

OUR ANNUAL SURVEY: PART TWO

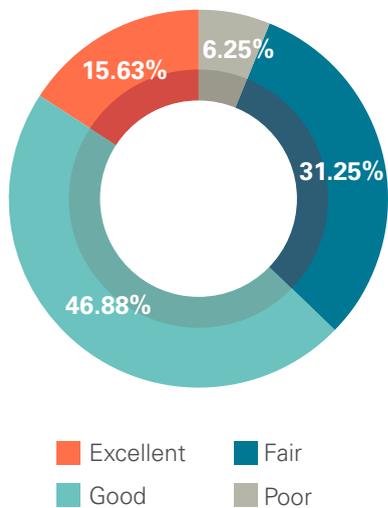
What do our readers think of the USPS and other current industry events?
By Amanda Armendariz

I always look forward to analyzing the results of our annual survey, whether it's part one (which appears in our September/October issue) or part two, here in the November/December issue. It's fascinating to track the direction our industry is heading, whether it's a look at wages and staffing sizes or how our readers view the current happenings in our industry. This year's survey was an especially interesting

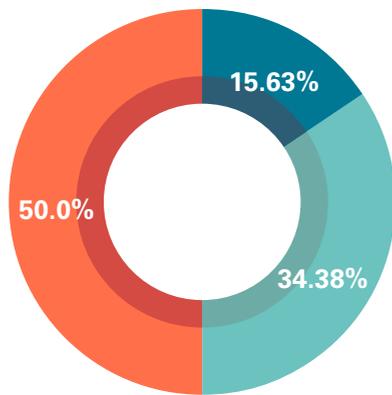
one to put together, given that we've had significant operational changes implemented by the Postal Service, and we are just coming off an election with historic voter turnout (both mail-in and otherwise). So sit back, take a look, and see how your opinions line up with those of your peers. To all those who took the time to complete this survey, thank you; we wouldn't be able to do it without you.

USPS Performance, Programs, and Current Events

The number of respondents who rated the USPS performance as "excellent" went up slightly compared to last year, but on the downside, so did the number of mailers who rated the service as "fair" or "poor," and the differences were far more pronounced in these two categories.



COVID-19 has impacted many aspects of our society. What effects have you noted with respect to your mail operation?



- Our mail volumes have dropped significantly.
- We have not really noticed a difference in terms of volume we send out.
- We have actually increased our mailing volumes.

If you have decreased the amount of mail you send out, have you noticed a negative impact in terms of customer retention, customer engagement, revenue, etc.?

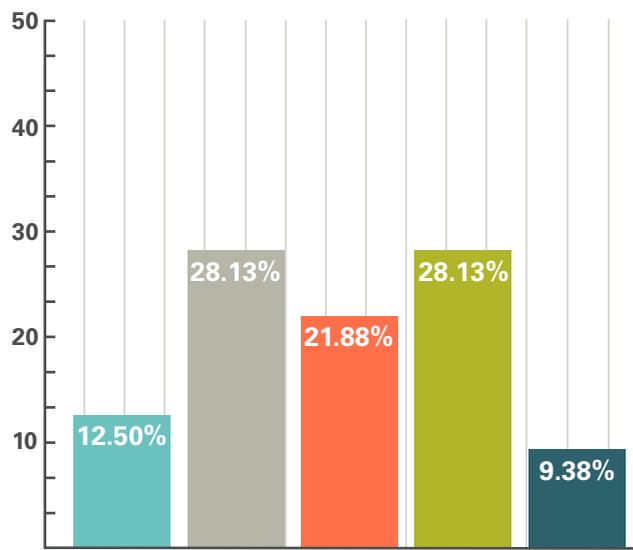


When it comes to the biggest complaint with the Postal Service, last year's top result of "inconsistency" went down to only a little over three percent this year. "Timely delivery" now took the top spot, and whether it is due to staffing/service changes in the USPS, COVID, or something else entirely, it will be something to keep an eye on. It's also encouraging to note that almost one-fifth of our respondents reported not having a main complaint of the Postal Service, a huge jump from not even five percent last year.

Address corrections	0.0%
Communication/information	9.38%
Delivery accuracy	0.0%
Flexibility	0.0%
Hours of operation	6.25%
Inconsistency	3.13%
Mail acceptance	0.0%
Pickups/drop-offs	3.13%
Postal personnel	6.25%
Rates/pricing	0.0%
Regulations confusing or burdensome	12.50%
Reliability	6.25%
Returned mail	0.0%
Supplies availability	6.25%
Timely delivery	21.88%
Tracking	6.25%
None	18.75%

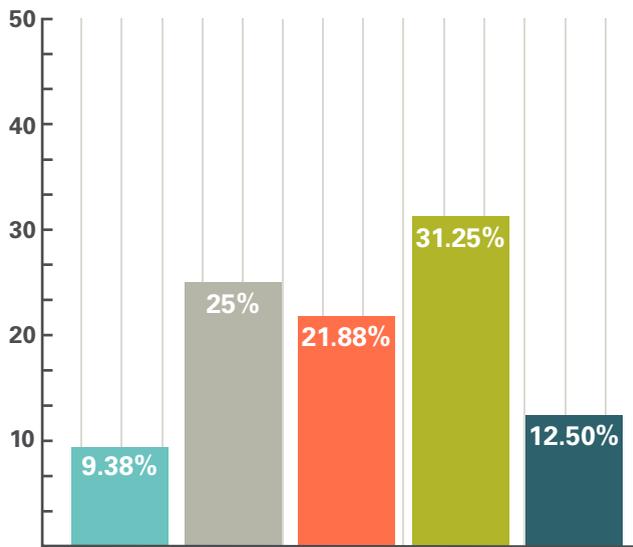
Thankfully, when it comes to Informed Visibility, the number of respondents who utilize IV have increased compared to last year, as has the number of people who use this offering and have seen positive results from it.

- We utilize IV and have found that it allows us to better time our multi-channel marketing efforts.
- We utilize IV but haven't seen any concrete results yet.
- We have not yet started utilizing IV, but plan to.
- We do not plan to utilize this offering.
- Other

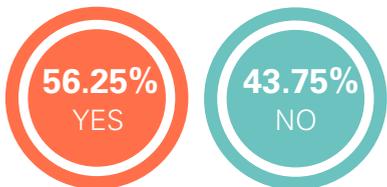


More respondents use Informed Delivery than in last year's survey, but the increase came from respondents who said they are using it but aren't sure that they have necessarily seen any results from it.

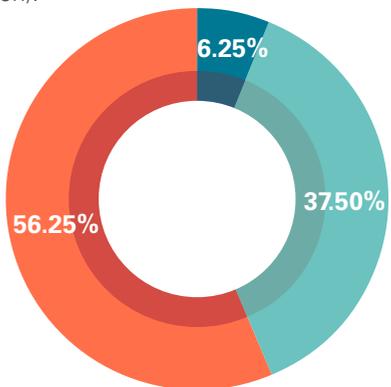
- We use ID, and we've seen great results from our customers!
- We participate in ID, but I don't know that we've seen any concrete results from it.
- We do not yet participate in ID, but we plan to.
- We don't take part in ID, and we have no plans to.
- Other



The number of our respondents who reported taking part in the USPS postage-savings promotions has stayed fairly similar to last year's numbers, which is encouraging, given that more people report taking part in these both this year and last year than they had in some years prior.



There has been a lot of talk concerning the expected upswing in mail-in voting and the USPS's ability to handle this surge in volume. What is your take on this? (Please note that this survey was conducted in the two months preceding the election).

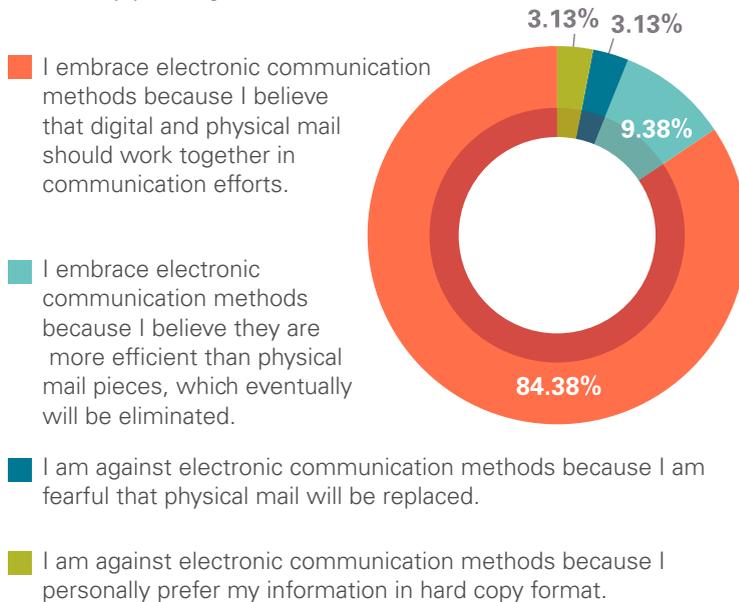


- I think the USPS is perfectly equipped to handle a surge in mail-in ballots. After all, they handle billions of pieces every year.
- I think that there are going to be some massive delays in terms of ballots being delivered/counted on time, given that there is expected to be such a large increase in mail-in votes compared to previous years.
- I'm unsure/haven't really given it much thought.

Unfortunately, the number of respondents who think the USPS is doing an effective job responding to the increasingly digital environment went down significantly compared to last year's total of 52.5%.



What is your view of electronic communication methods as used by your organization?



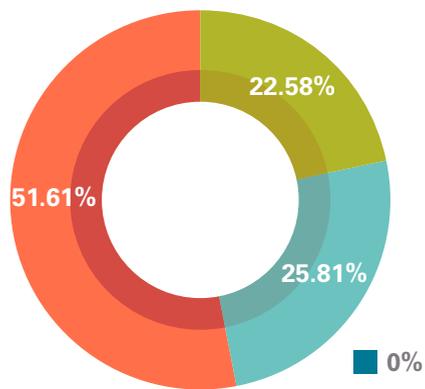
The new Postmaster General, Louis DeJoy, has made the news recently with respect to some of his operational changes (like removing mailboxes, decreasing the number of sorting machines available, etc.) Which statement below best describes your feelings about these events?

- 43.75% He was hired to improve efficiency and decrease costs; I have no problem with what he is doing. Costs have to be cut, and the media is blowing this out of proportion.
- 21.88% I understand his desire to increase efficiency and cut costs, especially given that the USPS has serious financial trouble, but I find his timing of such directives (such as before an election) suspicious. I'd support these moves if they were implemented after the election.
- 34.38% I don't think that removing mailboxes/sorting machines are the answer to the USPS financial problems, and think that these moves are simply to make it harder for people to vote by mail.

Are you concerned that some of these organizational changes are going to make it more difficult for your mail pieces to reach your customers in a timely manner, or for their return pieces (remittances, etc.) to make their way back to you?



What is your view on the effectiveness of direct mail for your organization?



- Direct mail is a trusted communication method, and we've gotten great results from it.
- I'm undecided; I think mail is important, but we don't get the results we used to.
- I think we'll eventually abandon mail and focus solely on our digital efforts.
- Other

Mail Center Management

What is your number-one issue in managing your mail center?

Compliance with postal regulations	13.33%
Customer relations	3.33%
Facility is inadequate	0.0%
Inadequate equipment/Equipment maintenance	0.0%
Personnel issues (motivation, attendance, hiring, etc.)	10.00%
Productivity or efficiency	6.67%
Relationship with USPS employees	0.00%
Safety and security	0.00%
Scheduling	3.33%
Time management	3.33%
Timely delivery of mail	13.33%
Training of staff	3.33%
Turnover	0.0%
Understanding/support of upper management	3.33%
Volume spikes/changes	23.33%
Workload	3.33%
Other	0.0%