

Postal Misdeliveries Seminar

23rd June 2004

Agenda

- Regulatory Regime within the Bailiwick – OUR, Jon Buckland
- Misdeliveries in the UK – Postwatch, Alex Ricketts,
- Addressing Quality – Guernsey Post Ltd, Mike Hall;
- Q&A

Objectives

- Perspective on Royal Mail's performance:
 - GPL's main operational partner;
 - Context to understand GPL's performance.
- Any lessons to be learnt from Postwatch's Stamp Out Misdeliveries Campaign;
- Understand what steps GPL has taken to reduce misdelliveries;
- Help improve GPL's Quality of Service.

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Legal Framework

- Post Office (Bailiwick of Guernsey) Law, 2001
- Universal Service Obligation
 - Minimum level of service at affordable pricing
- Reserved Services Order, 2001
 - Exclusive rights to support USO
- Guernsey Post Ltd Quality of Service
 - Public Service Conditions in licence
 - Direct provisions in legislation.

OUR Direction 03/24R

- Three types of QoS measures:
 - End to end delivery times;
 - Internal efficiency measures;
 - KPIs for customer facing functions (including misdeliveries).
- GPL publish results six monthly;
- Demonstrate compliance for first year at the end of October 2004.

QoS - Misdeliveries

Extract from 03/24R

“GPL is required to monitor and record the misdelivery of correctly addressed mail.

Whilst no targets have been set at the current time, GPL must ensure that as a minimum, quality does not deteriorate over time and that GPL takes steps to improve the quality of service in this regard over time.

The Director General reserves the right to set formal targets in the future.”

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postwatch



postwatch

Misdelivery

Alex Ricketts – Policy Advisor

Guernsey 23rd June 2004

Postwatch

Who are we?

- Independent of Government and the Post Office, report to Parliament, funded by licencees
- Postwatch Council members appointed by Secretary of State for Trade and Industry
- Established on a regional framework

Who do we represent?

- All users of postal services in the UK
 - Individual users
 - Businesses
 - Special regard for specific groups: disabled & chronically sick, pensioners, low income groups and rural users

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Misdelivery

Nearly 60% of the 14.5million lost letters every year are simply delivered to the wrong house but only 10% of customers complain about it.

Lost mail causes more complaints to Royal Mail and Postwatch than any other single factor (808,444 to Royal Mail in 2003/04 alone)

Reducing misdelivery would substantially reduce the incidence of lost mail.

Postwatch Research

- 54% of the people say they have received misdelivered mail in the last six months
- 5% of people put mail they have received for another house straight in the bin
- It can take people up to a week to pop a misdelivered letter back in the post or through the right letterbox

Postwatch Research

- 50% of those who had received mail that is addressed to a different address did not consider it important enough to complain about
- 48% deliver it to the correct address
- Only a handful of respondents admitted they had opened mail they had received which was not theirs

Stamp Out Misdelivery



“If Royal Mail do not know about the problem they cannot fix it.”

Stamp Out Misdelivered Mail Pack:

- complaint form
- diary
- stickers to put on misdelivered letters

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Stamp Out Misdelivery



Top Tips

- Write the address clearly and always include a postcode
- Is your own house number or name clearly visible? Make sure your house is clearly addressed
- Always put your address on the back of any mail you send and mark it clearly “Return Address”

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The Future

An end to misdelivery?

- Raise awareness
- Pressure on Royal Mail
- Reduce to minimal levels

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Addressing Quality

By

Mike Hall

Managing Director
Guernsey Post Ltd

Background

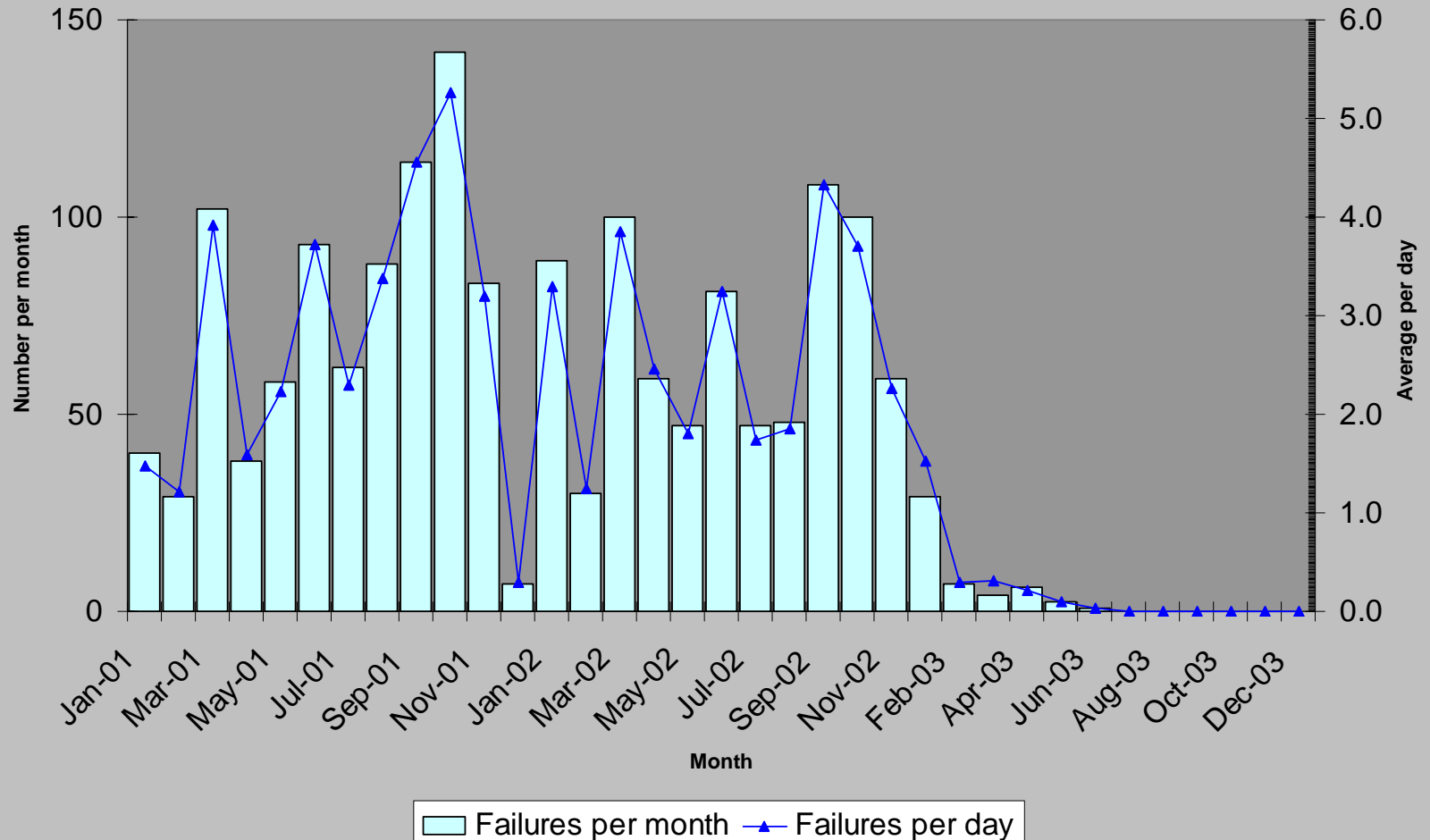
- ◆ ***October 2001*** - Guernsey Post Office is commercialised
- ◆ ***December 2002*** - relocation of headquarters to Envoy House
- ◆ ***December 2002*** - Introduction of automated sorting equipment
- ◆ ***December 2002*** - Implementation of New delivery routes and rotations
- ◆ ***April 2003*** - New Royal Mail contract

Overview of Operation

- ◆ **First six months of 2003:-**
 - ◆ **In May 2003 only 6 out of 10 Intra-Bailiwick items were delivered the next day**
 - ◆ **Delivered only 73% of first class mail on the day of receipt**
 - ◆ **Only 41% of delivery rounds complete by 1pm**
 - ◆ **Failed 2 delivery rounds each day**

Overview of Operation

Delivery Round Failures by Month/Day



How Did We Change Things?

- ◆ **Additional staff resource in delivery department**
- ◆ **Design and implementation of operational workplan**
- ◆ **Maximised potential of automated sorting equipment**
- ◆ **Partnership working through joint projects**

Overview of Operation

- ◆ **Current performance:-**
 - ◆ **No delivery round failures**
 - ◆ **87% of delivery rounds complete by 1pm**
 - ◆ **95% of first class mail, delivered on the day of receipt**
 - ◆ **9 out of 10 Intra-Bailiwick items are delivered the next day**

Is the Job Complete...No!

- ◆ **We will continue to strive to achieve all the OUR targets**
- ◆ **We will continue to demand an improvement in service levels from our partners**
- ◆ **We will tackle second stage quality indicators i.e. Misdelivery**

Misdelivery of Mail...why?

- ◆ **No clear addressing policy**
- ◆ **Human error**
- ◆ **Changes of staff from route to route have been frequent**
- ◆ **Inadequate training**
- ◆ **Carelessness**

Which Address ?

MIR X
LE PREEL
RUE PREEL
CASTEL
GUERNSEY

The Occupier
Le Preel House
Rue du Preel
Castel
Guernsey
GY5 7DP

THE OCCUPIER
LE PREEL
RUE DU PREEL
CASTEL
GUERNSEY
GY5 7DP

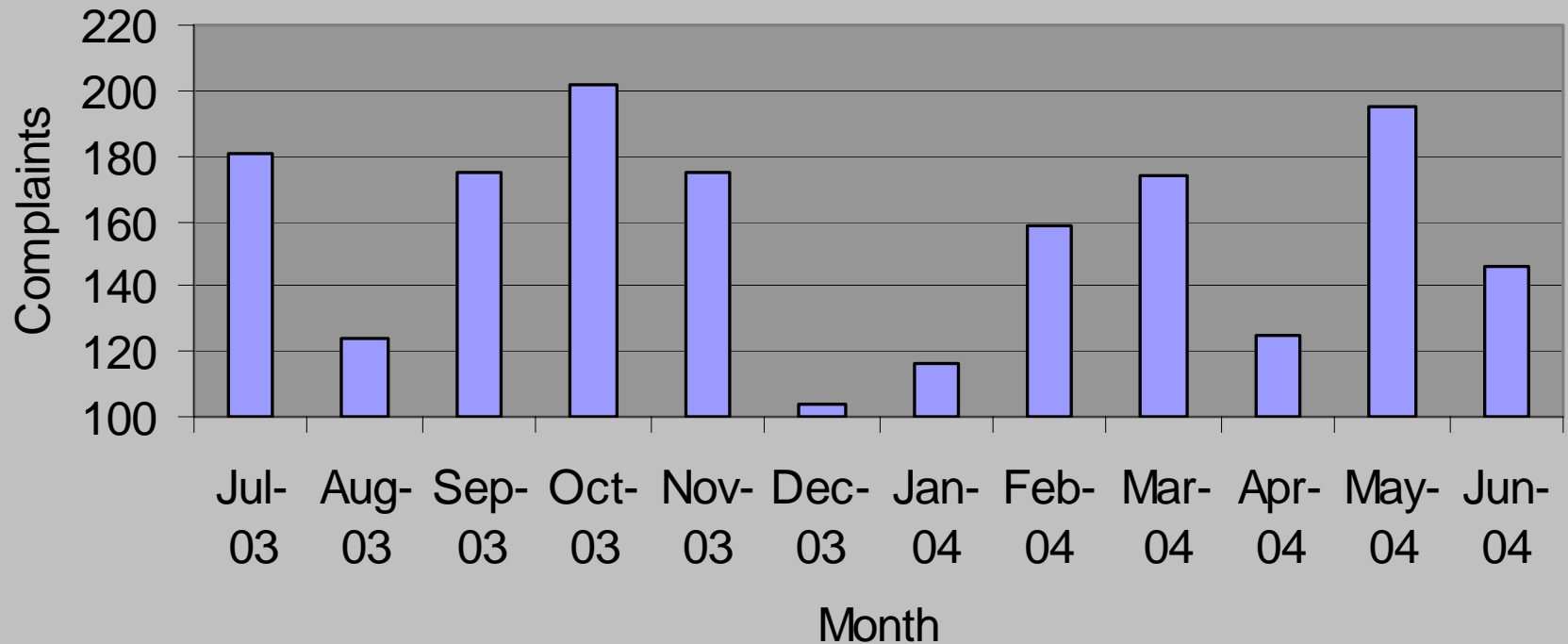
M Y
Le Preel Cottage
Rue du Preel
Castel
GY5 7DP

Understanding the Issue

- ◆ **Published two postcode directories to raise awareness of correct addressing methods**
- ◆ **Dedicated address enquiry website function**
- ◆ **Partnership with Digimap**
- ◆ **Invested in customer relationship management software**

Analysis of Complaints

Misdelivered Mail Complaints
July 2003 to June 2004



* June 2004 - Forecast based on complaints up to 19th June

Action so far

- ◆ **Update of delivery frame information**
- ◆ **Re-training**
- ◆ **Discipline**
- ◆ **Initiate misdelivery workshops**

Workshop Format

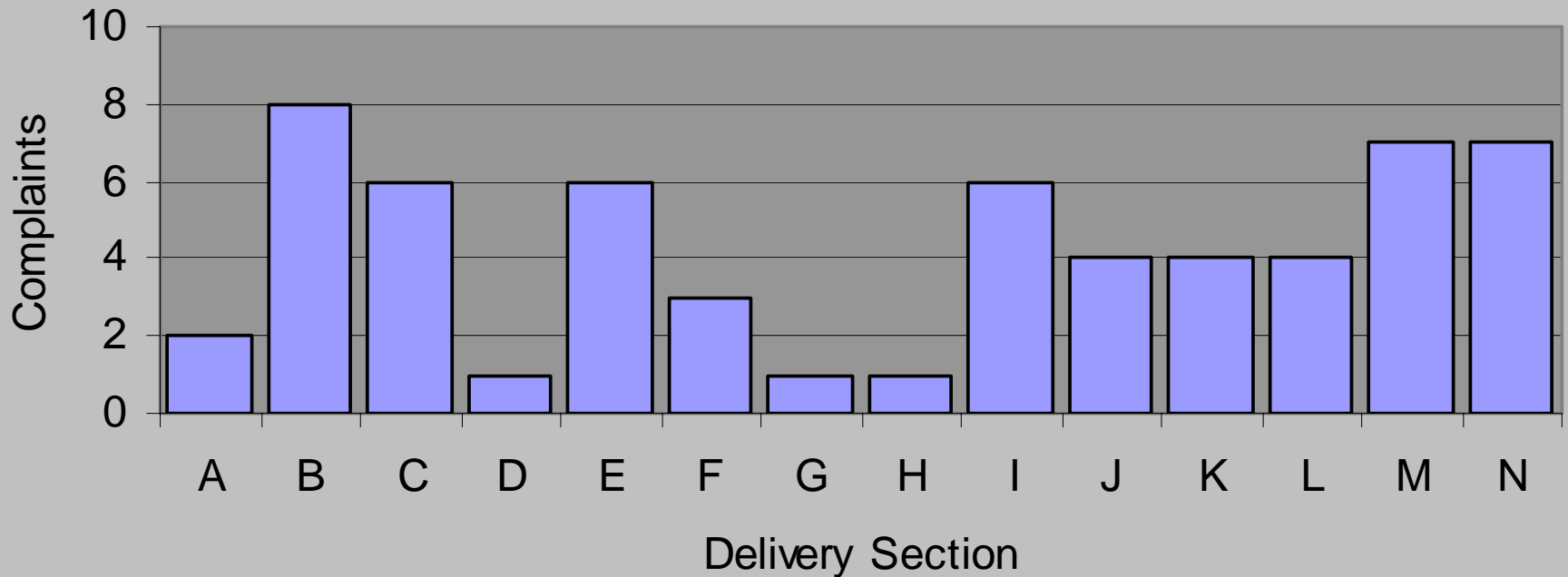
- ◆ **Informal - to encourage honest and focused debate**
- ◆ **Meetings conducted with:-**
 - ◆ **worst performing delivery sections (groups of 6)**
 - ◆ **one to one worst and best performing staff**

Workshop Conclusions

- ◆ **Introduce computerised delivery route maps with poorly addressed properties and repeat complaints highlighted**
- ◆ **Reduce size of delivery rotations**
- ◆ **Training to be conducted only by experienced members of staff**
- ◆ **Publish number of failures by section (internally)**

Misdelivery Complaints

Misdelivered Mail Complaints
1st June to 19th June 2004



The way forward...

- ◆ **Introduce all misdelivery workshop conclusions / recommendations**
- ◆ **Set-up partnership board for quality improvement**
- ◆ **Continue to embrace partnership approach**

Addressing Quality

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Managing Director
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