

# Perception of Postal Services

Extract of a Study on the quality of Singapore Postal Services  
(conducted in June 2007)



*Yours Always*  
*Singapore*  
**POST**

# Introduction and Background

- With the opening up of the postal system (effective April 2007), it becomes crucial for SingPost to solidify its position as the most preferred mail delivery agent, upholding the highest and most efficient service delivery standards such as NDD (next day delivery) that the public has come to expect.
- In order for SingPost to continue delivering this high best postal service quality, it is essential for SingPost to understand customers' perceptions and their satisfaction level towards the current postal service
- Key questions to be addressed include:
  - What is the overall perception of postal service in Singapore?
  - Are members of the public aware that all mail are delivered within 1 working day?
  - How satisfied are the public with this NDD (Next Day Delivery) standard?
  - How open are the public towards alternative delivery standards?
  - What will be an acceptable lead time from date of mail to actual delivery?

# Research Design



## Respondent Profile

- General consumers aged 21 and above
- Currently receiving postal mails delivered a regular and pre-determined basis



## Fieldwork Period and Interview Length

- 8<sup>th</sup> – 17<sup>th</sup> June 2007
- Each interview is approx 5 mins in length, and conducted in English



## Achieved Sample Size and Interview Method

- N=520
- Online via **TNS' 6<sup>th</sup> Dimension Access Panel**

# TNS in the Interactive Research Arena

TNS is the largest provider of online research services in the world....

- Over 400 full time staff dedicated to this area of practice
- Invested over US\$50 million in our Interactive capabilities over the past five years
- Worldwide Interactive organization in place
- Ongoing commitment to research-on-research for comparisons to conventional research
- Surveys executed in over 34 countries and 26 languages
- 800+ live projects at any one time
- 30,329 total projects to date
- 40,523,014 total completed interviews to date

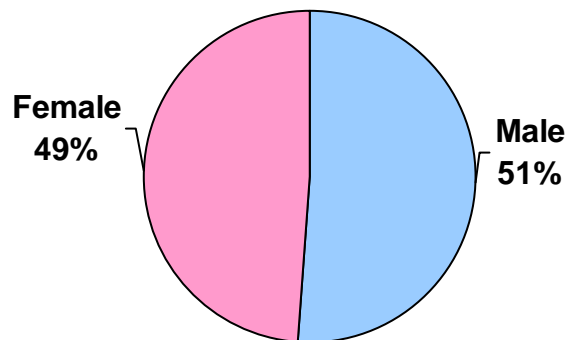
# Sample Profile



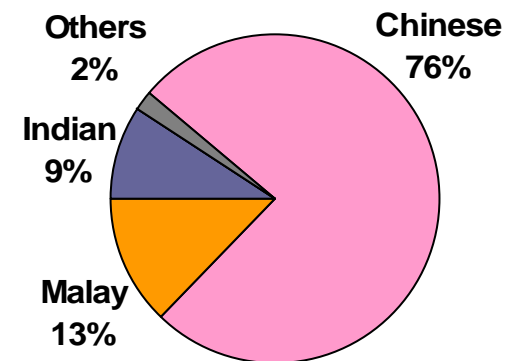
# Demographics

- Sample weighted to be representative of Singapore population distribution

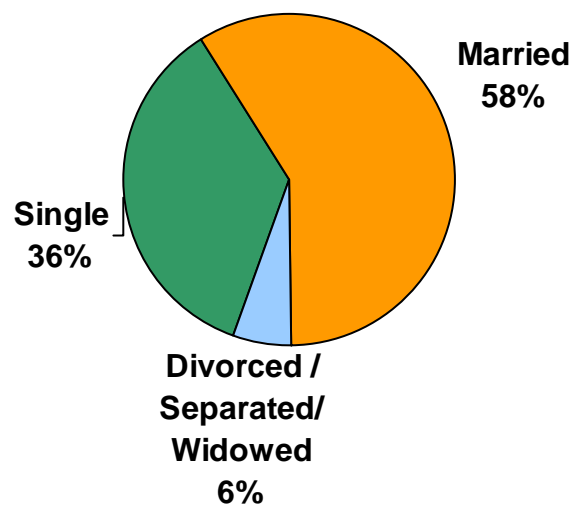
## GENDER



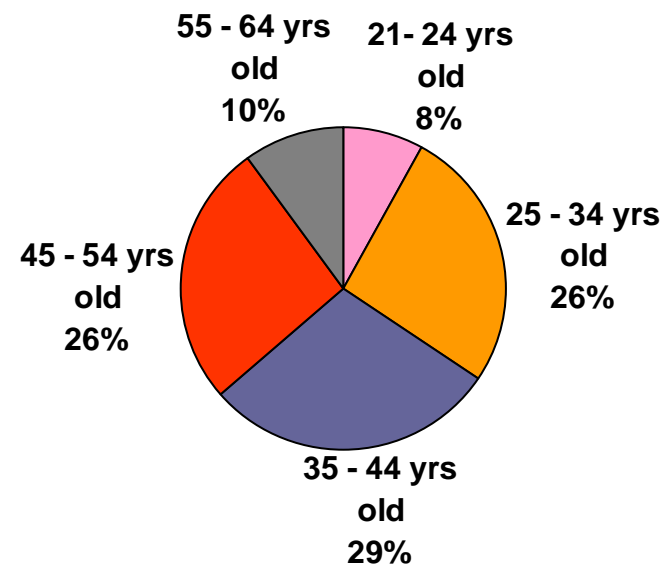
## ETHNIC ORIGIN



## MARITAL STATUS

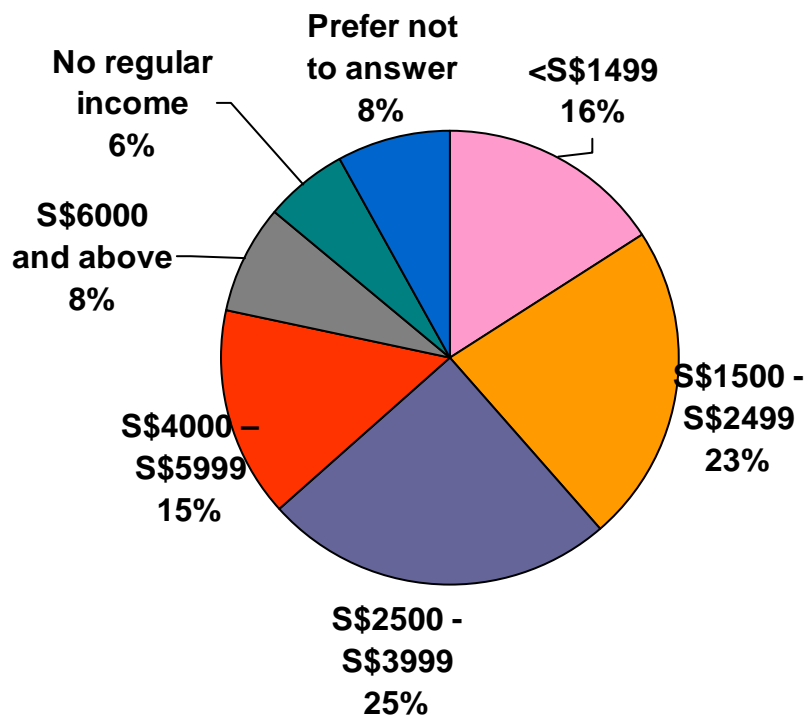


## AGE

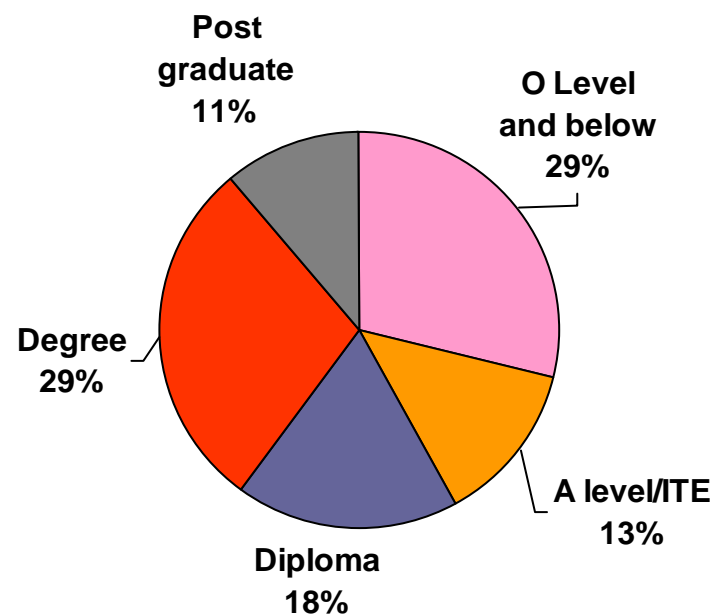


# Demographics (Con't)

**MONTHLY HOUSEHOLD INCOME**



**EDUCATION**



Base : All who received regular, pre-determined postal mails, N= 520

# Extracts of Detail Findings



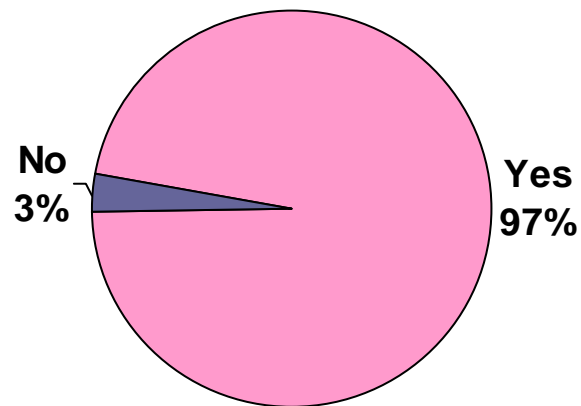


# Postal Experience and Awareness of NDD Standard



- Majority of consumers (92%) who received postal mail on a regular, pre-determined basis are aware of the “Next Day Delivery” Standard

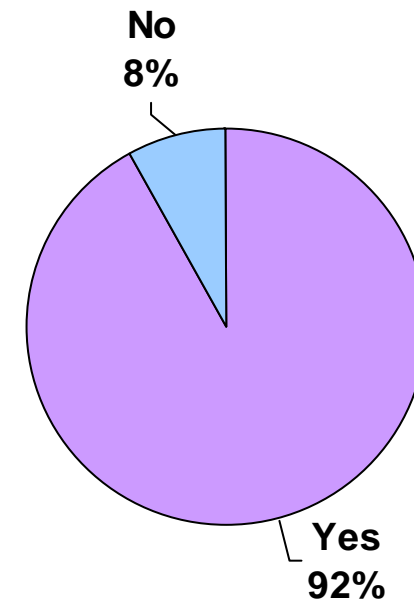
Ever Received Postal Mails On Regular, Pre-determined basis



Base : All who have responded to the survey, N= 535\*

\*Respondents who answer “no” are not eligible to continue the survey

Awareness of “Next Day Delivery”



Base : All who currently received regular, pre-determined postal mails, N= 520

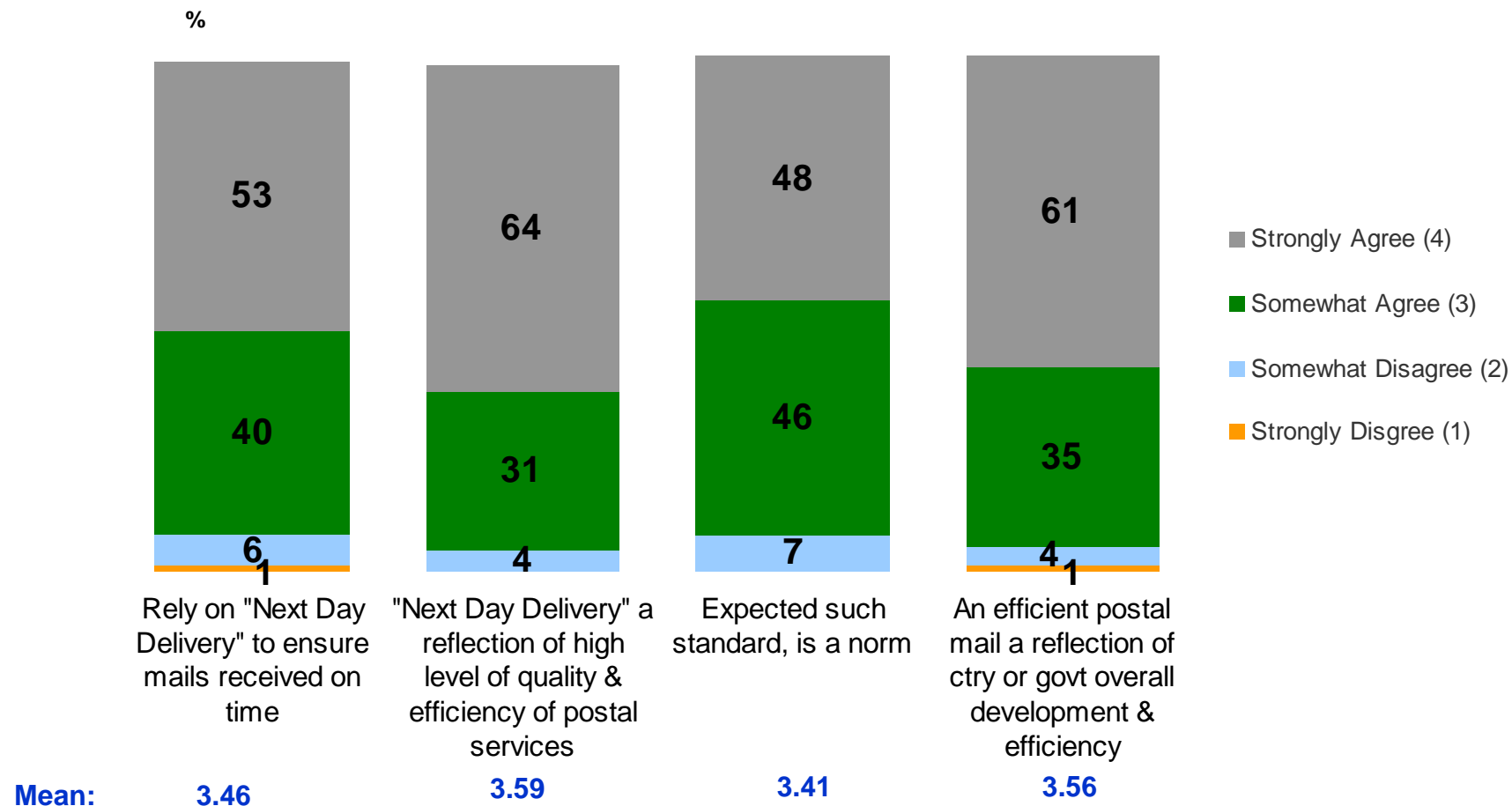


- Q1. Do you currently receive postal mails that are being sent to you on a regular, pre-determined basis? These can include bank statements, insurance/investment updates, household bills, magazines subscribed to, members-only updates from merchants etc
- Q2. Are you aware that in Singapore all postal mail are delivered by the next working day (Next Day Delivery), so long as the mail is posted before a stated collection time the day before?

# Perception of NDD Standard

## Annex 1

- Consumers generally perceived the NDD standard as a reflection of the efficiency of our postal services (95%) and overall government development (96%).
- NDD is deemed as a must for most consumers (93%) and they rely on it to ensure their mails are delivered punctually



Q3. On a scale of 4 to 1, where 4 is "Strongly Agree" and 1 is "Strong Disagree", how much do you agree or disagree with each of the following statements on the current 'Next Day Delivery' standard for postal mail in Singapore?

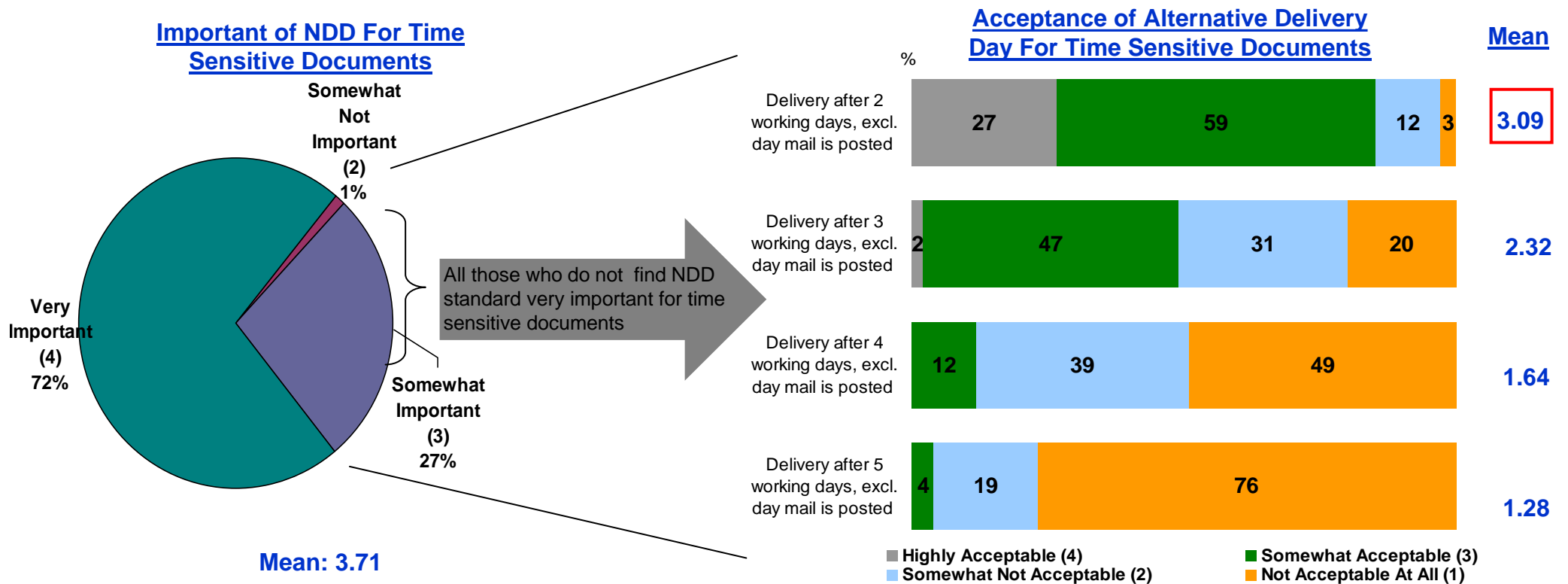
Base : All who received regular, pre-determined postal mails, N= 520

# Important of NDD Standard & Acceptance of No. of Working Days for Mail Delivery



## - 'Time - Sensitive' Documents

- NDD Standard is important especially for receiving time-sensitive documents like financial statements, bills and government documents
- Any delivery of mail after more than 2 working days (excluding the day the mail is posted) is not acceptable



Base : All who received regular, pre-determined postal mails, N= 520

Base : All those who do not find it the "Next Day Delivery to be very important for time sensitive documents like financial statements, personal statements, bills, N=146

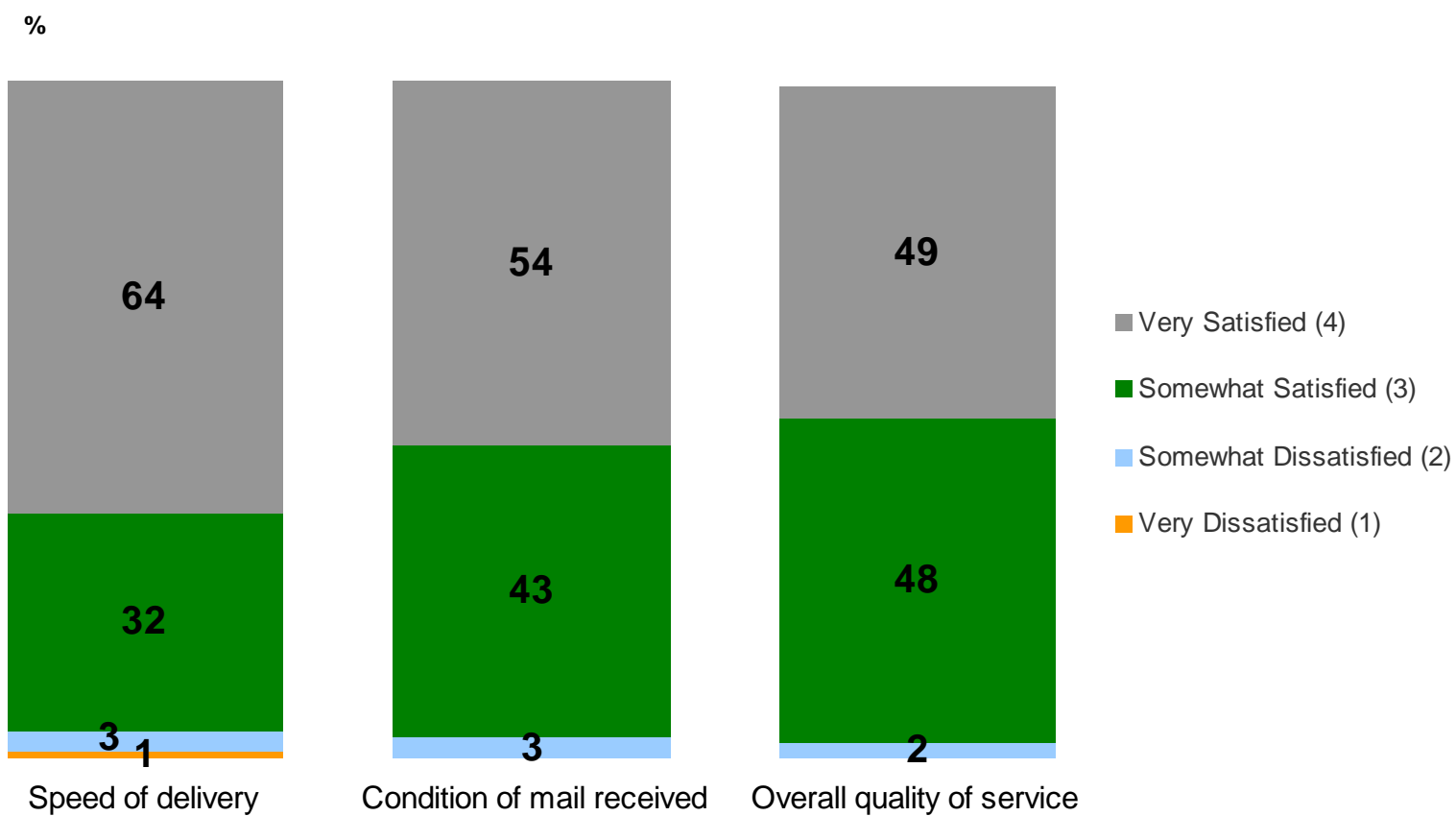


Q6. Thinking about the different types of mail that you have received, on a 4 point scale, where 4 is "Very Important" and 1 is "Not Important At All", how important is a 'Next Day Delivery' standard to you for mail such as financial statements, personal statements, bills, government notices (example, letter on GST Package) etc?  
 Q7. How acceptable is it to you if mail such as financial statements, personal statements, bills, government notices, (example, letter on GST Package), etc are to be delivered to you 2 – 5 working days after the mail is posted instead of Next Working Day?

# Satisfaction Level with Postal Services

## Annex 1

- Overall, consumers are satisfied with Singapore's postal services especially in terms of the speed of delivery



Mean:

3.61

3.50

3.46

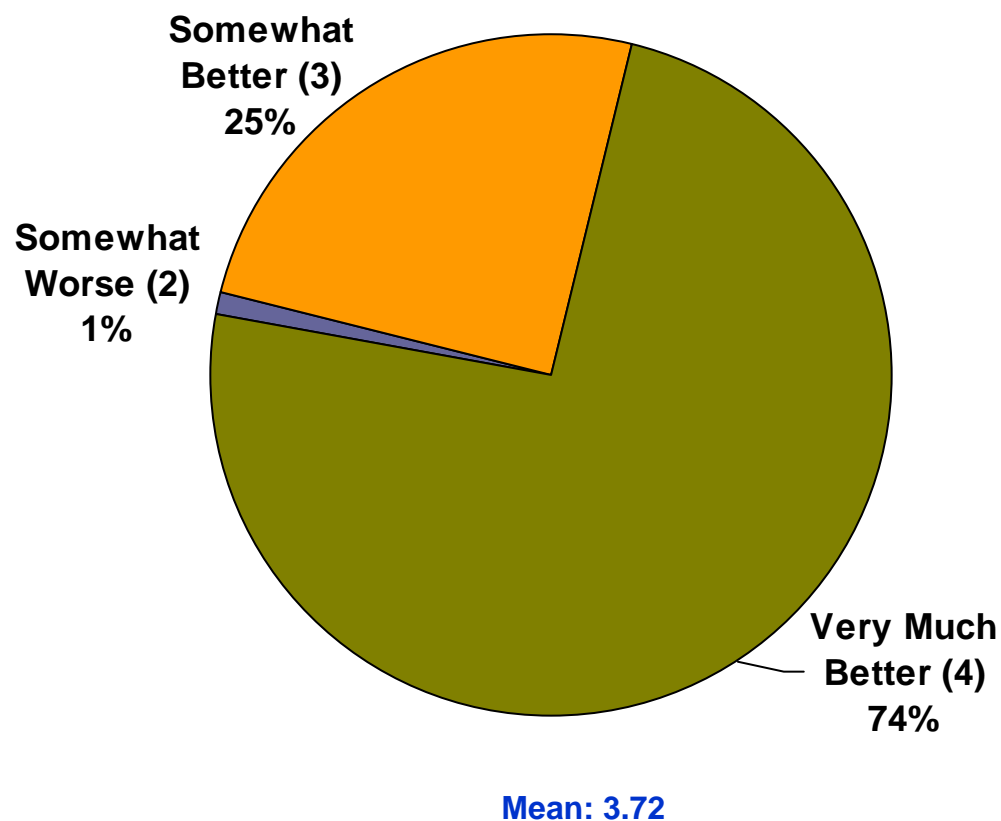


Q4. On a 4 point scale, where 4 is "Very Satisfied" and 1 is "Very Dissatisfied", how would you rate your satisfaction level with the postal service in terms of...  
 Base : All who received regular, pre-determined postal mails, N= 520

# Efficiency of Postal Services

## - Singapore vs. Neighbouring Countries

- Singapore's postal services is considered to be more efficient than its neighbouring countries



# Summary and Conclusions



# Summary and Conclusions

- Overall, there is high awareness of the “Next Day Delivery” standard for postal mails in Singapore
  - Such standard is a reflection of the efficiency and high quality of the country and its postal services
- The “Next Day Delivery” standard is important for consumers and they depend on it to get their mail on time
  - Such standard is in fact expected by the consumers
  - “Next Day Delivery” standard is even **more crucial** when delivering time-sensitive documents like financial statements, personal statements, bills and government notices
    - Any delivery that takes up more than 2 working days excluding the day when the mail is posted is generally not acceptable

# Summary and Conclusions

- Overall, high satisfaction level with Singapore's postal services
  - 96% are satisfied with the speed of delivery
  - 97% are satisfied with the condition of mail received
  - 97% are satisfied with the overall quality of service received
- When compared to neighbouring countries, Singapore's postal services is perceived to be more efficient
  - 74% of the consumers find Singapore's postal services to be very much better

Consumers are happy with the postal services in Singapore and regard it to be better than neighbouring countries