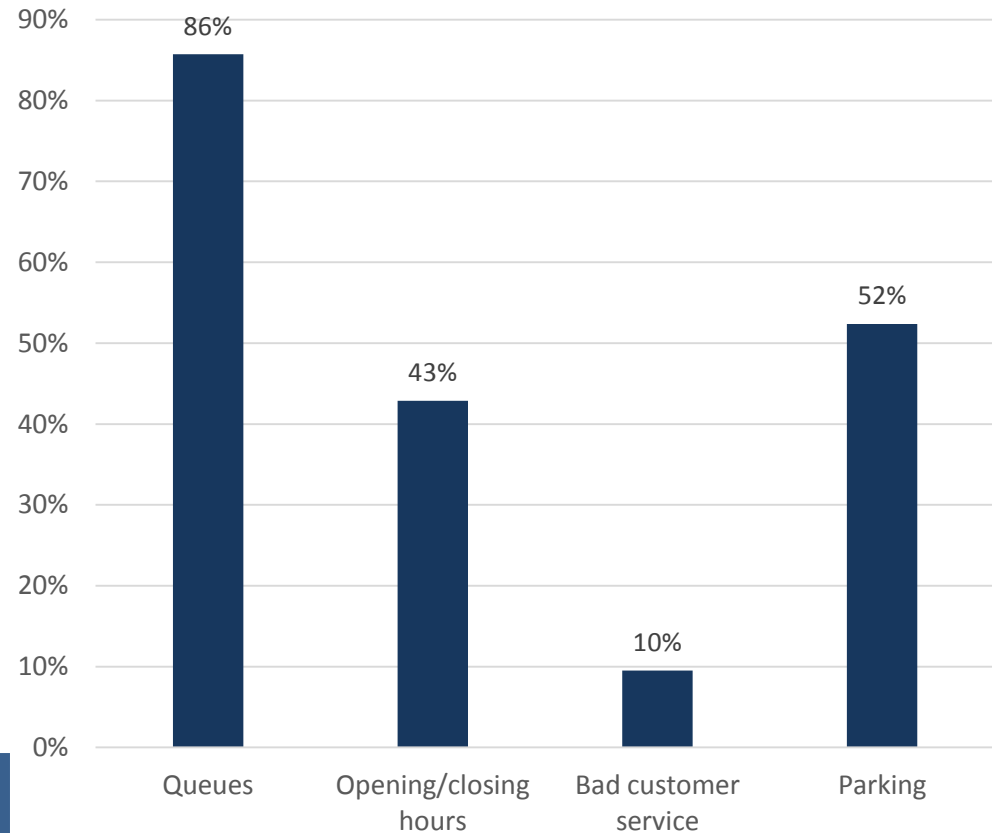
Not at all
reasonable

Very
reasonable

Post Office: Waiting Time

What are the main reason/s for dissatisfaction?

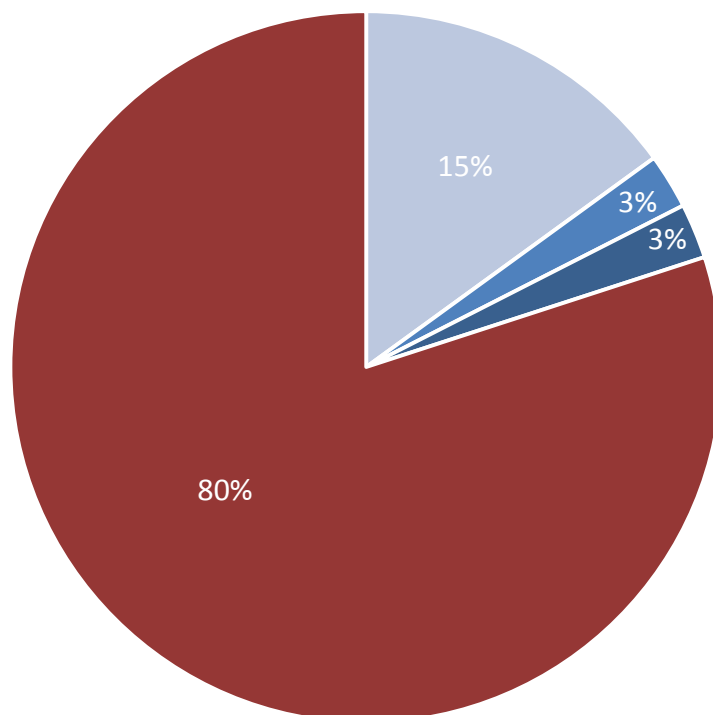
Sample size – 22



Satisfaction with waiting times at the post office stands at 43%; this is problematic due to the large proportion of respondents who visit the post office to drop off their bulk mail. Likewise 'queues' increased further since 2014 (then 40%) as did 'operation hours' (then 30%).

In the last 12 months, has the organisation made a formal complaint to MaltaPost about any aspect of postal services?

Sample size – 40



■ Yes, once
 ■ Yes, several times
 ■ Yes, regularly
 ■ No

The organisations that placed a formal complaint decreased from 35% in 2014 to 21%.

Among those that placed a complaint (8 entities) the reasons for doing so were:

- » Delays
- » Mis-delivery; and
- » Registered mail

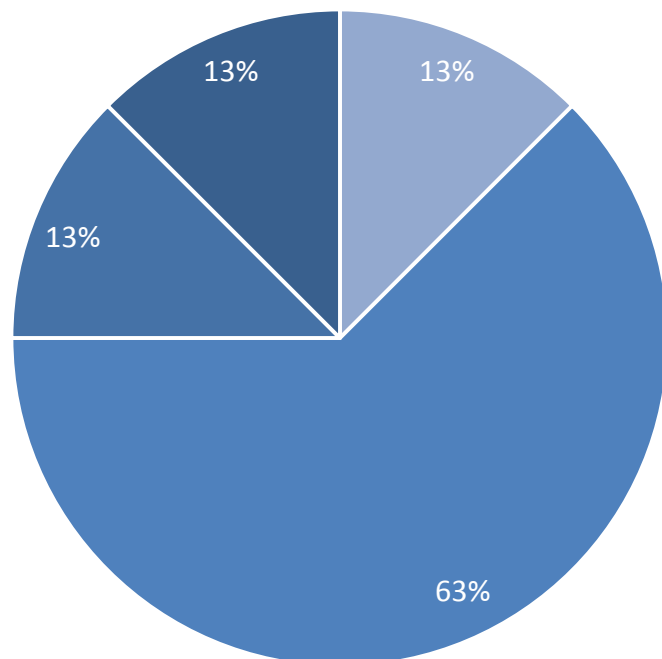


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Complaint Resolution

How satisfied was the organisation with how the complaint was dealt with?

Sample size – 8



26% of respondents who filed a formal complaint with MaltaPost were satisfied with how it was dealt with, significant decrease compared to 2014 (64%).

The majority of respondents (63%) were neither satisfied nor dissatisfied with how their complaint was handled.

None of the organisations that made a complaint were compensated in any way.



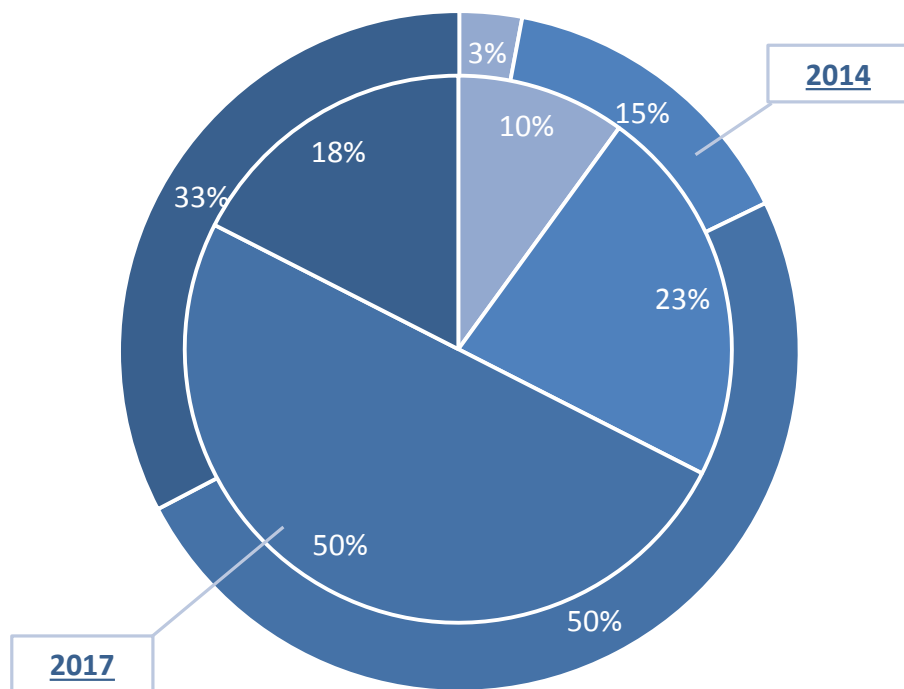


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Satisfaction with the Bulk Mail Service

How satisfied is the organisation with MaltaPost's bulk mail service?

Sample size – 40



68% of respondents are satisfied with MaltaPost's bulk mail service compared to 83% in 2014.

90% of the interviewed organisations intend to use MaltaPost's bulk mail service in the next 12 months while 10% indicated 'don't know'.

In 2014 all 40 respondents claimed that they intended to use MaltaPost's bulk mail service in the following twelve months.

Not at all
satisfied

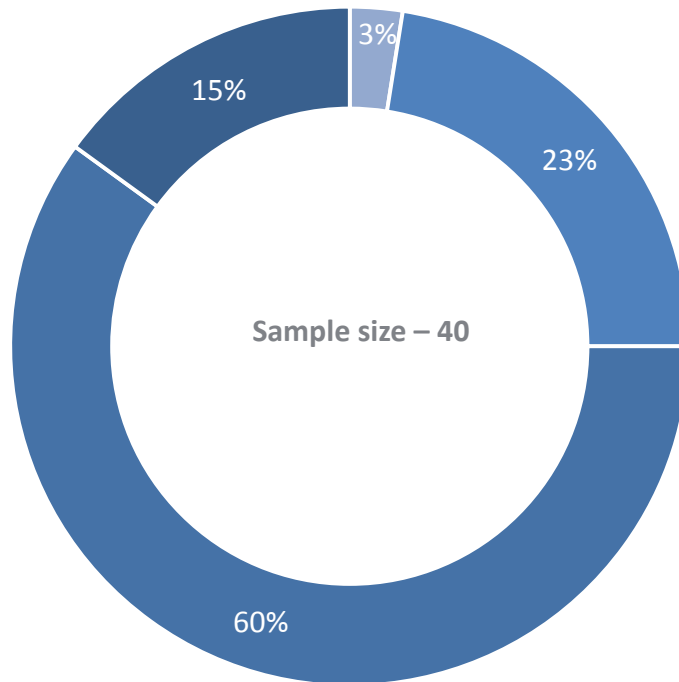
Very satisfied



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Overall Satisfaction with MaltaPost Services

In its experience, what does the organisation think of the overall quality of postal services provided by MaltaPost?



The majority of respondents (75%) were satisfied with the overall quality of postal service, a slight decrease over 2014 (83%).

Not at all
satisfied

Very satisfied

Highlights

- A shift from **frequent use** (e.g. daily) to less frequent use (e.g. 6 months) was observed. This could be due to the adoption of other means of communications such as social media and other electronic substitutes (email and online payment facilities).
- 88% of respondents claimed to be aware of the **post-code finder** on MaltaPost's website. Overall 92% of respondents claimed to write the post-code when sending letters through the bulk mail service, with the majority including the post-code in 80-100% of their mail.
- Respondents who claimed to have sent fewer letters cited **email** (75%), **social media** and **online payment facilities** (both 50%) as the main reasons for doing so.
- In the event of a **5-10% price increase** the majority of respondents claimed that would consider switching the non-postal alternatives such as **email (53%)** and **website (23%)**. 28% indicated **no alternative**, possibly indicating legal or physical constraints.

- The majority of respondents (65%) claimed that they prefer a next-day (D+1) **lead-time**.
- 33% of respondents claimed they would opt for **deferred delivery service** (D+3) depending on the urgency of their items.
- 60% of respondents claimed that they would find a **5-day week** acceptable. Of those who did not find a 5-day schedule acceptable 81% indicated their **willingness to pay** for the maintenance of a 6-day delivery schedule.
- 30% of respondents claimed to be satisfied with the **price of bulk mail** (38% in 2014).

- The majority of respondents do not make use of either the **P. O. box service** or of the **business reply service** (both 55%). The majority of P. O. box users and Business Reply Service users find the service useful (both 61%).
- 15% of respondents claimed to have not made use of **MaltaPost's website** in the 12 months preceding the survey. While 24% were heavy users and visited the website every week the majority used the website once every few months.
- Respondents used MaltaPost's website for a variety of reasons: to **search for post-codes** (48%), **product prices** (36%), **information** (30%) as well as to **track parcels** (30%). 61% of respondents claimed to be satisfied with MaltaPost's website.

- 92% of respondents claimed to have visited the **post office** in the 12 months preceding the survey. The main reasons for visiting the post office are to **post letters**, **buy stamps** and **deposit bulk mail** (65%).
- The proportion of respondents claiming to be satisfied with the **post office opening hours** has decreased since 2014: satisfaction currently stands at 25% whereas in 2014 it was 55%.
- Satisfaction with **waiting times** at the post office stands at 43%. **Queues** were cited as a reason for dissatisfaction, increasing from 40% in 2014 to 86%.

- The proportion of respondents who filed a formal **complaint** decreased from 35% in 2014 to 21%. Reasons for lodging a complaint included delays, mis-delivery and registered mail. Of those respondents who filed a complaint, 26% were satisfied with the way their complaint was handled.
- 75% of respondents claimed to be satisfied with the **overall quality** of services provided by MaltaPost.