

United States Postal Service

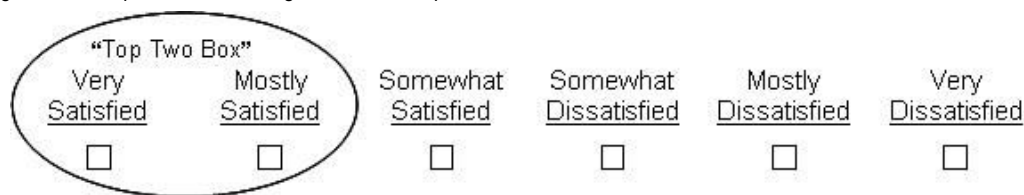
Quarterly Performance for Customer Experience Measurement
 Between 01/01/2012 and 03/31/2012

Quarter 2
 FY2012

Overview

The Postal Service has implemented a new Customer Experience Measurement (CEM) program in Fiscal Year 2010, providing an expanded view of the customer experience and a customer focused approach to measurement. CEM provides an end-to-end approach to assessing experience with the Postal Service from the customers' perspective, including quality of service received.

CEM survey questions are based on customer defined aspects most relevant to their postal experience. Survey results provide an ongoing assessment of recent customer experience to Postal Service managers and are used to adjust to changing customer needs. The Postal Service has aligned itself with industry leaders, by reporting the combined "Top Two box" results, which include Very Satisfied and Mostly Satisfied ratings. These results represent the highest levels of satisfaction for the customer experience and are consistent with the strategic focus on achieving higher levels of performance through continuous improvement.



Customers responding to the CEM survey are first asked to provide an overall rating of recent experiences with the Postal Service. Then, survey respondents are asked to assess customer experience across multiple channels, including sending and receiving letters or packages, Post Office visited most often and most recent contact with the Postal Service.

Category	Very and Mostly Satisfied	
	Segment	
	Residential	Small Business
Overall	87.63%	83.76%
Received	90.69%	87.78%
Sent	90.23%	86.85%
Post Office	84.40%	79.73%
Contact	62.28%	53.55%

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