



**Millward Brown IMS**

Doc. No. 08/97

# Postal Service Business Survey 2008

A Review of Findings  
by



**Millward Brown IMS**

As Commissioned by  
The Commission for  
Communications Regulation

4<sup>th</sup> December 2008

what+why=mb

bonding  
advantage  
performance  
relevance  
presence

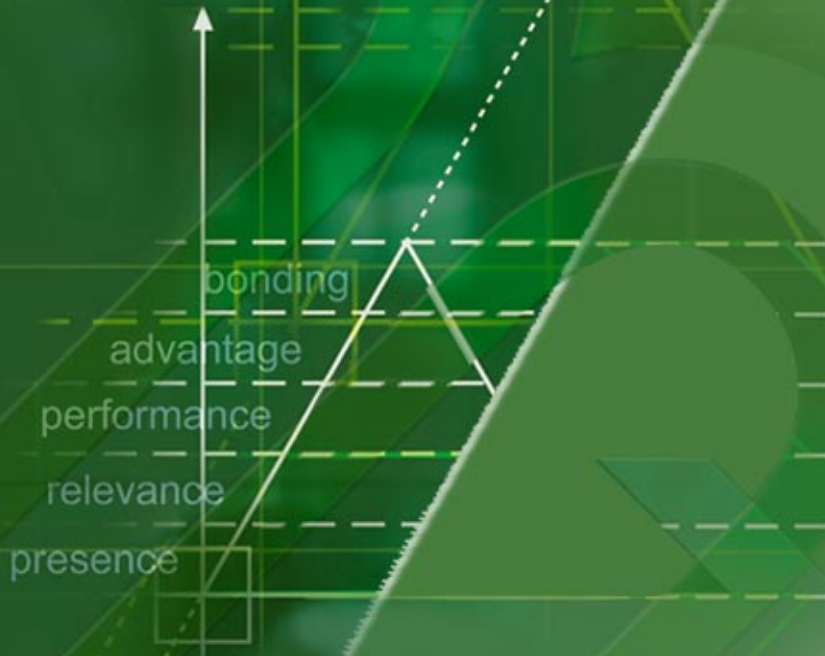
# Presentation Outline

- Introduction and Methodology
- Sample Profile
- Usage and awareness of Postal service providers
- Volumes of mail sent
- 2<sup>nd</sup> Class postal service
- Bulk Mail
- Postal service spend
- Attitudes to Postal Services
- Incidence of complaints
- Awareness of market liberalisation
- Summary



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## Introduction

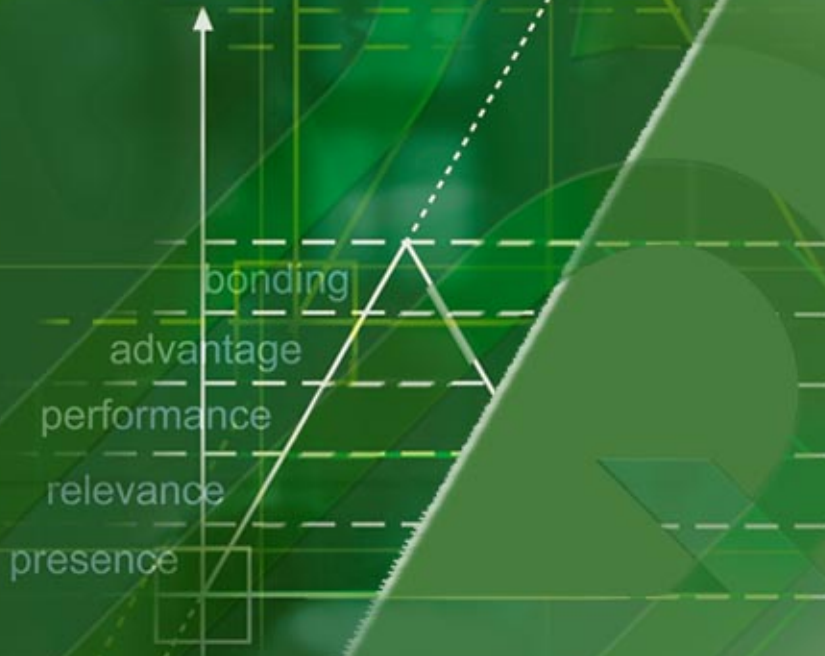
## Methodology

- Telephone interviews were conducted with a sample of 1,000 businesses in the Republic of Ireland. The sample was increased this year from the 800 interviews previously conducted. More larger companies (100+ employees) were surveyed in 2008, allowing us a greater depth of sub analysis.
- The margin of error is +/- 3% at an overall level.
- Quotas were set for company size and industry sector.
- All interviews were conducted with the person in the company responsible for incoming and outgoing post and general dealings with their postal service providers.
- Fieldwork was conducted from 10 September – 6<sup>th</sup> October 2008
- Where applicable, comparisons have been made with previous research.
- In some instances, respondents were given the opportunity to nominate more than one answer and this has been noted on the relevant charts.
- Data was weighted at the analysis stage to reflect the known industry structure and employee size in the Republic of Ireland.



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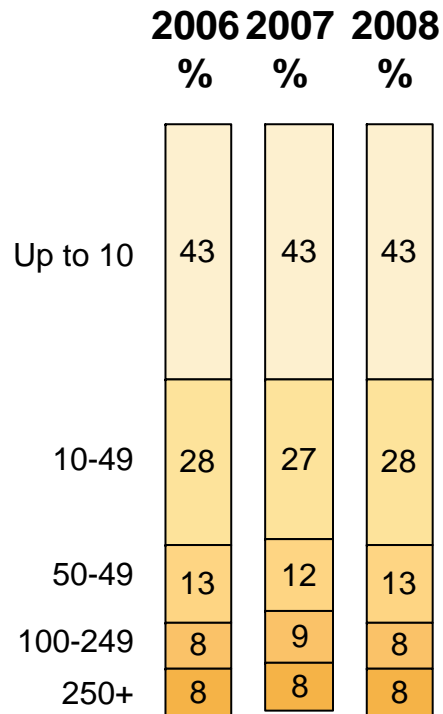
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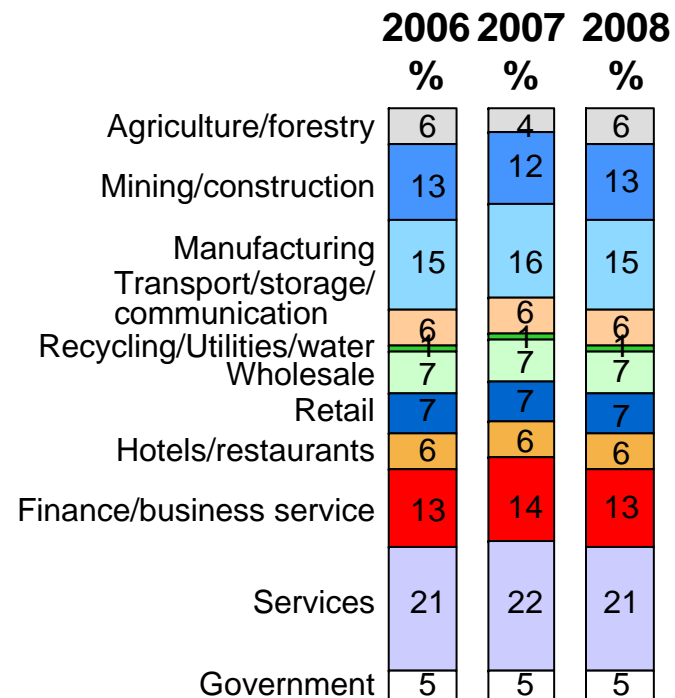
Sample Profile

# Company Profile

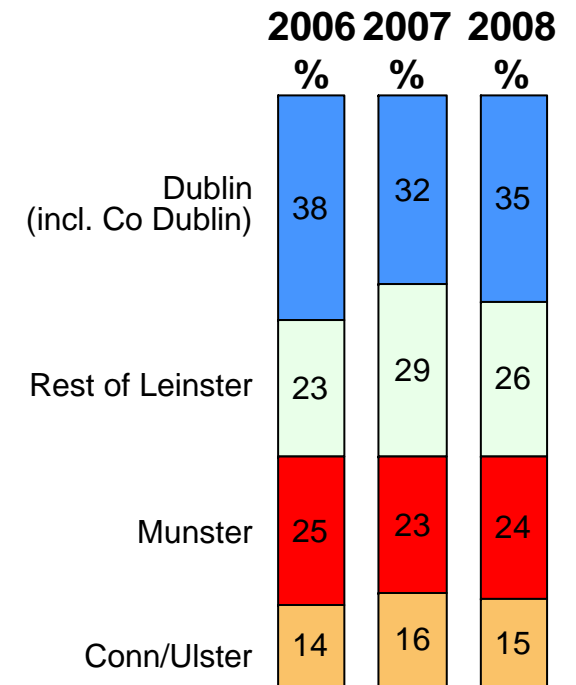
## No. of Employees in ROI



## Industry Sector



## Region\*



\*Note: quotas were not set on Region, but rather were allowed to fall out naturally

Base: All respondents (n=1000)



## Note on Industry Classification:

In order to boost sample sizes, and allow for a more robust level of analysis, several sectors have been grouped together and classified as follows.

Industry 35% → Consists of agriculture/forestry (6%), mining/  
construction (13%), manufacturing (15%)  
and recycling/utilities (1%)

Trade 14% → Consists of wholesale (7%) and retail (7%)

Financial  
Services 13% → Consists of 13% of the overall sample

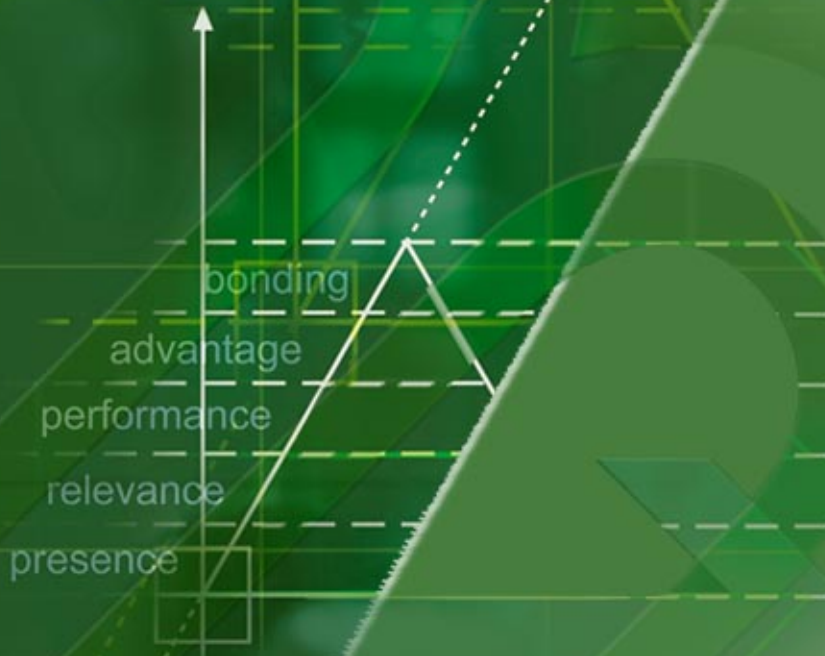
Services 33% → Consists of hotels/restaurants (6%),  
services (21%) and transportation/  
storage/communication (6%)

Government 5% → Consists of 5% of the overall sample



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## Usage and Awareness of Postal Service Providers



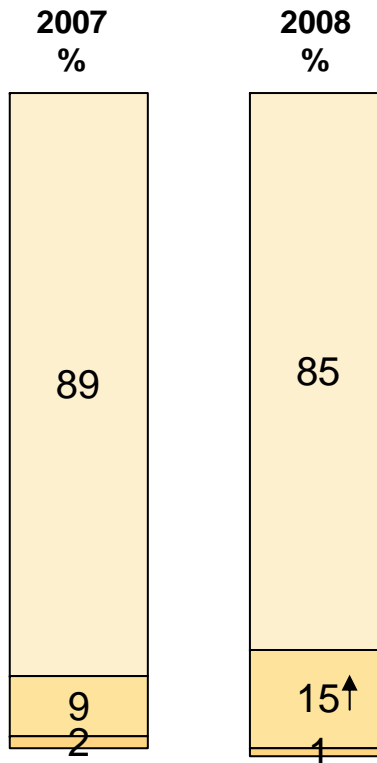
# Postal Service Providers Used for posting all mail

## Those Using An Post only more likely to be:

- Employing 1-9 employees (89%)
- SMEs (86%)
- Involved in Trade Sector (90%)
- Based in Leinster, excl Dublin (90%)
- Have a lower spend (<€1k/annum) with An Post (92%)

Post all mail with An Post

Use An Post & other service providers  
Use other service providers only



## Those Using An Post and other service Providers more likely to be:

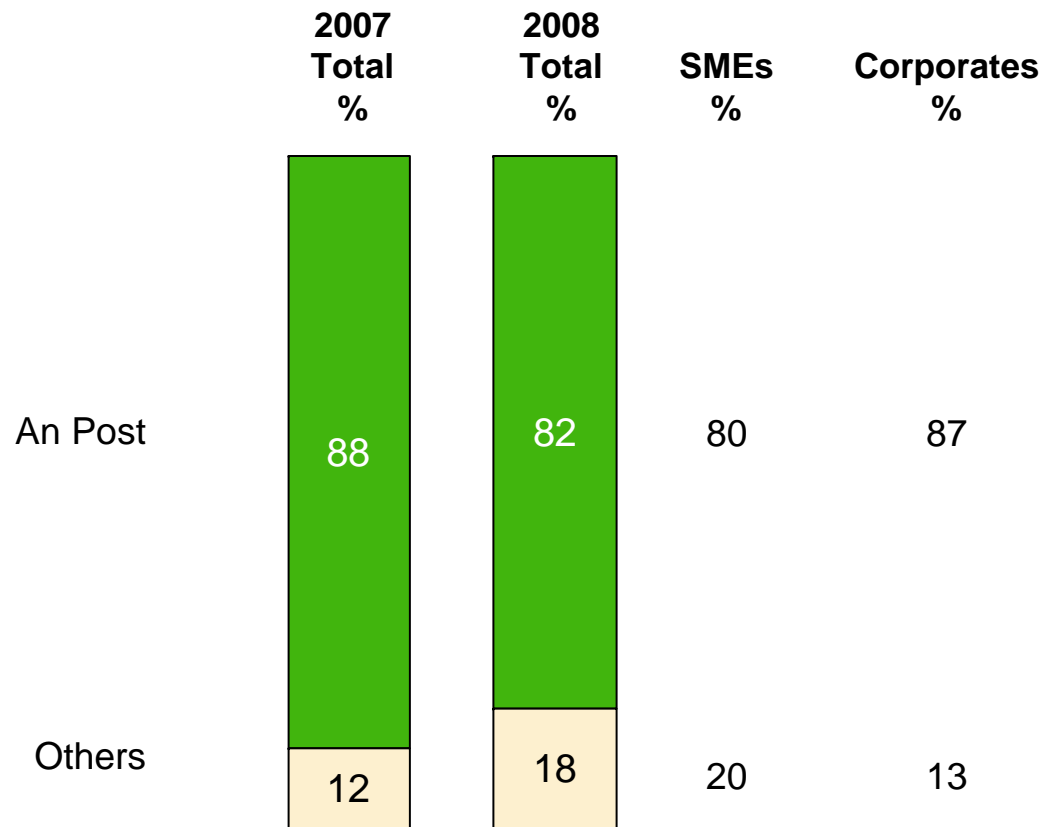
- Employing 10-99 or 100-249 employees (17%)
- Employing 250+ employees (28%)
- Involved in the Financial Sector (25%)
- Based in Dublin (20%)
- Be high spenders with An Post (€5k+ /annum) (27%)

#2007 and 2008 based on actual usage of postal service providers.  
Note: All mail includes Standard, Courier and Express Services.

Base: All respondents (n=1000)

## An Post versus Other Service Providers – Proportion of Standard Letters sent by each

Q. In terms of standard letters posted what percentage would you send with An Post? What percentage is with other providers?



Base: All who use both An Post and other providers for delivery of Standard Letters  
(Total n=167, SMEs n=94, Corporates n=73)

### Companies using An Post

- Among those sending standard letters with An Post and other providers, those sending a higher proportion with An Post are more likely to be employing 50-99 employees (92% of this type of mail is sent with An Post) and be involved in Trade Sector or Government (94% and 90% of volume respectively).
- Larger volumes sent with An Post also tend to be sent by companies based in Leinster (84%).

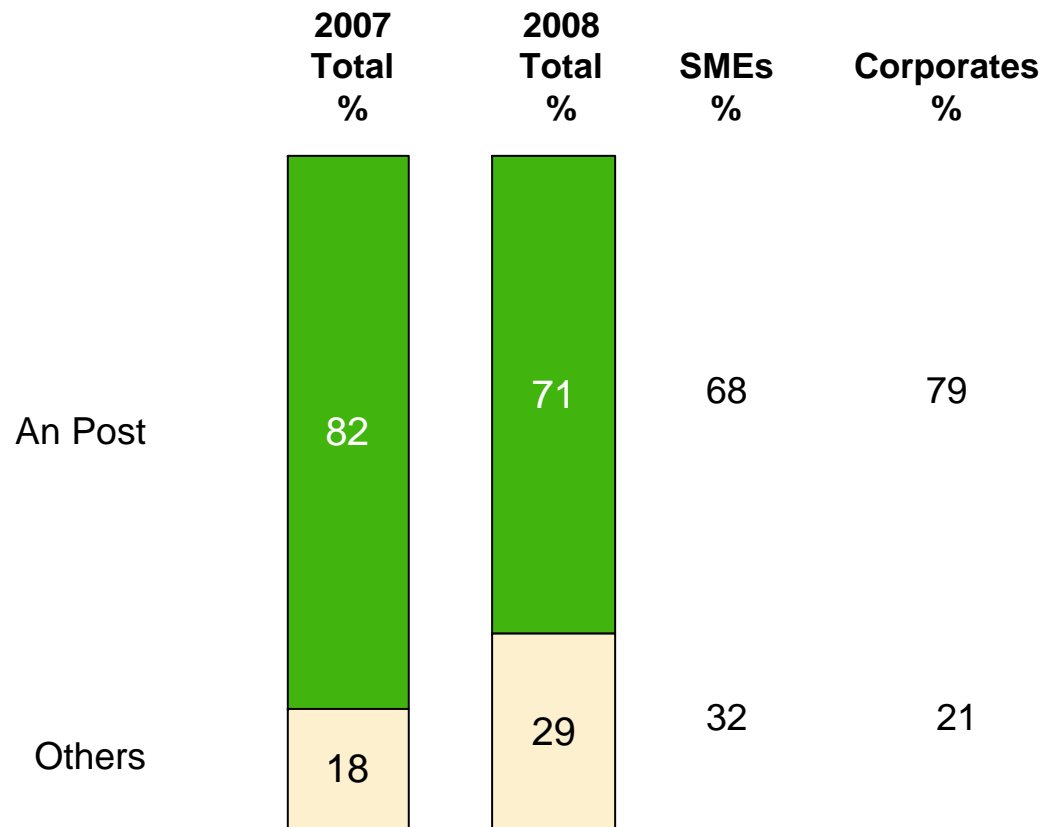
### Companies using other Service Providers

- Those tending to use other providers are more likely to be Dublin or Munster based (19% and 20% respectively) and be involved in the Financial Services and Services Sectors (30% and 20% respectively).

Note: 2008 calculations based on actual usage. Calculations exclude don't knows

## An Post versus Other Service Providers – Proportion of Large Letters sent by each

Q. In terms of large letters posted what percentage would you send with An Post? What percentage is with other providers?



### Companies using An Post

- Of those using An Post and other service providers for delivery of large letters, those employing 100-249 employees are most likely to use An Post more often (80% of the time).
- In terms of industry sector, Government (89%) and Trade (77%) are more likely to use An Post, along with companies based in Munster (78%).

### Companies using other Service Providers

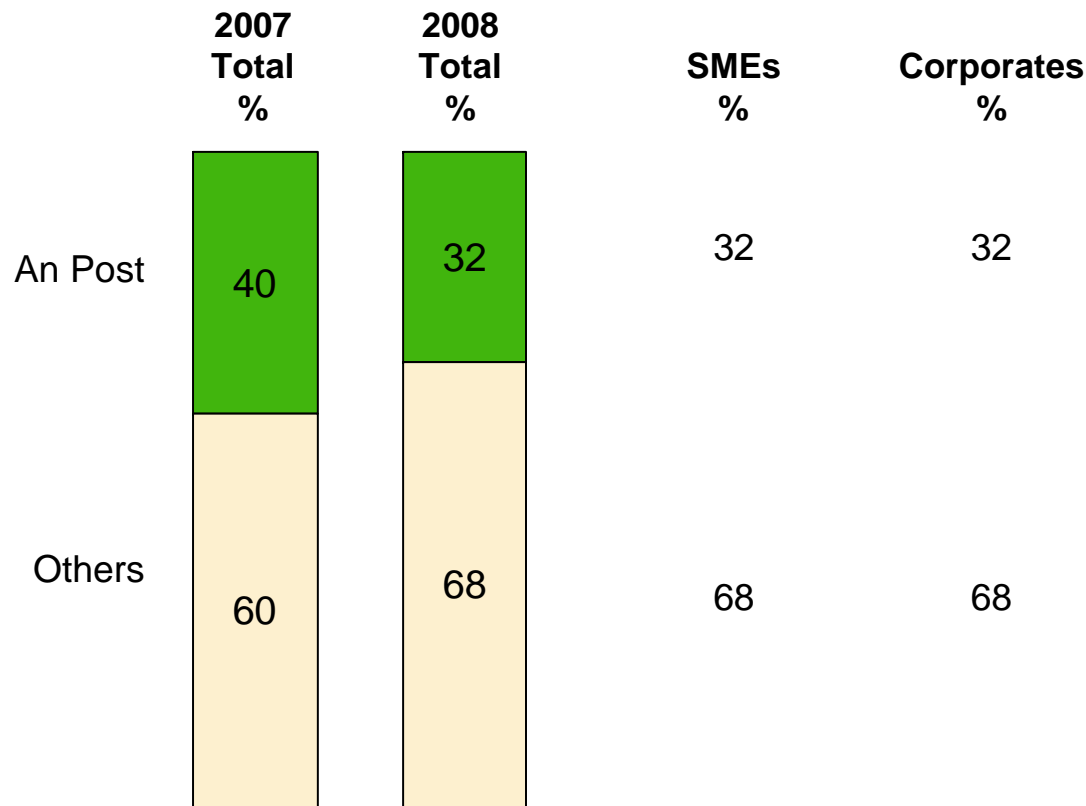
- Those more likely to use other providers for sending large letters are involved in the Financial Services Sector (40%), be Dublin based (33%) and employ 1-9 employees (34%).

Base: All who use both An Post and other providers for delivery of Large Letters  
(Total n=159, SMEs 85, Corporates n=74)

Note: 2008 calculations based on actual usage. Calculations exclude don't knows

# An Post versus Other Service Providers – Proportion of Packets sent by each

Q. In terms of packets posted what percentage would you send with An Post? What percentage is with other providers?



Base: All who use both An Post and other providers for Posting Packets  
(Total n=128, SMEs n=67, Corporates n=61)

## Companies using other Service Providers

- Those employing 1-9 employees or 250+ employees are more likely to use other service providers more often (77% and 69% respectively).
- There is less variance in terms of region for using other service providers although those in Munster are slightly less likely to send packets (65%) with other providers.
- Those involved in the Industry sector are more likely to send a higher proportion of packets with other service providers (76%).

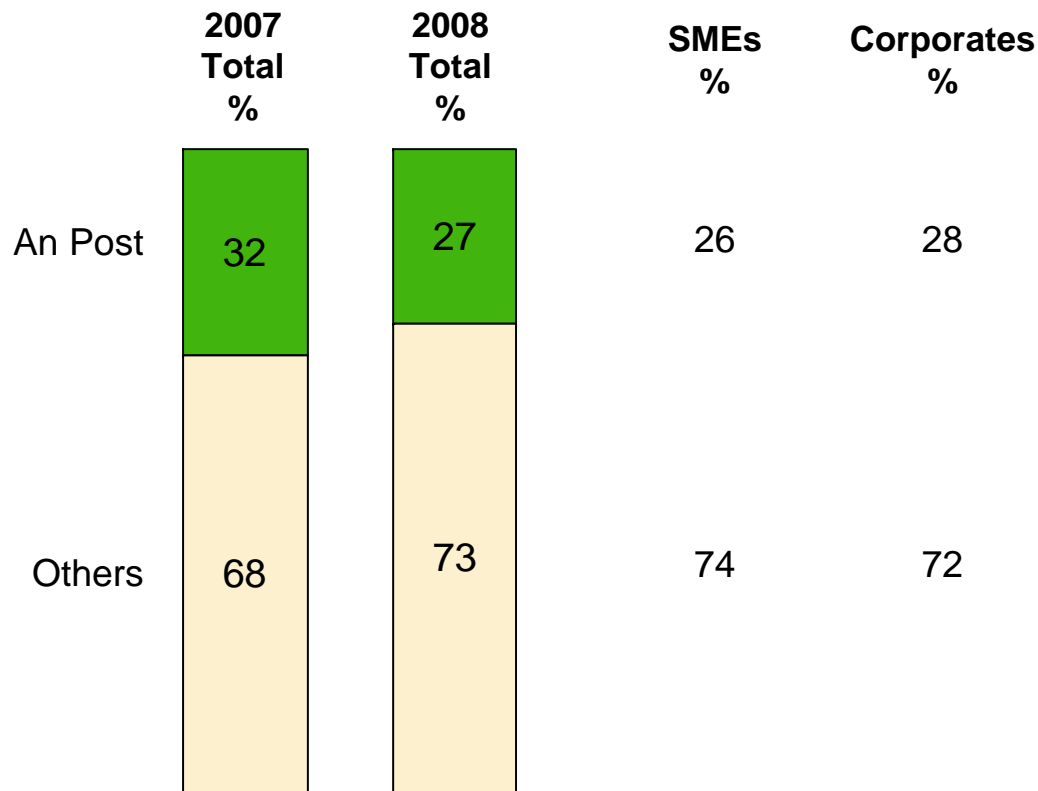
## Companies using An Post

- Government and Trade Sectors are more likely to use An Post for sending packets (50% and 56% respectively), along with those employing 50-99 employees (43%).
- In terms of region, those based in Leinster (excl. Dublin) are also more likely to send more packets with An Post (37%).

Note: 2008 calculations based on actual usage. Calculations exclude don't knows

## An Post versus Other Service Providers – Proportion of Parcels sent by each

Q. In terms of parcels posted, what percentage would you send with An Post? What percentage is with other providers?



Base: All who use both An Post and other providers for Posting Parcels  
(Total n=103, SMEs n=54, Corporates n=49)

### Companies using other Service Providers

- Those most likely to opt for other providers are involved in Industry (84%) and are based in Leinster (80%) (excl Dublin).
- In general however, other service providers are gaining more of this segment of the postal service, similar to the packets segment. Nearly three quarters of companies using both An Post and others opt for other service providers in terms of sending parcels.

### Companies using An Post

- Companies based in Munster and Dublin were more likely to have sent a higher proportion of their parcels with An Post (sending 32% and 31% of their parcels with An Post respectively).

Note: 2008 calculations based on actual usage. Calculations exclude don't knows

## Awareness of Other Postal Service Providers among those only using An Post currently

Q. What other companies are you aware of that you could use for sending mail, besides An Post?

	2005 %	2006 %	2007 %	2008 Total %
DHL Express	12	13	13	33
Interlink Express	3	4	5	14
UPS	2	3	4	10
TNT Express	2	3	3	8
FedEx Express	3	4	2	8
Fastways Couriers	n/a	n/a	n/a	4
No awareness	75	68	73	34

- Among those using An Post only for sending mail, there has been a marked increase in awareness of other service providers, with just one in three (34%) unable to nominate any other provider.
- In terms of awareness, Corporates are more likely to mention other service providers (74% nominating a company other than An Post).
- Companies within the Financial Sector were most likely to be aware of other service providers (73% aware), whilst companies within the Trade and Government Sectors were least likely to nominate other service providers (55% and 62% respectively).
- In terms of region there were no differences in awareness levels of other service providers.

Note: Answers under 4% not shown

Base: Those using An Post only (n=821)



## Other Postal Service Providers Used

Q. What companies, if any have you used for sending mail in the past 12 months?

2007 (190) %		2008 %	SMEs %	Corporates %
28	DHL Express	42	36	61
14	Interlink	13	14	11
9	TNT Express	11	7	24
9	DX Ireland	11	12	7
8	FedEx Express	9	8	10
5	UPS	7	5	12
5	Cyclone Couriers	8	9	3

Answers under 5% not shown

Base: All those who use An Post and other providers (Total 171, SMEs = 96, Corporates = 75) Note: Multiple responses allowed

15

# Reasons for Using Other Postal Service Providers

Q. And why do you use the services of \_\_\_\_\_?

2007 (190) %		2008 %	SMEs %	Corporates %
31	Faster/more efficient	37	39	32
18	Guaranteed next day delivery	20	21	15
17	Cheaper	15	14	19
12	Reliable/guaranteed tracking	13	11	17
6	For important/urgent documents	7	4	15
5	Company policy/decision made by someone else	7	7	8
5	Same day collection	6	6	5
n/a	Security	6	7	3
3	Better customer service	2	-	7
2	Local post	1	2	-
2	Good service/account management	2	2	-

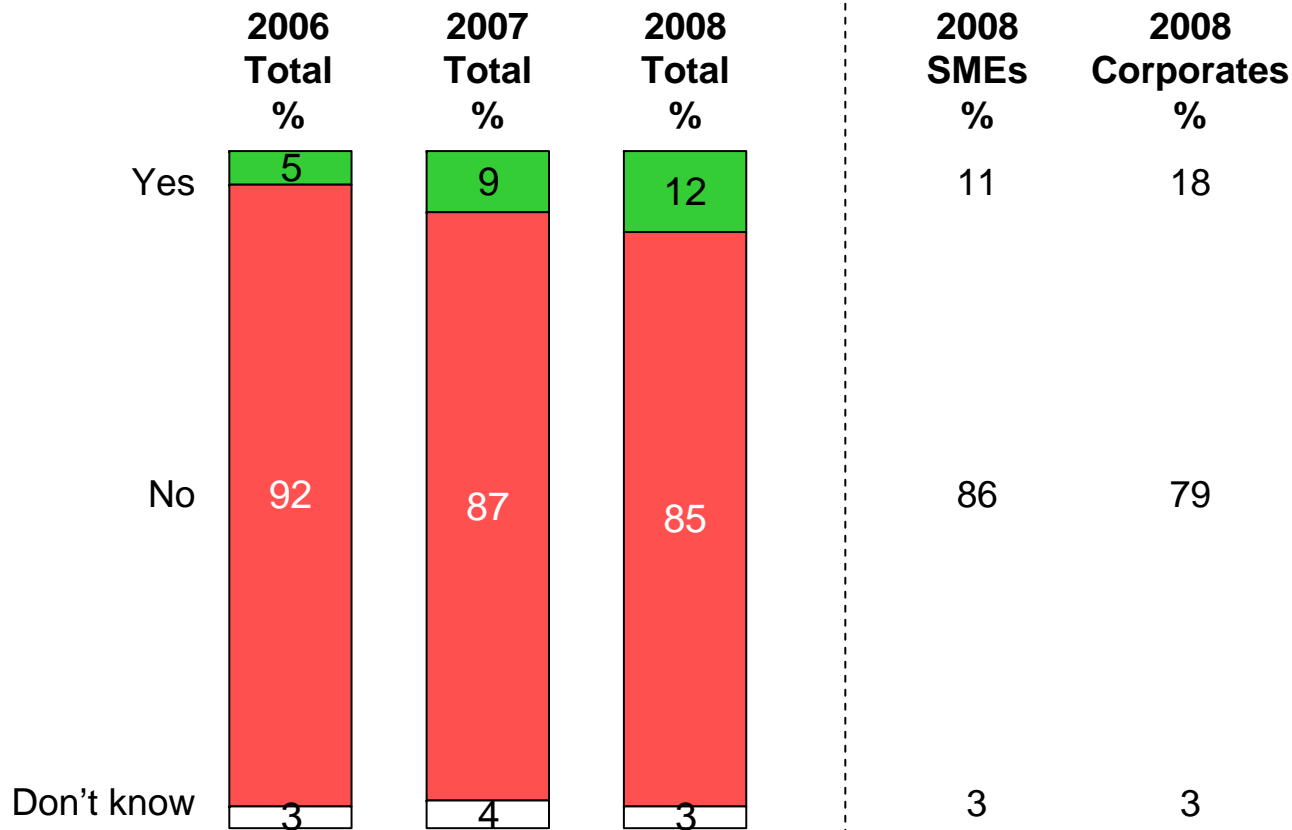
- Speed and Next Day Delivery Guarantee remain the key considerations when choosing other postal service providers, with cost also being rated as important, particularly among Corporates.
- Those involved in Industry are most likely to cite speed/efficiency as the reason for choosing other service providers (57%), and they also place more value on guaranteed next day delivery (32%).
- Dublin companies are more likely to cite speed/efficiency (45%) compared to just 26% of companies in the Rest of Leinster.
- In terms of guaranteed next day delivery, Munster companies are nearly twice as likely to use other service providers for this reason (37%).

Note: Multiple responses allowed

Base: All those who use other providers  
(Total 171, SMEs = 96, Corporates = 75)

# Level of Contact by Other Service Providers

Q. Have you been contacted by a postal service provider other than An Post in the past year?

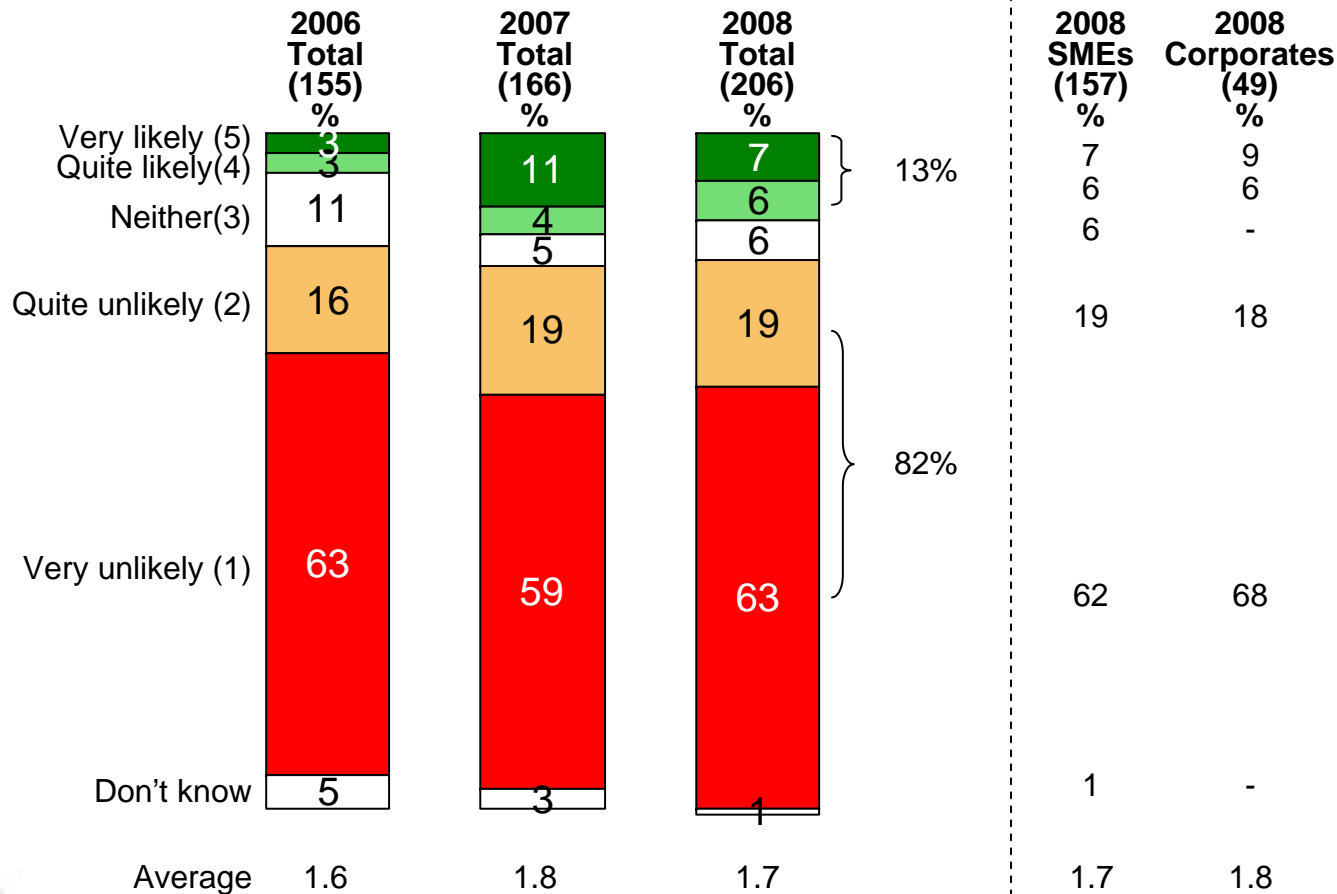


- The level of contact from other service providers remained low in 2008.
- Nearly one in ten (9%) of companies employing just 1-9 employees have been contacted, rising to 19% of companies with 250+ employees.
- The Financial Services sector (20%) and Industry (13%) were most likely to have been contacted.
- Companies based in Dublin were most likely to have been contacted (20%), with those based in the rest of Leinster (8%) being least likely to have been contacted.
- 24% of those with a high spend with An Post (€5,000+ annually) have also been contacted.
- Over a quarter (27%) of companies currently using other service providers have been contacted in the past year.
- Among companies only using An Post currently, 10% have been contacted by other service providers.

Base: All respondents (Total n=1000, SMEs n=678, Corporates n=322, 2007 Total = 800)

## Likelihood to Switch from An Post among those aware of other providers but not currently using them

Q. How likely is your company to switch some of its postal business to a service provider other than An Post within the next 12 months?

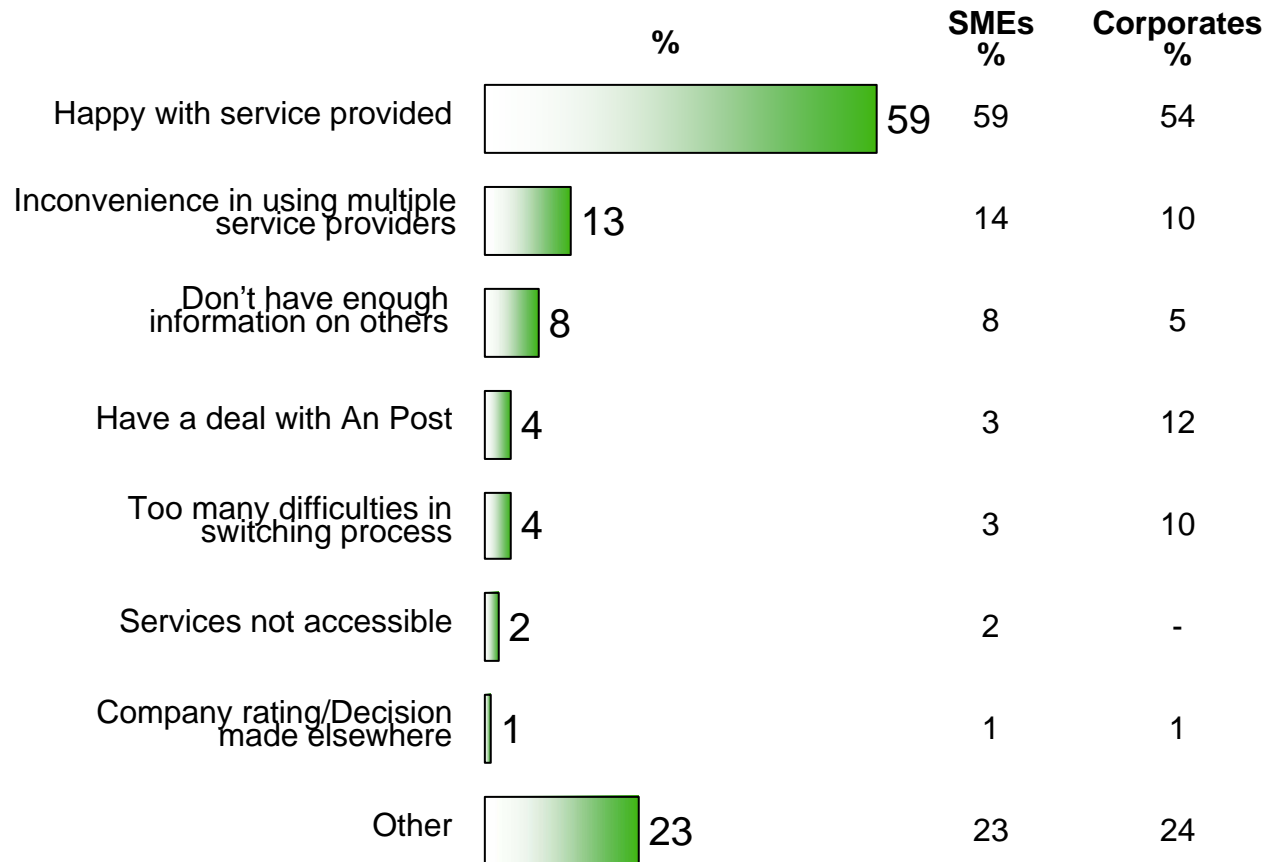


- Propensity to switch business from An Post has remained relatively static over the past 3 years.
- Those employing 100-249 employees are least likely to switch from An Post in the next 12 months (88% saying it is unlikely)
- In terms of industry sector, Trade and Government are least likely to switch (93% and 92% unlikely) along with companies based in Dublin (87% claim it is unlikely they will switch)
- Nearly one in five (18%) of those who currently spend between €1,000 and €5,000 with An Post feel that they may consider switching in the next 12 months.

Base: All those aware of other service providers, but currently only using An Post  
Total= 206, SMEs = 157, Corporates = 49

# Reasons for Not Switching from An Post

Q. Why do you think it is unlikely your company will switch some of its business to a service provider other than An Post?



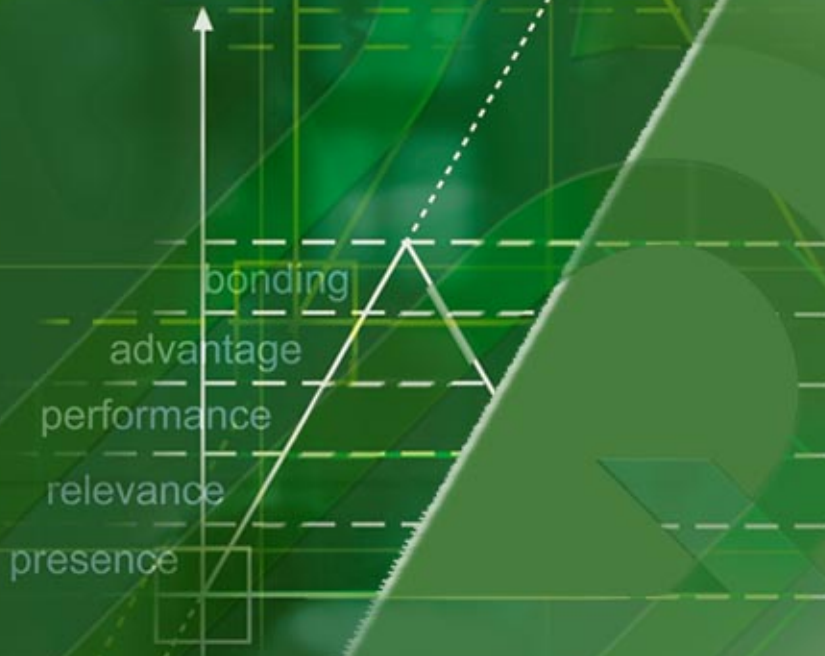
- Satisfaction with the status quo and the perceived inconvenience associated with switching are the key drivers in remaining with An Post.
- Those most likely to be happy with the current service employ 10-49 employees (71%), be Dublin based (66%) and be lower spenders with An Post (63% among those spending less than €1,000 annually).
- One in twelve (8%) cite lack of information available to them, rising to 14% of those based in Connaught/Ulster, indicating that there are potential switchers who have not had contact with other service providers.

Base: All aware of other providers who currently just use An Post but who think it is unlikely they will switch from An Post over the next 12 months (Total n=169, SMEs=128, Corporates=41)



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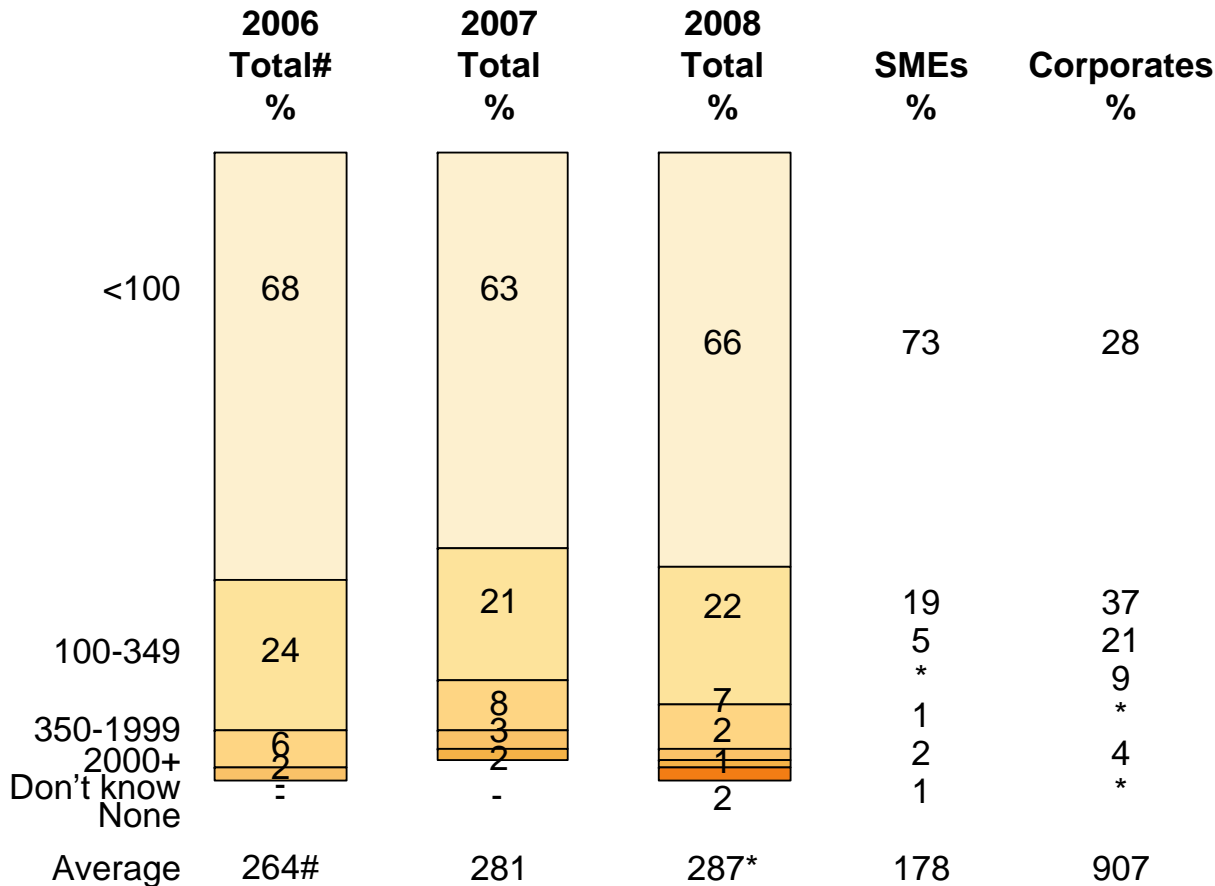


Volumes of Mail Sent



# Weekly Volume of Standard Letters Sent

Q. How many **standard sized** envelopes does your business/premises send each week, using any postal provider?



- Unsurprisingly the volume of standard letters sent correlates closely to company size. Those employing 1-9 employees sent 132 letters weekly, rising to 450 letters among those employing 50-99, with those with 250+ employees sending 1,258 standard letters per week.
- Government (575) and those involved in Financial Services were heaviest mailers (531).
- Companies based in Dublin (445) and Leinster (259) were higher on average.
- Those using An Post only sent 233 letters per week, compared to 606 letters sent by those using An Post and others.
- Those who have been dissatisfied with elements of the postal service were also higher users.
- Lighter users included those in the Trade and Industry sectors (111 and 127 respectively) and companies based in Connaught/Ulster (117/week).

Note: Averages based on those who gave an exact amount

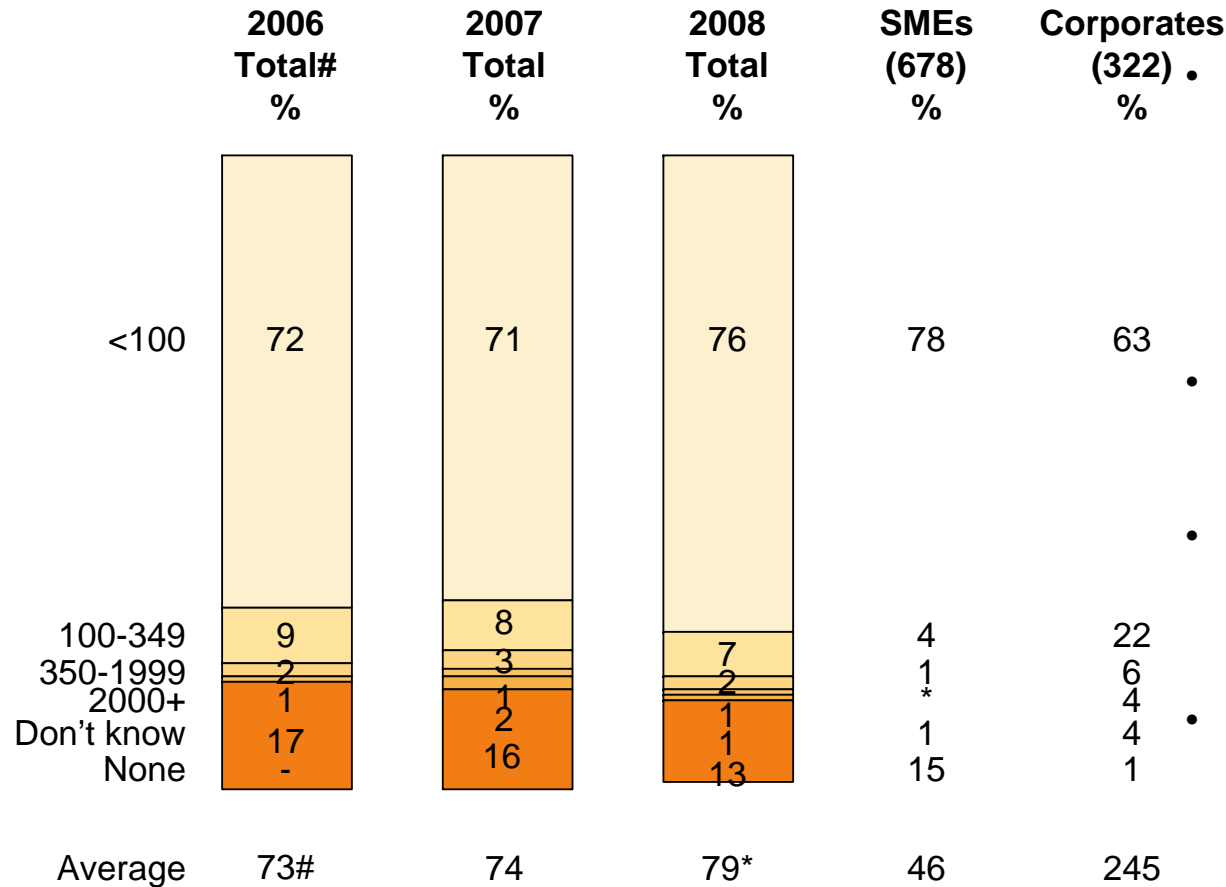
#Important: Question wording changed slightly from 2006

\* One outlier excluded

Base: All Respondents (Total n=1000, SMEs n=678, Corporates n=322)

# Weekly Volume of Large Letters Sent

Q. How many **large** envelopes does your business/premises send each week, using any postal provider.



- A similar pattern emerges with Larger letters sent in terms of company size. Those employing 1-9 employees send on average just 36 large letters per week, compared to 327 among companies with 250+ employees.
- Government and Financial services are again most prolific, sending 180 and 148 large letters respectively.
- Dublin based companies send 127 letters on average, compared to 67 in Munster, 61 in Leinster and just 16 in Connaught/Ulster.
- Companies using An Post and others send 174 letters per week, compared to 62 letters sent by those only using An Post.

Note: Averages based on those who gave an exact amount

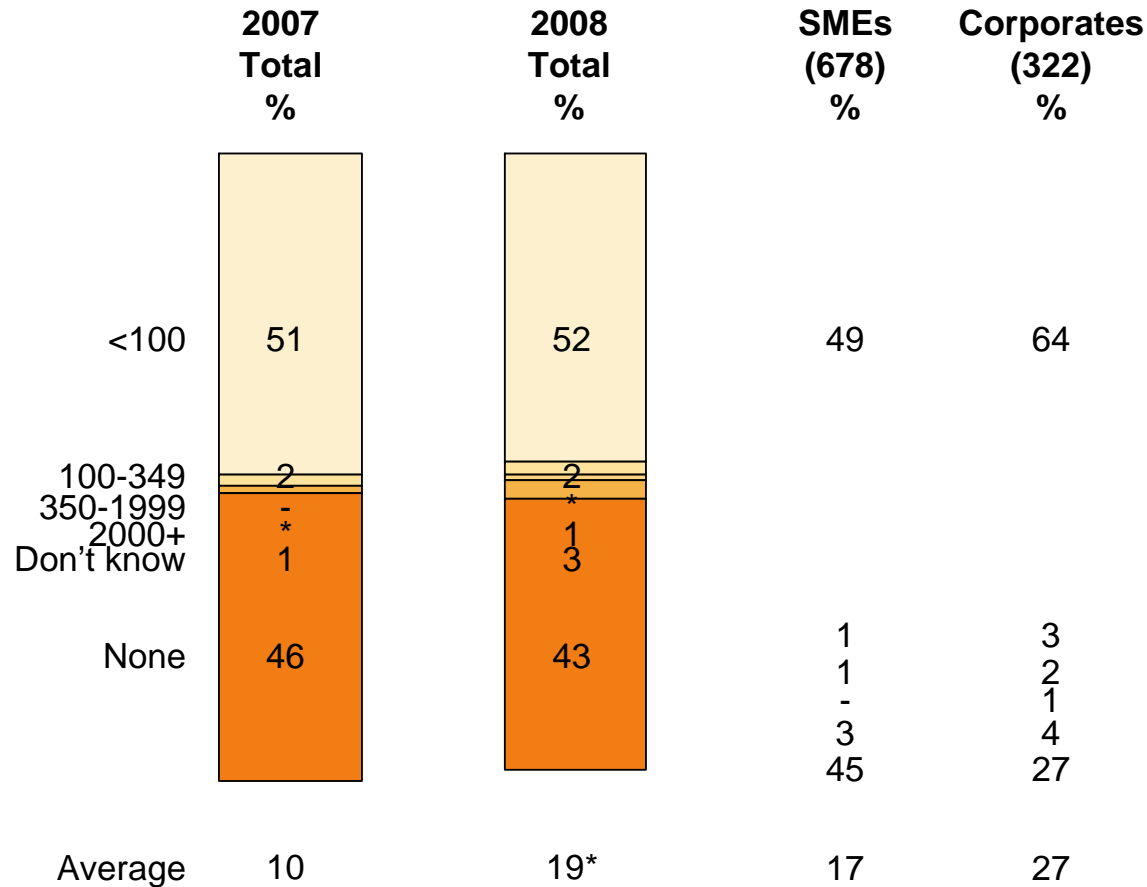
#Important: Question wording changed slightly from 2006

\* One Outlier excluded

Base: All Respondents (Total n=1000, SMEs n=678, Corporates n=322)

# Weekly Volume of Packets Sent

Q. How many packets does your business send each week?



- Companies employing 100+ and 50-99 employees send most packets (27 and 26/week respectively), compared to just 10 packets sent by those employing 10-49 employees.
- In terms of sector, Industry and the Financial sector send most (24/week), followed by Government (23/week). Just 12 packets are sent by the trade industry.
- Companies based in Munster are more likely to send more packets (23/week) followed by those based in Dublin (22/week). Connaught/Ulster based companies send just 7 packets on average per week.
- There is little difference in packets posted by those using An Post only and those using other providers also (20/week and 17/week respectively)

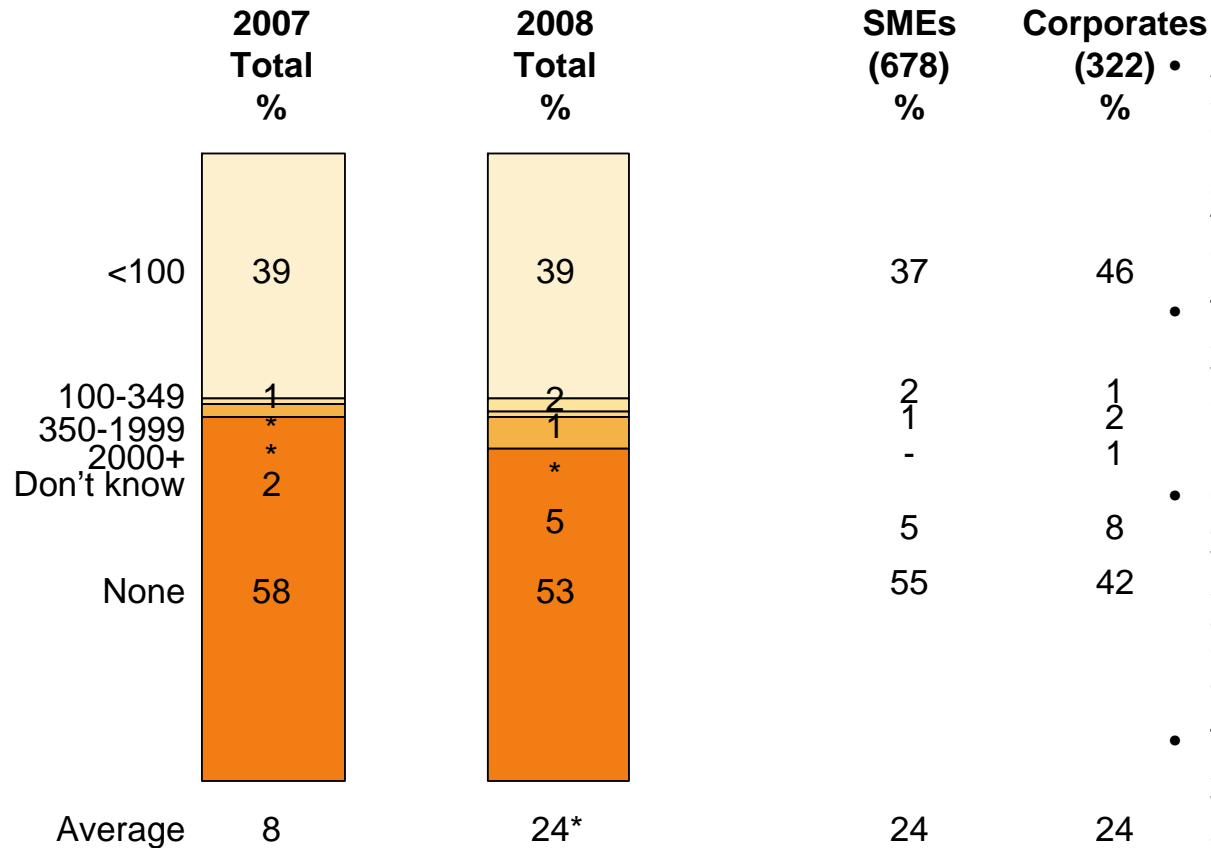
Note: Averages based on those who gave an exact amount

\* Six outliers excluded

Base: All Respondents (Total n=1000, SMEs n=678, Corporates n=322)

# Weekly Volume of Parcels Sent

Q. How many parcels does your business send each week?



- Among those companies sending parcels, those employing 100-249 send most (averaging 35/week), compared to just 14 among those employing 1-9 employees.
- Trade and Industry average 30 and 29 parcels per week, with Government sending 27. Companies in the Service industry send just 14/week.
- Companies in Munster average 38 parcels/week, with those in Leinster sending 29/week. In Dublin and Connaught/Ulster the corresponding figures are 12 and 11/week.
- Those using An Post only send 25 parcels per week, whilst those using An Post and others average 20/week.

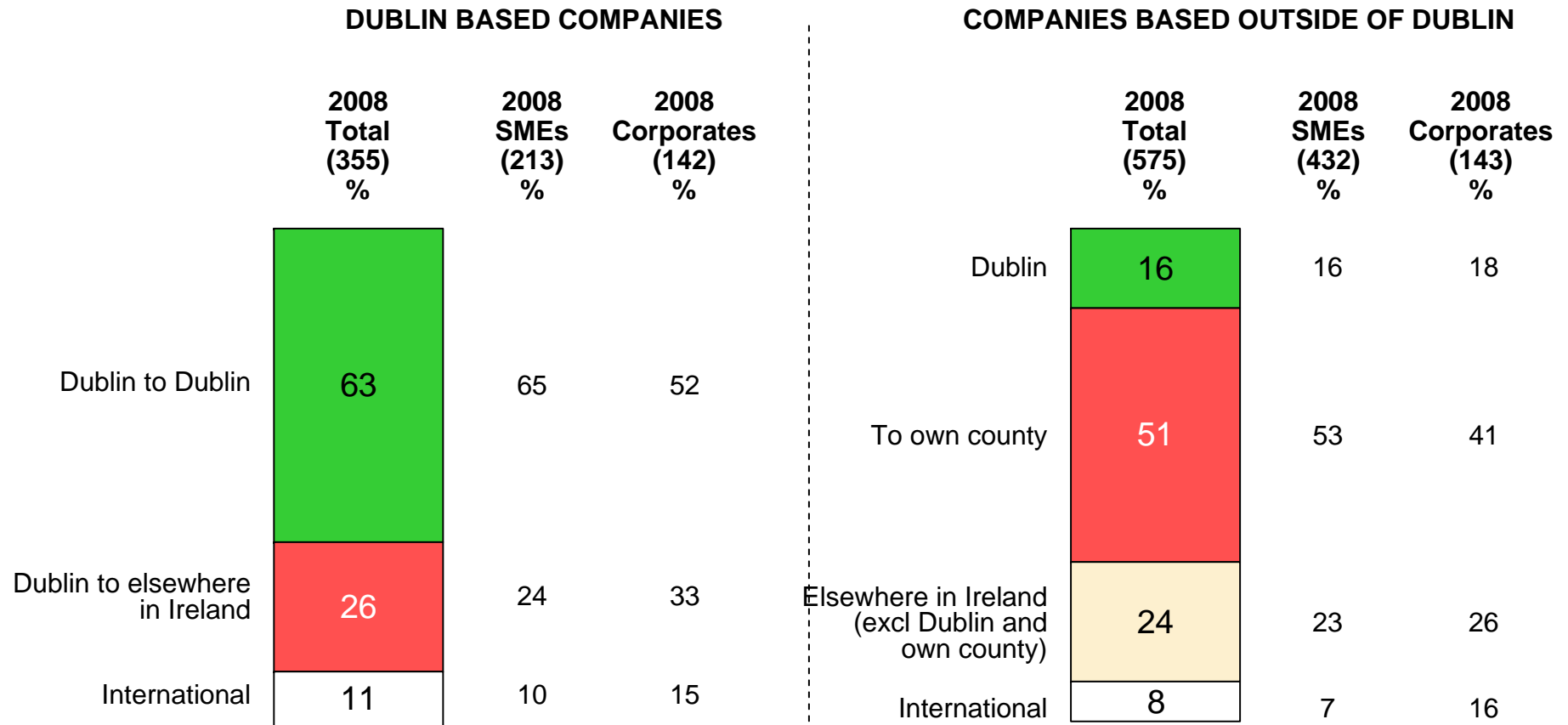
Note: Averages based on those who gave an exact amount

\* Six outliers excluded

Base: All Respondents (Total n=1000, SMEs n=678, Corporates n=322)

# Proportion of Letters Sent by Destination (Standard and Large)

Q. And in terms of the destination of both standard and large envelopes sent by the business, approximately what percentage of this outgoing mail is sent within?

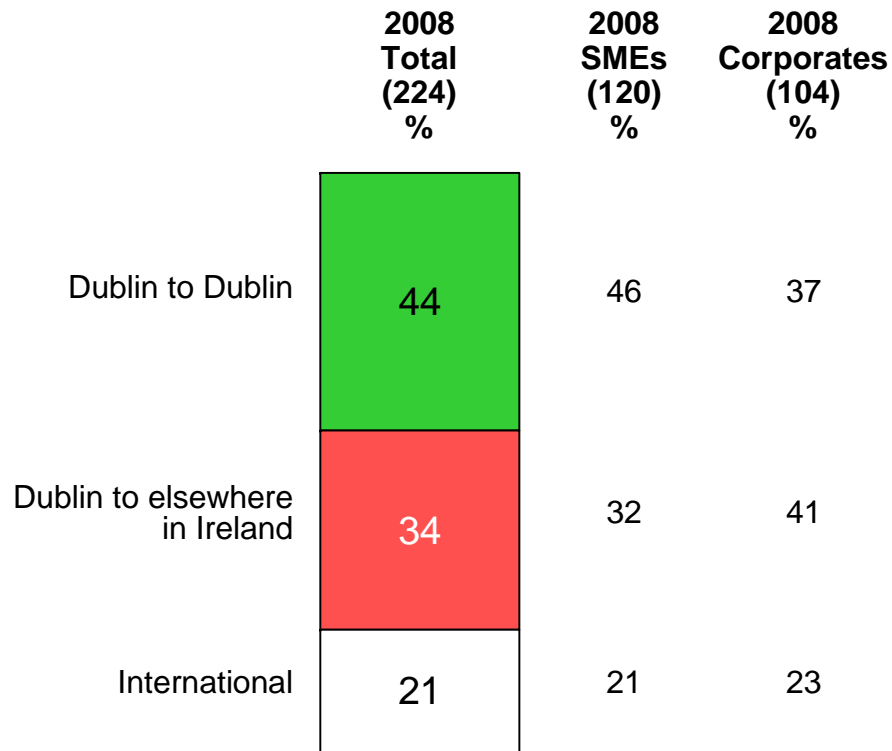


Base: All sending standard/large letters who gave an answer

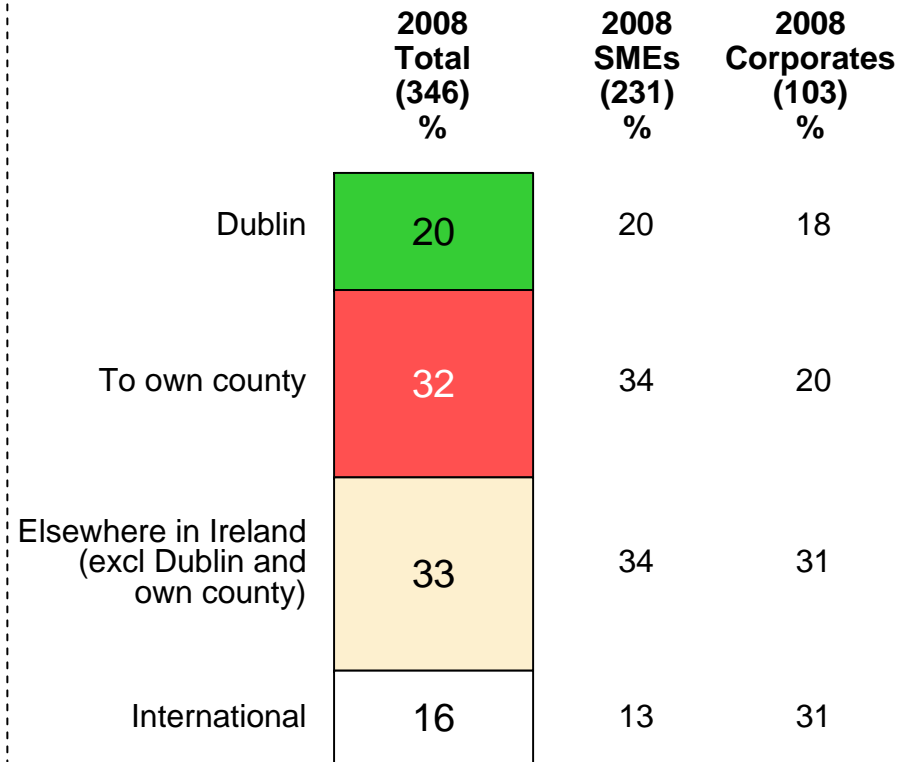
# Proportion of Packets/Parcels Sent by Destination

Q. And in terms of the destination of both packets and parcels sent by the business, approximately what percentage of this outgoing mail is sent within?

## DUBLIN BASED COMPANIES



## COMPANIES BASED OUTSIDE OF DUBLIN

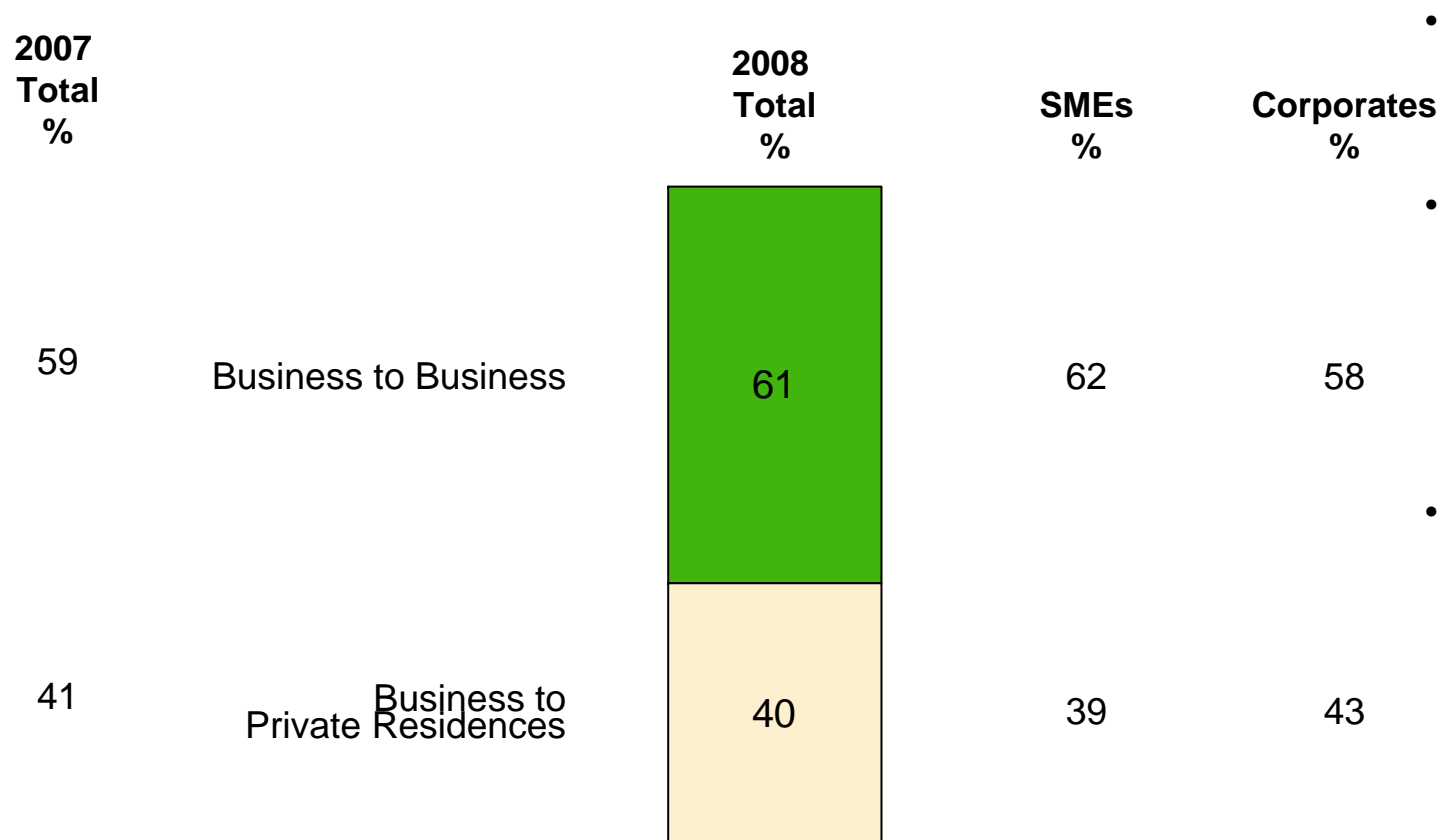


Base: All sending packets/parcels who gave an answer



# Proportion of Mail Sent Business to Business

Q. What percentage of your mail items which are sent to addresses within the Republic of Ireland are sent to another business and what proportion are sent to customer or private residences?



- The proportion of mail items sent business to business has remained relatively constant over the past 12 months.
- Those more likely to send Mail B-to-B are companies employing 10-49 employees (65+), be based in Dublin (68%) and are likely to be involved in Industry or Trade (63% and 65% respectively).
- Those sending business to residential mail are more likely to be employing 250+ (46%), be involved in Government or the the Financial Services sector (55% and 46% respectively) and be high spenders with An Post (42%)

Base: All sending Post (n= 988, SME's = 693 Corporates = 315)



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relevance  
presence

2nd Class Postal Service

## Propensity To Use A 2<sup>nd</sup> Class Postal Service if it were available – Hypothetical Scenario

Q. In addition to the current 1<sup>st</sup> class service where mail is due for delivery within one working day after posting, if there was an option of a 2<sup>nd</sup> class service, where mail is delivered for example over 2 working days at a cheaper price e.g. discount of 10c, how much of the weekly company's mail would be likely to be sent using the 2<sup>nd</sup> class service if it was available?

	2008 Total %	SMEs %	Corporates %
All of the company's Mail	16	17	11
75% of the company's mail	17	16	20
50% of the company's mail	16	16	17
Less than 50% of the company's mail	14	13	18
None would be send 2 <sup>nd</sup> class	32	33	25
Don't know	6	5	10

} 33%

- 33% claim they would send at least 75%, if not all, of their mail using a 2<sup>nd</sup> class services were it available.
- Almost half (49%) claim they would use a 2<sup>nd</sup> class service to send 50% or more of their mail.
- Less than one in three (32%) claim they would not use such a 2<sup>nd</sup> class service were it available.
- In terms of company size there is little difference in envisaged take-up.
- Companies in the Services sector (37%) were slightly more likely to consider sending 75+% of their mail through a 2<sup>nd</sup> class service, whilst companies based in Leinster were also more amenable (41%).
- Those with a high spend with An Post or others (both at 36%) were also slightly more likely to avail of this service.

Base: All respondents (n= 1000, SMEs = 678, Corporates = 322)



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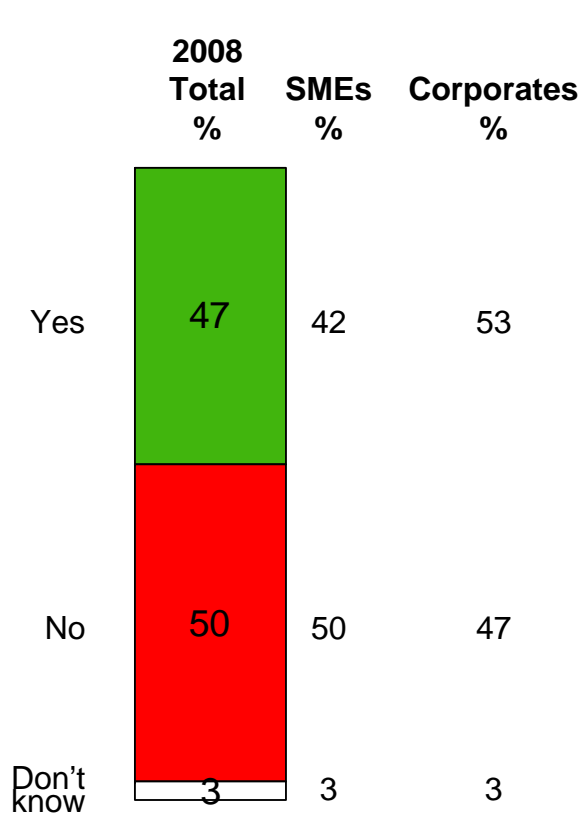
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**Bulk Mail**

# Awareness and usage of An Post's Bulk Mail Service

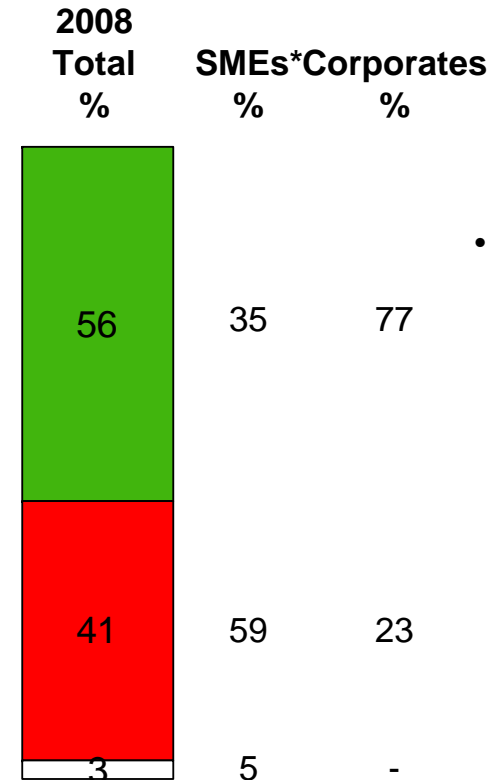
Q. Are you aware of An Post's bulk mail service, which offers discounts based on volumes sent?



- Among those sending large volumes of mail (350+ items a week), only half are aware of An Post's Bulk Mail service.
- Those claiming to be most aware are involved in Trade (65%), Industry (54%) and Financial Services (53%).
- Dublin based companies were also more aware (56%) along with those using both An Post and other service providers (52%).
- Those less aware of this service tended to be involved in the Services sector (57%) and Government (54%).
- Regionally, companies sending large volumes of mail based in Leinster and Munster were also more likely to not be aware of this service (67% and 61%).

Base: All who send large volumes of Mail (350+/week)  
(n = 167, SMEs = 57, Corporates = 110)

Q. Does your business use this service?



- Among those large mailers aware of An Post's Bulk Mail service, Corporates were over twice as likely to avail of the service.

Base: All large mailers aware of an Post Bulk Mail Service (Total n=78, SMEs=23, Corporates=55)





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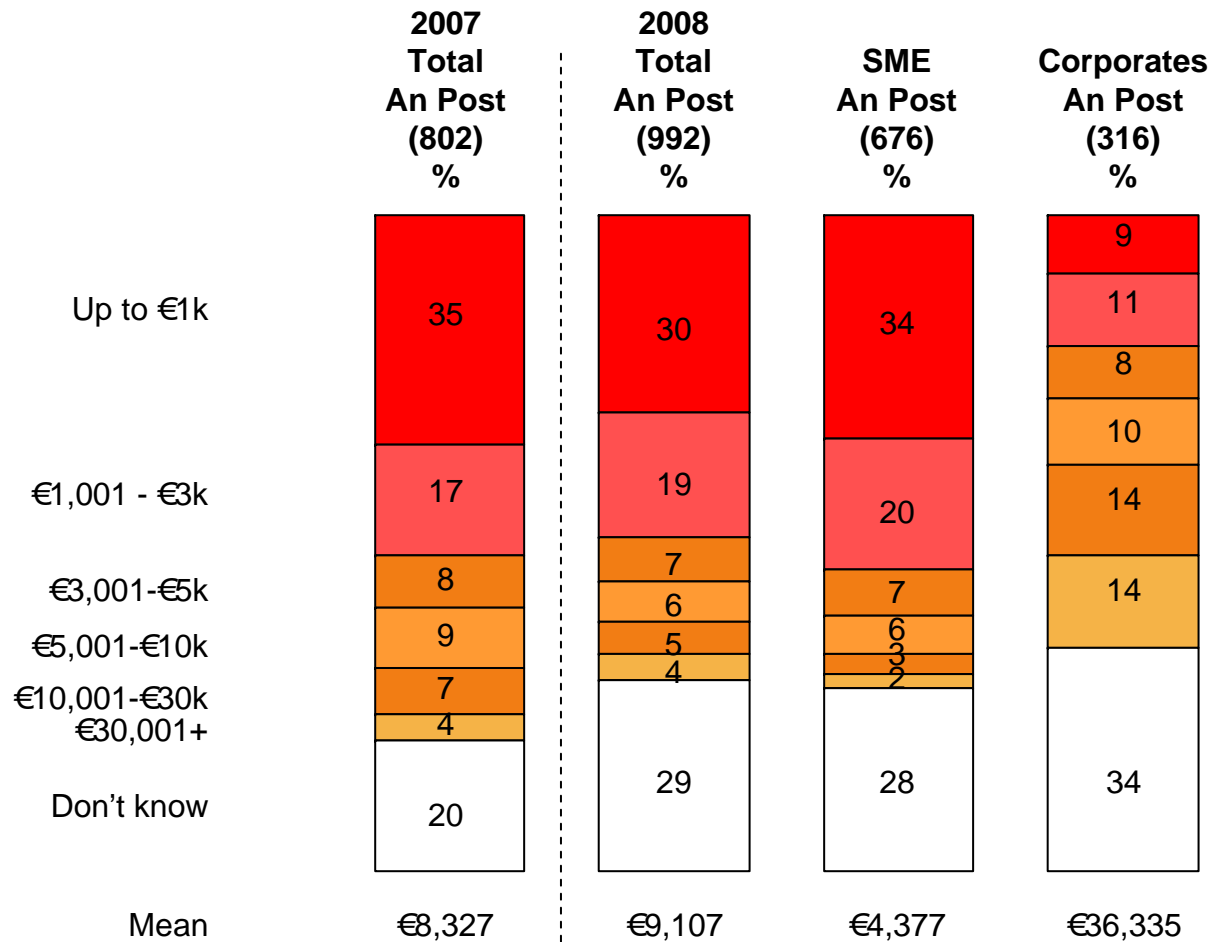


Postal Services Spend



# Annual Spend on Postal Services with An Post

Q. How much annually does your company spend, in Euro, on all of its postal services with An Post?



- Government are by far the largest spender with An Post, averaging €33,200 per annum.
- In terms of company size, those employing 1-9 spend €1,849 on average, rising to €6,573 among those employing 10-49, and €8,814 among those with 50-99 employees.
- Regionally, companies in Dublin spend most (€13,780), followed by Munster, Leinster and Conn/Ulster (€7328, €7,206 and €4,961 respectively).
- Those using An Post solely spend €6,896 per annum compared to €22,252 among those using An Post and others.

#Note: Two Outliers excluded

Base: All users of An Post who could give an estimate/exact spend figure

## Average Annual Spend with An Post by Industry Sector

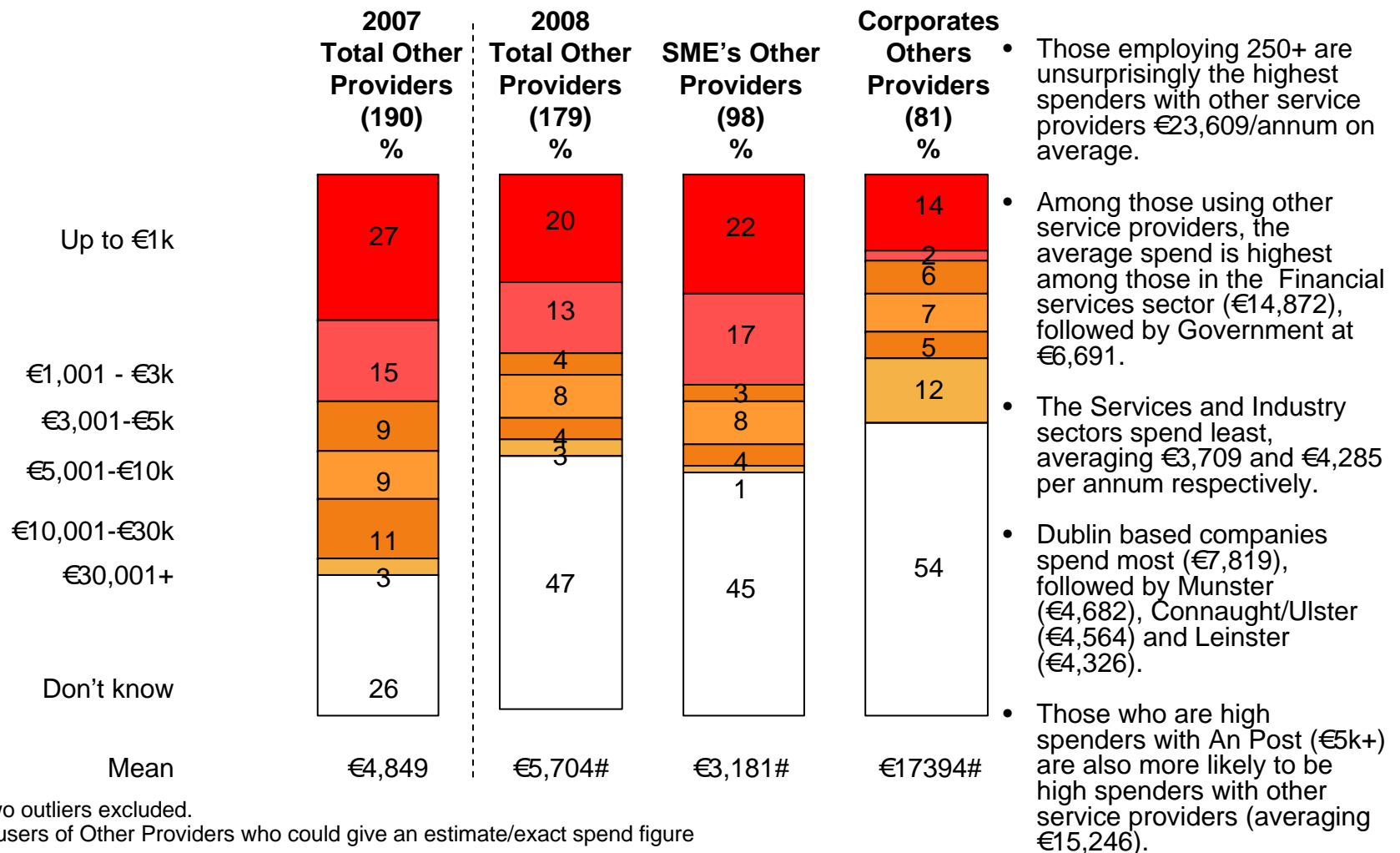
Q. How much annually does your company spend, in Euro on all of its postal services? An Post

	<b>2007</b> €	<b>2008</b> €
Total	8,327	9,107
Industry	7,047	5,039
Trade	3,628	7,770
Financial services	11,456	13,397
Services	6,925	8,592
Government	31,064	33,200

- Government are by far the largest spender with An Post, averaging €33,200 per annum. They account however, for just 5% of the total sample.
- Companies involved in Financial services are also large spenders with An Post

# Annual Spend on Postal Services with Other Service Providers

Q. How much annually does your company spend, in Euro, on all of its Postal services with other Providers?



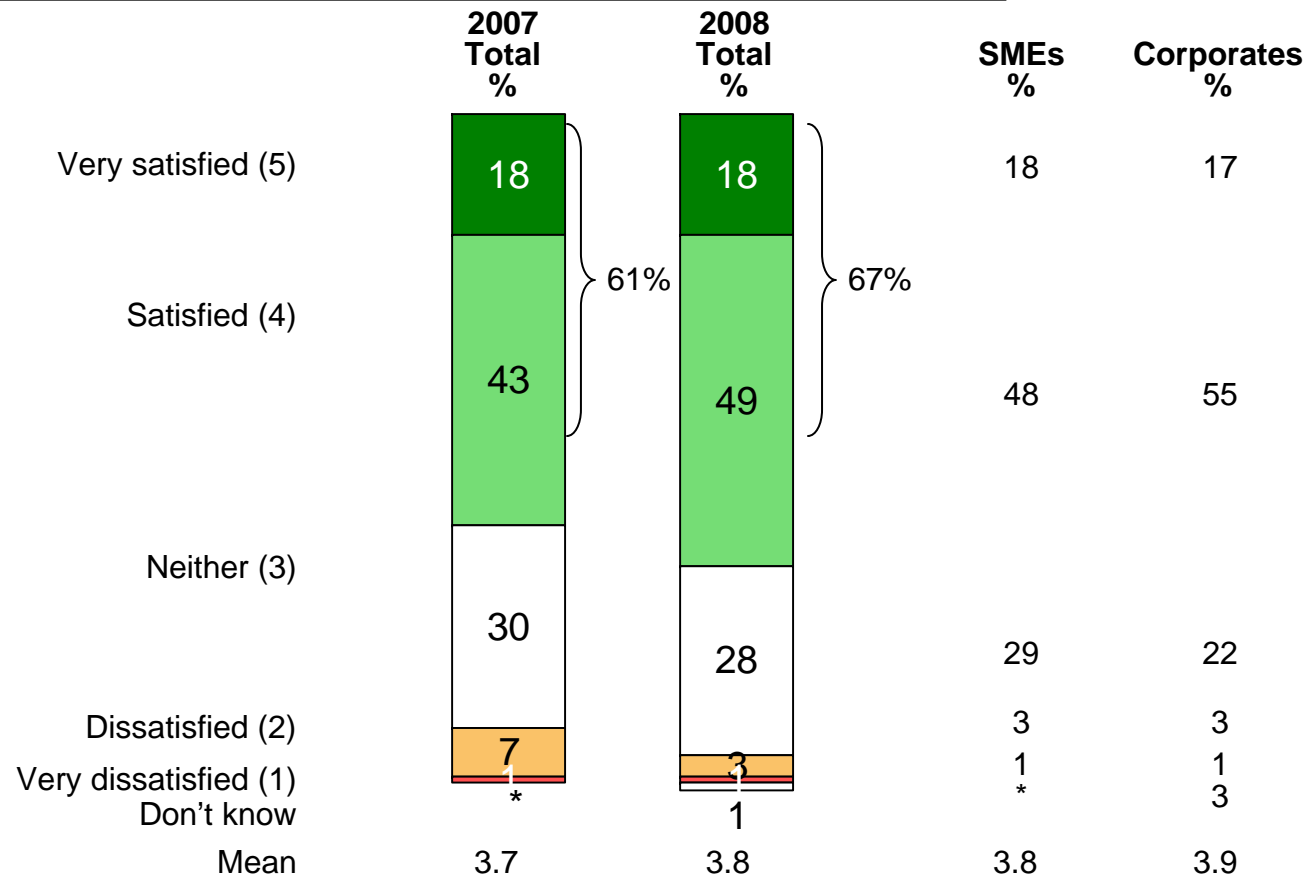
#Note: Two outliers excluded.

Base: All users of Other Providers who could give an estimate/exact spend figure



# Overall Satisfaction with Postal Service in Ireland

Q. Thinking about the overall postal service provided here in Ireland, how satisfied or dissatisfied are you on a scale of one to five, where “one” is very dissatisfied and “five” is very satisfied?



- Corporates (72%) are more satisfied, compared to 66% of SMEs.
- Those in the Government (70%) and the Financial services sector (69%) also tended to be more satisfied.
- Satisfaction is slightly higher among companies based in Connaught / Ulster (71%).
- Dissatisfaction is greater among those employing 10-49 employees (7% versus overall of 4%), those in the services industry (6%) and among companies based in Dublin (6%).

Base: All respondents (Total n=1000, SMEs n=678, Corporates n=322)

# Satisfaction with Other Aspects of the Postal Service

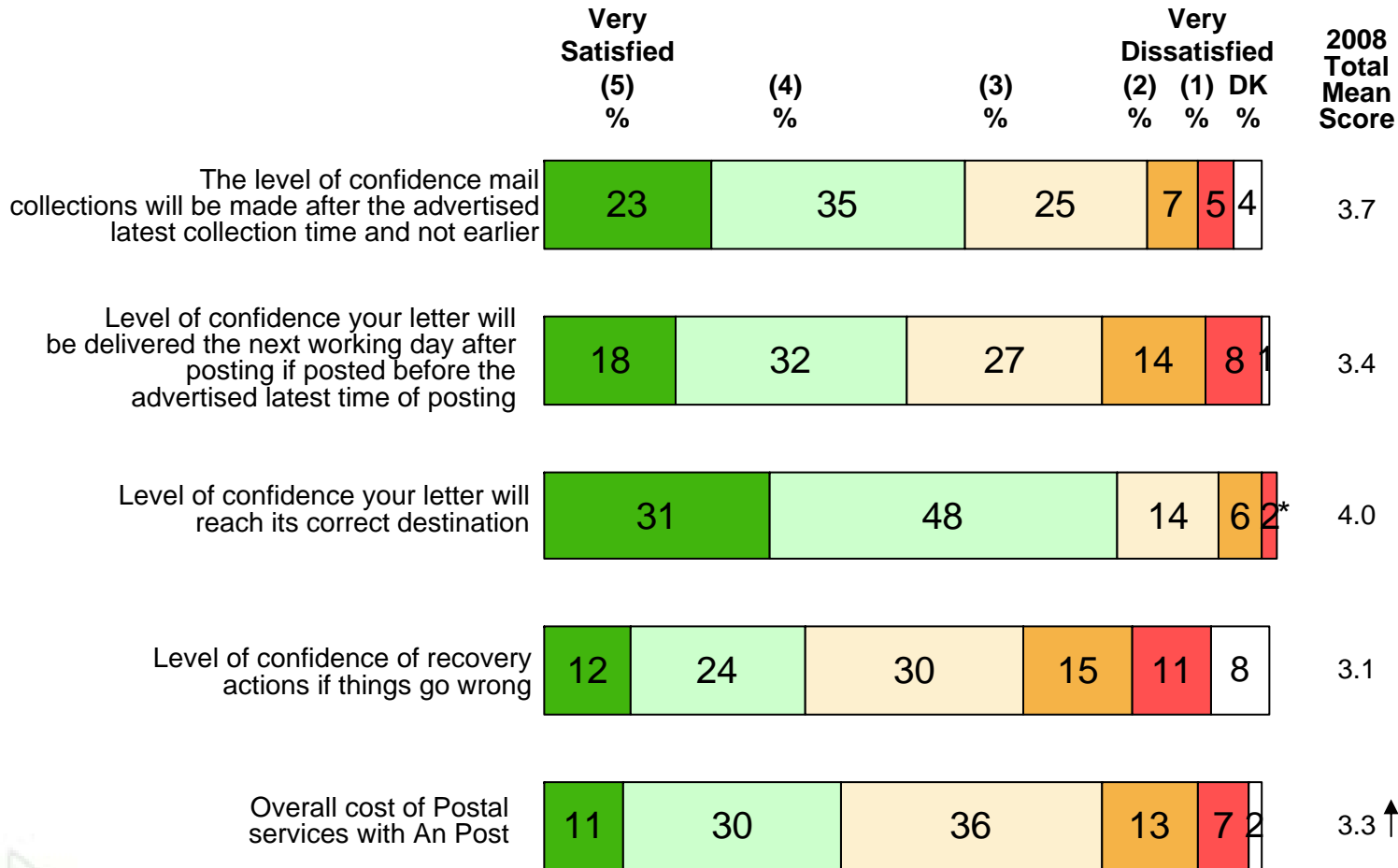
Q. I am now going to ask you to rate your satisfaction or dissatisfaction with a number of aspects of Ireland's **postal service**, using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.

	Very Satisfied (5) %	(4) %	(3) %	(2) %	(1) %	DK %	2008 Total Mean Score	2007 Total Mean Score	SME Mean Score	Corporate Mean Score	2006 Mean Score
Ease of access to the postal service	38	28	22	8	4*		3.8 ↓	3.9	3.8	4.0	3.7
The range of postal service products on offer	28	37	24	6	2	3	3.9	n/a	3.9	3.9	n/a
The clarity of information available on postal services	24	33	27	10	4	2	3.7 ↑	3.6	3.6	3.8	3.2

Base: All respondents (Total n=1000, SMEs n=678, Corporates n=322)

# Satisfaction with An Post Letter Post Services

Q. I am going to read out a list of aspects related specifically to **An Post National** letter post services. For each one please tell me if you are satisfied or dissatisfied with each aspect on a scale of 1 to 5, where 1 is very dissatisfied and 5, very satisfied.



- Although companies generally express satisfaction with the postal service in Ireland overall (67% overall satisfaction), when asked about specific elements of An Post's letter post services, satisfaction rates decline somewhat.

Base: All respondents (Total n=1000, SMEs n=678, Corporates n=322)



# Satisfaction with Other Service Providers

Q. I am going to read out a list of aspects related specifically to services provided by Postal Service Providers other than An Post. For each one please tell me if you are satisfied or dissatisfied with each aspect on a scale of 1 to 5, where 1 is very dissatisfied and 5, very satisfied.

	Very Satisfied (5) %	(4) %	(3) %	(2) %	Very Dissatisfied (1) %	DK %	2008 Total Mean Score
The level of confidence that mail collections will be made at the agreed collection time	35	37	16	2*	9		4.2
The level of confidence that your letter will be delivered by the agreed time/day	33	44	12	3*	9		4.2
The level of confidence that your letter will reach its correct destination	43	41	6	1*	9		4.4
The level of confidence of recovery actions if things go wrong	25	40	20	4	1	9	3.9
Overall cost of Postal services with other postal providers	9	31	34	9	5	11	3.4

- Generally speaking, satisfaction remains quite high in terms of specific services provided by other service providers, although there is evidence of some dissatisfaction with the overall cost of using other providers.

Base: All Using Other Providers (Total n=179, SMEs n=96, Corporates n=75)

# Desired Improvements to the Postal Service

Q. What improvements to the Postal Service would you like to see, if any, that would have a positive impact on your Business?

	Total %	SMEs %	Corporates %	
Competitive prices/reduce rates/stamp prices	22	22	24	<ul style="list-style-type: none"> <li>Larger companies (250+ employees) are more likely to suggest competitive prices as the main improvement they would like to see implemented.</li> </ul>
More reliable service	14	14	16	
Faster service/deliveries	6	6	6	
Improve delivery times/make earlier	6	6	3	<ul style="list-style-type: none"> <li>Those in the Trade industry sector would like to see longer opening hours (11%).</li> </ul>
Longer opening hours	6	6	2	
Next day service	6	5	9	<ul style="list-style-type: none"> <li>Businesses located in Dublin are looking for more reliable services (20%)</li> </ul>
More frequent collections	4	3	5	
More post offices/easier access	4	4	2	
Postal tracking/less lost letters	4	3	6	<ul style="list-style-type: none"> <li>More competitive prices is also important among those who mention they are likely to switch from An Post (30%)</li> </ul>
Provide info on products/service	4	4	6	
Later collections	3	3	4	
Improved staff	3	2	4	
Nothing, no suggestions	21	21	18	

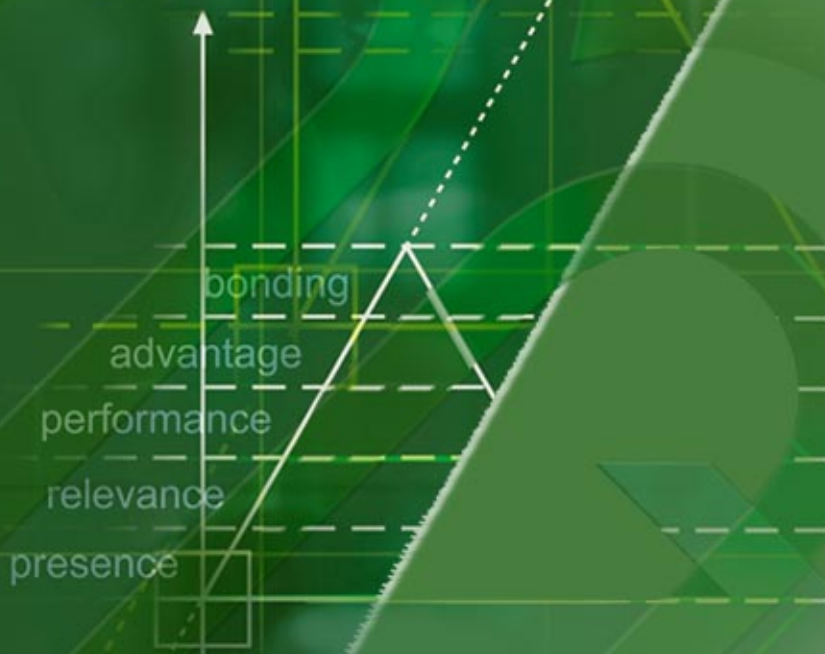
Base: All respondents (Total n=1000, SME's n=678, Corporates n=322)

Answers under 3% not shown



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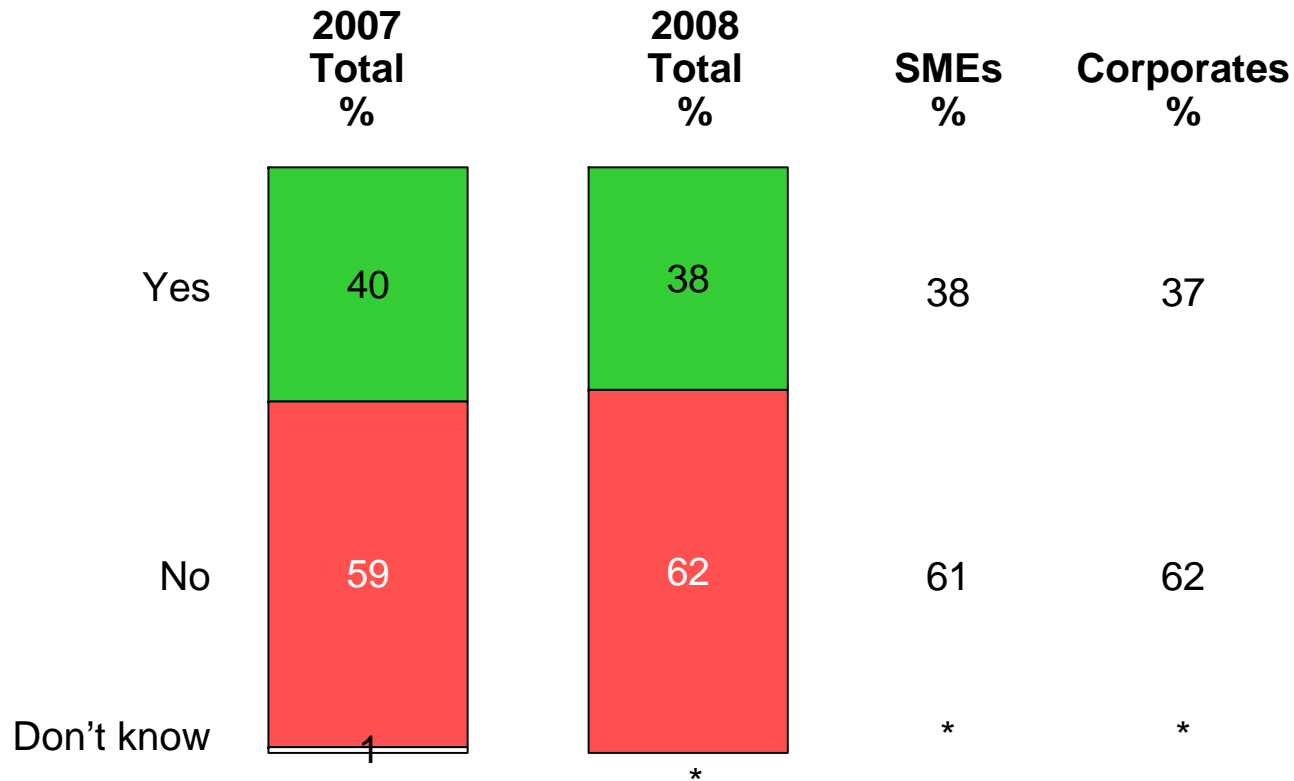
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## Incidence of Complaints

# Incidence of Dissatisfaction with the Postal Service

Q. In the past 12 months has there been any aspect of the postal service (provided by An Post or any other provider) that you have been dissatisfied with?



- Incidence of dissatisfaction with postal services remains high in 2008.
- Companies with 10 – 49 employees are more likely to mention they have been dissatisfied with an aspect of the postal service (41%).
- Similarly, those in the Government Industry sector express the greatest level of dissatisfaction (41%) as well as those companies based in Dublin (42%)
- Interestingly, high spenders (both An Post and with others) also express the greatest level of dissatisfaction with the postal service (53% and 59% respectively).

Base: All Respondents (n=1000, SMEs=678, Corporates n=322)

# Reasons for Dissatisfaction

Q. What was the issue/or cause of this dissatisfaction?

	2008 Total %	SMEs %	Corporates %
Late or missed delivery of mail	33	34	32
Lost Mail	19	19	20
Late arrival for time/day certain deliveries	17	18	15
Customer service	9	9	11
Unspecified delivery issues	8	9	6
Price of services	8	8	7
Early or missed collection of mail	4	4	7
Opening hours	4	4	-
Damaged mail	3	3	3
Slow delivery service	3	3	3
Other	3	2	6

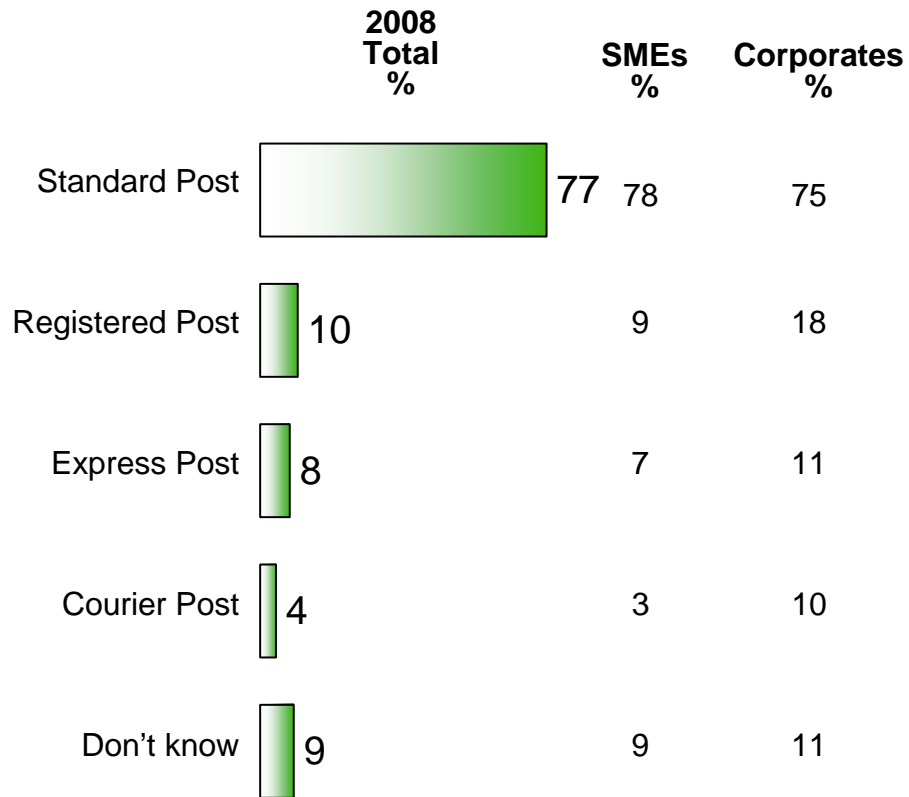
- 90% of issues cited were to do with An Post.
- 12% of reasons mentioned for dissatisfaction concerned other Postal Service Providers.
- Those in the Government and Trade industry sectors mention late or missed delivery of mail as their main reason for dissatisfaction (39% and 37% respectively).
- Companies in Munster also mention late or missed delivery of mail as a cause for dissatisfaction (40%).
- 83% of reasons for dissatisfaction were Delivery related.

Note: Answers under 3% not shown

Base: All who were dissatisfied (Total n=378, SMEs n=254, Corporates n=124)

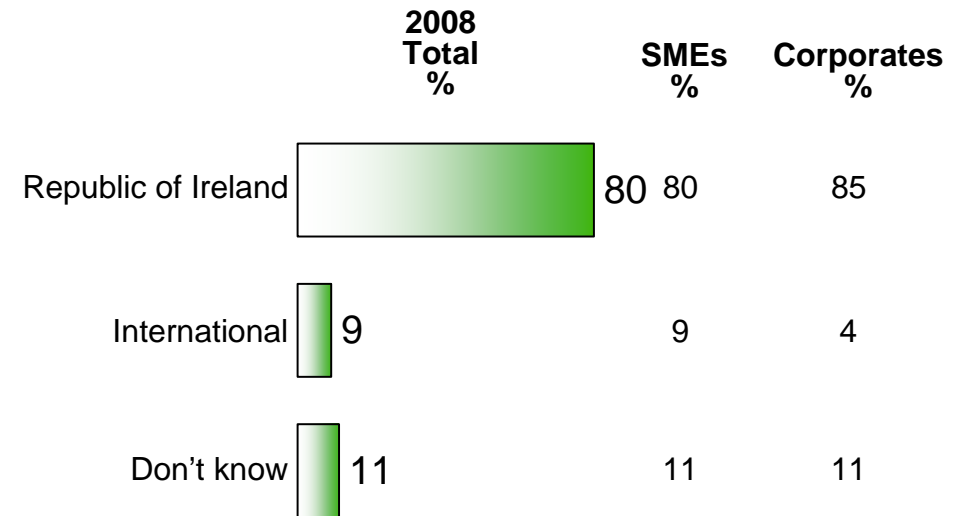
## Dissatisfaction with An Post Mail Type

Q. And for those issues/causes of dissatisfaction with An Post, do you remember which of the An Post postal services you used?



## Dissatisfaction with An Post Destination

Q. And was your mail item sent to a Republic of Ireland or international destination?



Base: All who had issues with An Post (Total n=339, SMEs n=233, Corporates n=106)

# Incidence of Making Formal Complaint

Q. Did your company lodge/make a **formal complaint** about this issue in the past 12 months?



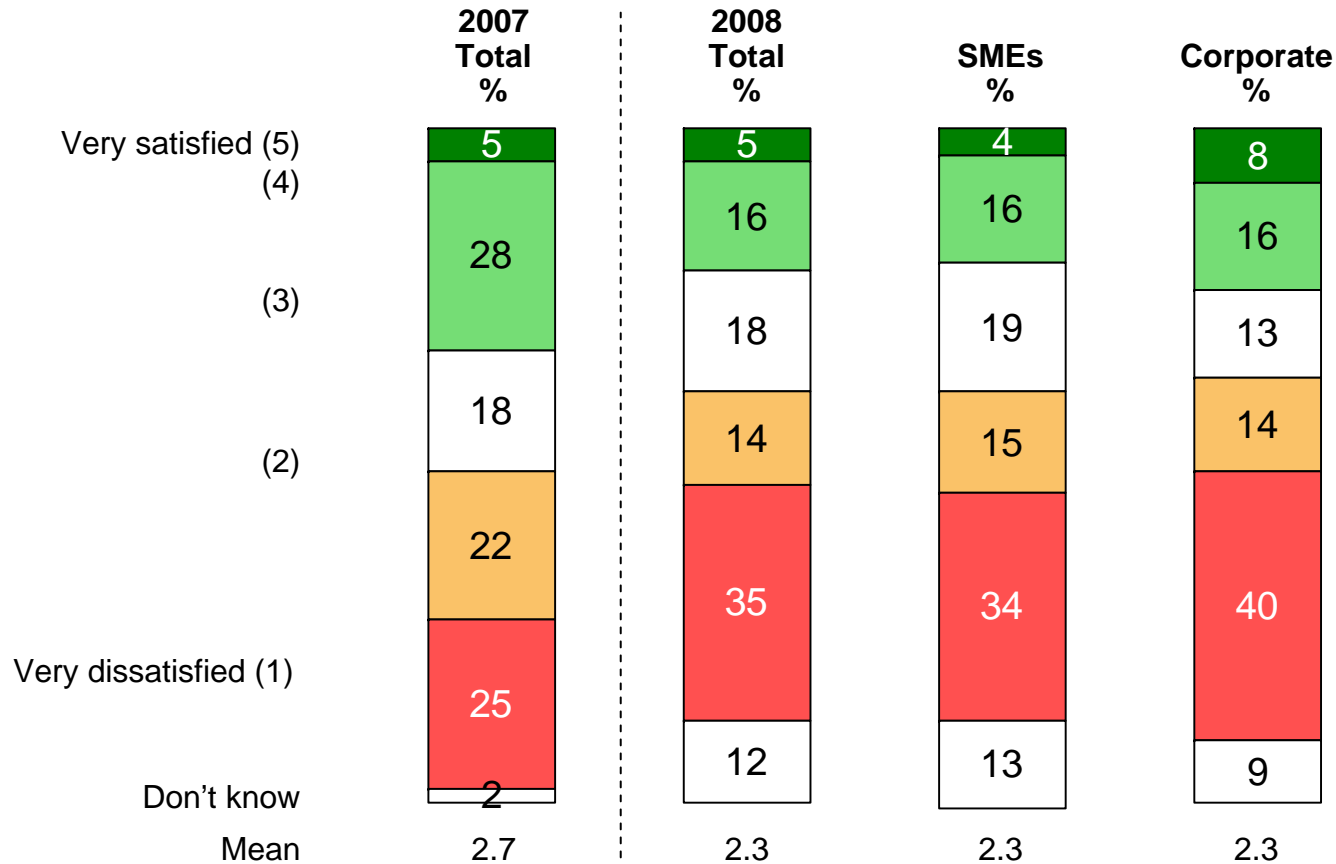
- 87% complained to the postal service provider directly.
- Those in the Trade sector and those companies based in Dublin were most likely to lodge a formal complaint within the past 12 months (40% and 35% respectively).
- High spenders with An Post were more likely to lodge a formal complaint (40%).

Base: All Were Dissatisfied with Postal Services providers over the past 12 months (Total N=378, SMEs N=254, Corporates=124)



# Satisfaction with Handling of Complaint

Q. How would you score your overall satisfaction with the handling of your complaint by the postal organisation you contacted on a scale of 1 to 5, where 1 is very dissatisfied and 5, very satisfied?



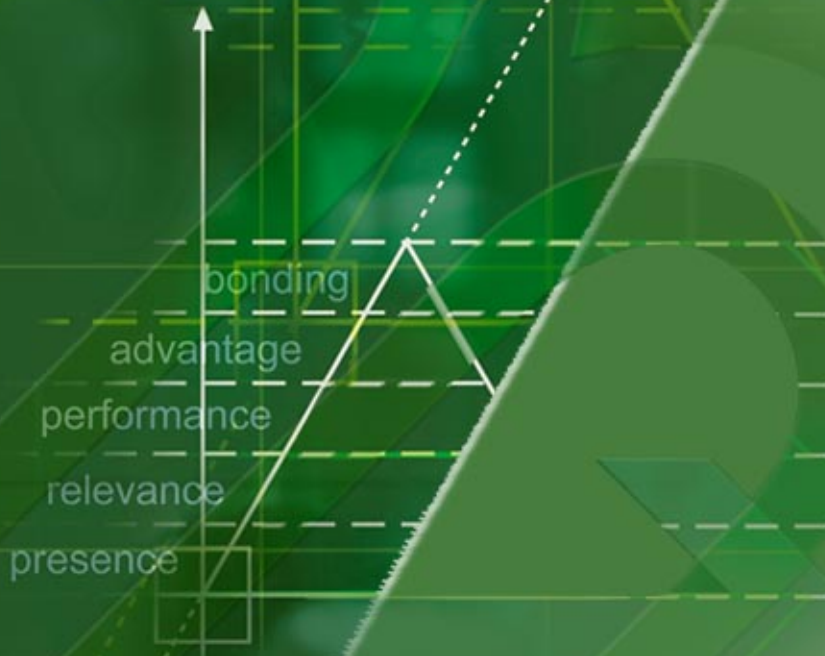
- Companies within the trade industry sector were more satisfied with the handling of the complaint (39%).
- Companies in Leinster (including Dublin) are least satisfied with the handling of their complaint (19%).
- High spenders with An Post are more satisfied than others with the way their complaint was handled (24%).

Base: All who made a complaint over 12 months (Total n=118, SMEs n=73, Corporates n=45)



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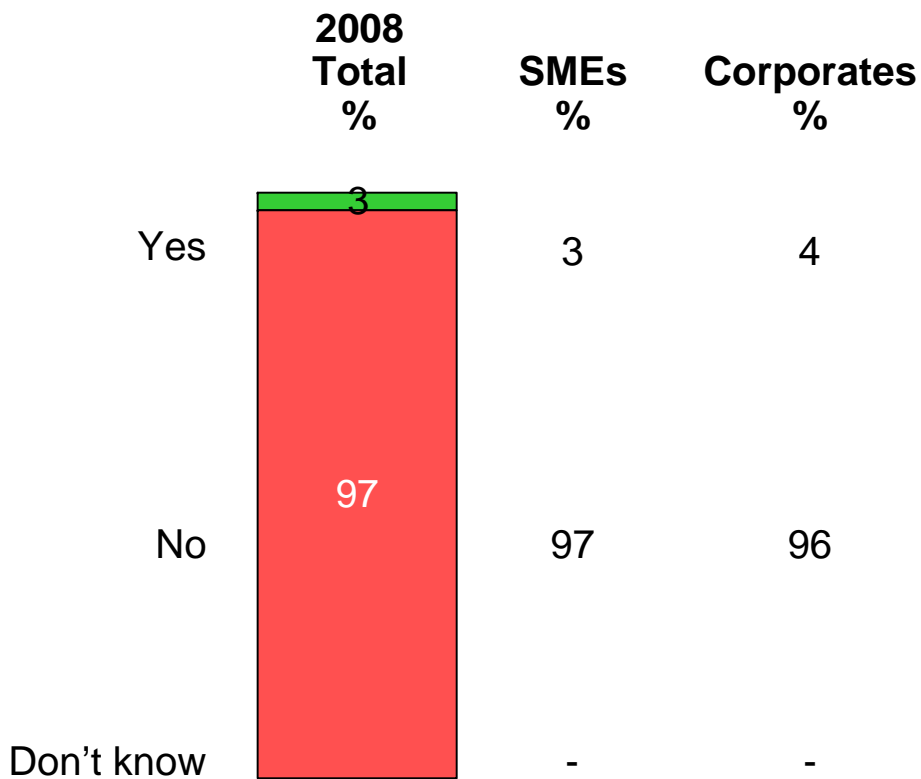
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## Awareness of Market Liberalisation

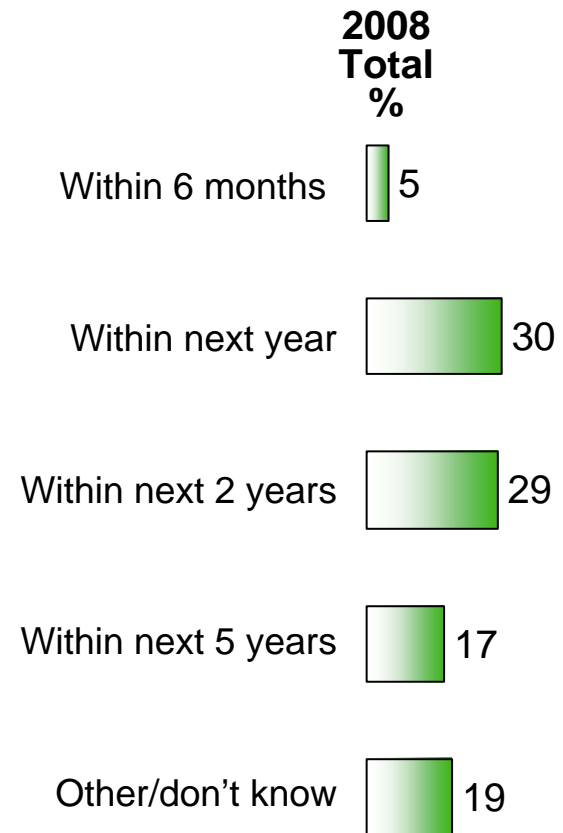
# Awareness of When Market Will Be Opened to Competition

Q. Do you know when the postal market will be fully opened to competition in Ireland by the removal of An Post's monopoly of the standard letter market?



Base: All Respondents (n=1000, SMEs=678, Corporates n=322)

Q. Approximately when do you think this is due to happen?

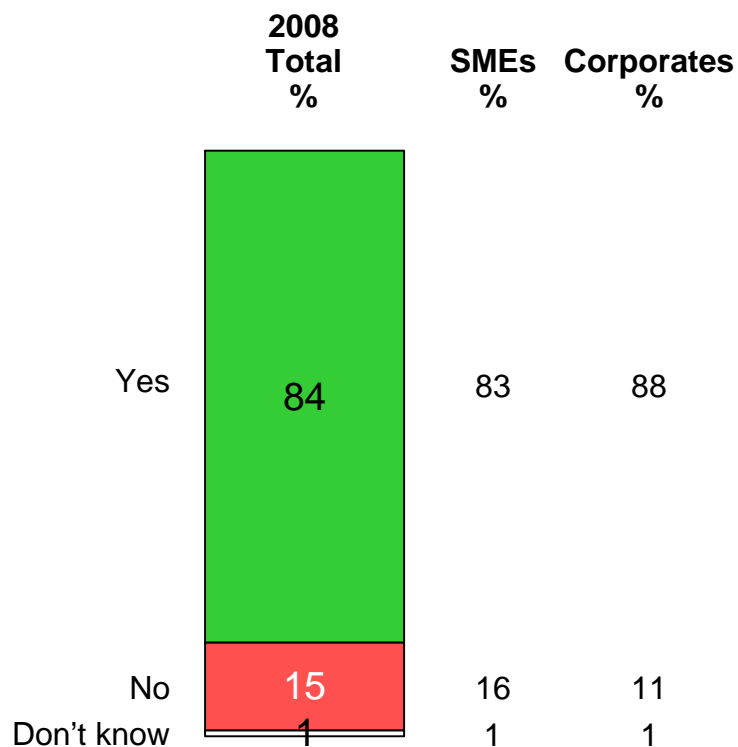


Base: All Who Claim to be aware (n=37\*)

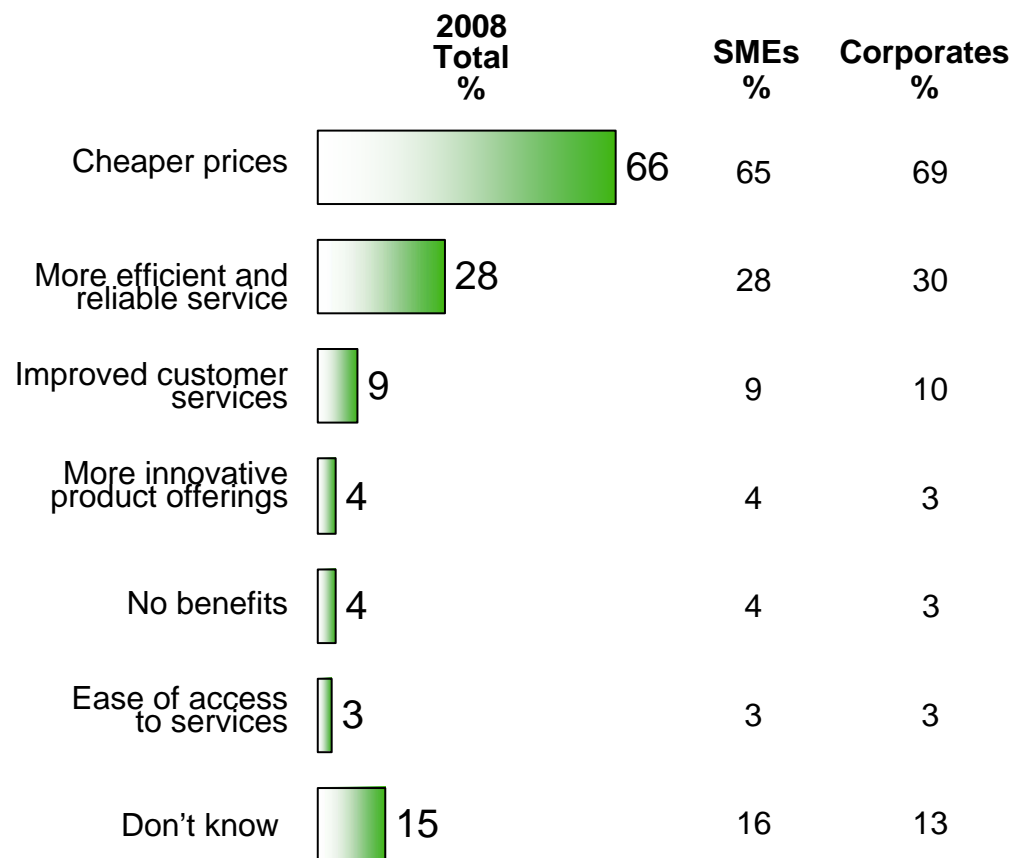
\* Caution: Small base size

## Desire For Information on the opening of the market to competition, and expected benefits.

Q. Do you think there is a need for more information on the full postal market opening?



Q. What benefits would you expect a fully open competitive postal market to bring to your company?

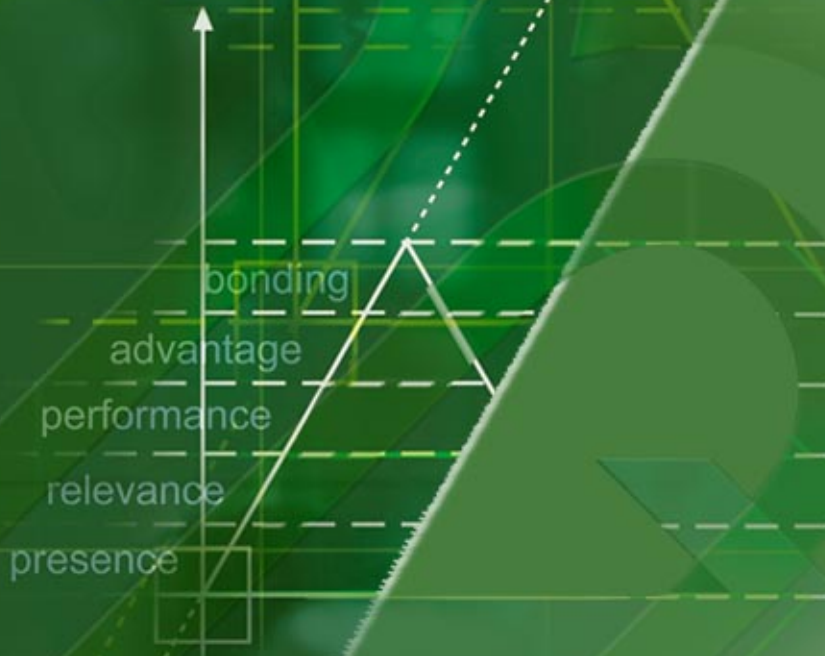


Base: All Respondents (n=1000, SMEs=678, Corporates n=322)



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## Summary of Findings

## Summary

- Nearly one in seven (15%) are now using the services of both An Post and other providers, up from 9% in 2007.
- In terms of types of mail sent by those using both An Post and other service providers, An Post remains the preferred service provider with regard to standard and large letters. However, in both cases the proportions posted with other providers has risen in 2008.
- Other service providers remain the preferred choice in terms of both packets and parcels, with a majority of proportions (68% and 73% respectively) being sent with other providers.
- There has been a significant increase in awareness of other service providers in 2008 among those who are currently only using An Post. Just one in three (34%) were unable to name at least one other service provider.
- Speed of delivery, next day delivery guarantee and cost of service are the main reasons cited for using other service providers.
- Whilst awareness and usage of other service providers has increased, the level of contact that companies claim to have had with these providers remains low, with just one in eight claiming they were contacted in the past year.
- Among those solely using An Post, a large majority (82%) feel it is unlikely they will switch in the next 12 months. Reasons given for remaining with An Post are that they are happy with the current service received, the perceived inconvenience of using multiple service providers and lack of information about the services on offer.

## Summary (Cont'd)

- Volumes of standard and large letters recorded modest increases in 2008, whilst there has also been increases in the claimed volume of packets and parcels sent.
- The proportion of mail sent business to business has remained relatively constant, with six in ten items being sent B2B, compared to 40% being sent to private residences.
- Hypothetically there is quite an interest expressed in a 2<sup>nd</sup> class postal service, with nearly half claiming they would use such a service to send at least half their mail.
- Among those sending larger volumes of mail, only half are aware of An Post's bulk mail service, and just 56% of these actually use the service.
- Postal spend with An Post has increased in 2008, with an average spend of €9,107, compared to €8,327 in 2007. Spend continues to be highest among Government and the financial service sector.
- Average spend has also increased among other postal service providers, with spend rising to €5,704 from €4,849 in 2007. Similar to spend with An Post, it is Government and the financial services sector who are more likely to be high spenders.
- There has been a rise in satisfaction with the overall postal service provided in Ireland when compared to 2007. However, when individual attributes are evaluated, particularly for An Post, satisfaction drops slightly.



## Summary (Cont'd)

- However, incidence of dissatisfaction with aspects of the postal service still remains high, with nearly four in ten claiming to have been dissatisfied with some element of the postal service over the past 12 months. The vast majority (83%) of dissatisfaction appears to relate to delivery issues.
- Of those dissatisfied, only three in ten made a formal complaint, with the vast majority of complaints being made directly to the postal service provider in question.
- Just one in five were happy with the handling of their complaint, with nearly half expressing dissatisfaction.
- There is low awareness of when the postal market will be fully opened to competition by the removal of An Post's monopoly of the standard letter market, which is due to take place by December 2010 at the latest. A large majority (84%) believe that there is a need for more information to be made available on the opening of the market.
- There is however, a keen expectation that the opening of the market could lead to both cheaper prices and a more efficient and reliable service.
- The survey identifies that there has been movement in the past 12 months in how, and with whom, companies choose to send their mail, and that there is a keen desire for a more faster, efficient and cheaper service in the future. Businesses seek more information on upcoming market liberalisation, and more verification of the perceived benefits that such an action will bring.

